



Miami Florida April 29-30, 2009

OutStart User Conference 2009

SPONSORSHIP GUIDE

Welcome to Outstart User Conference 2009! Miami, Florida

Dear Partner,

An estimated 100+ OutStart customers from leading corporations and public sector organizations will attend our 2009 User Conference. Sponsors and exhibitors will have the unique opportunity to build one-on-one relationships with these customers. This year's conference will be held **April 29 -30, 2009 at the Hyatt Regency Hotel in Miami**. We have assembled a variety of comprehensive sponsorship packages for you to choose from. These packages are designed to help you showcase how your solutions can help OutStart customers achieve their business objectives.

Reserve your sponsorship today by returning the *Sponsor Agreement Form* and payment to **Gary Farner** at gfarner@outstart.com or fax to 617 897 6801, attn: Gary Farner.

We look forward to seeing you in Miami!

Sponsorship Packages

GOLD SPONSORSHIP

\$7,000 Sponsorship Includes:

- Speaking Slot for General Session
- Three (3) conference registrations*
- Table Top (with wireless internet and electrical)
- 150 word listing in conference program and on User Conference website
- Sign for sponsor table top exhibition
- Company logo listed on pre-event promotion
- Logo featured on partner signage at the conference
- Sponsor mention in pre-event & post-event press releases
- Full page advert in conference program guide
- Sponsors will be mentioned in all User Conference Press Releases

SILVER SPONSORSHIP

Early Bird Rate: \$3,500

Regular Conference Rate: \$4000

Includes:

One available

- Speaking Slot for Partner Track
- Two (2) conference registrations*
- Table Top (with wireless internet and electrical)
- 150 word listing in conference program and on User Conference website
- Sign for sponsor table top exhibition
- Company logo listed on pre-event promotion
- Logo featured on signage at the conference
- Sponsors will be mentioned in all User Conference Press Releases

BRONZE SPONSORSHIP

Early Bird Rate: \$1700

Regular Conference Rate: \$2000

Includes:

- One (1) conference registration
- Table Top (with wireless internet and electrical)*
- 150 word listing in conference program and on User Conference website
- Sign for sponsor table top exhibition
- Company logo listed on pre-event promotion
- Logo featured on signage at the conference
- Sponsors will be mentioned in all User Conference Press Releases

*Each additional registration is \$300 USD.



OutStart User Conference 2009
 April 29-30, 2009
 Miami, Florida

OutStart User Conference Partner Expo & Sponsorship Agreement Form

Company Name

Contact Name(s) (All event communication will be sent to the contact person(s) listed above.)

Title

Street Address

City

State

Zip

Contact Phone

Contact Fax

Contact Email Address

I, the authorized representative, on behalf of above organization, agree to all the terms and condition contained in the OutStart User Conference 2009

Name

Title

Signature

Date

Please check the applicable fee(s) and enter total on the line below.

Early Bird Rate
 (Payment before January 18, 2009)

Regular Rate
 (Payment after January 18, 2009)

\$ 3,500 Silver Sponsor

\$ 7,000 Gold Sponsor

\$ 1,700 Basic Sponsor

\$ 4,000 Silver Sponsor

\$ 2,000 Basic Sponsor

Total due to OutStart: \$

Check Only (payable to OutStart, Inc)

Please send to:

Outstart

Attn: Gary Farner

OutStart User Conference

745 Atlantic Avenue, 4th Floor

Boston, MA 02111

Terms & Conditions

Agreements must be accompanied by payment in full.

All agreements and payments are due by January 18th, 2009. Send check (payable to OutStart, Inc) to:

Outstart

Attn: Gary Farner

OutStart User Conference

745 Atlantic Avenue, 4th Floor

Boston, MA 02111

- Cancellations – all monies paid are non-refundable

Promotion & Advertising Details

Outstart will highlight our partners in our conference materials and on the conference website. Your materials should be received before March 20th, 2009, to insure inclusion in pre-conference mailer. Marketing information and file format guidelines are below. Please provide all files and company descriptions to **Vikki Hearne at vhearne@outstart.com**.

Logo

Submit both a color and black and white company logo in high resolution (minimum 300 dpi), in Adobe Illustrator, EPS and JPEG format.

Company Description

Include your company description, corporate mailing address, website and email address. Send as a word document, text file or included in an email.

Advertisements

Provide your art in high-resolution (min 150 dpi) format, suitable for print. Adobe Illustrator files preferred.

Shipping & Handling

Please ship your sponsor and exhibit materials for delivery between **Wednesday, April 22, 2009 and Monday, April 27, 2009**. Your packages should be marked as in the example below:

Recipient Name, Exhibiting Company

c/o Hyatt Regency Hotel

400 S.E. 2nd Avenue

Miami, FL 33131

Hold for: Outstart User Conference

Important Dates

ASAP

Company description and logo are due upon signing the agreement

January 18th 2009

Submit signed agreement and payment for Early Bird Discount

March 20th 2009

Deadline for Advert to be included in Conference Program Guide.

March 27, 2009

Hotel reservation deadline to receive OutStart User Conference rate at the Hyatt Regency Hotel, Miami (\$139 USD + tax)

April 22, 2009

First day shipments may arrive at the Hyatt Regency Hotel

April 28, 2009

Setup of partner display 11 am - 4 pm

April 29 and April 30, 2009

Expo open 9:00 am - 4:45 pm

April 30, 2009

Tear down 3:00 pm - 5:00 pm

Conference Information

Conference Dates

Wednesday, April 29 – Thursday, April 30, 2009

Expo Dates

Wednesday, April 29 – Thursday, April 30, 2009

Conference Location

Hyatt Regency Hotel
400 S.E. 2nd Avenue
Miami, FL 33131

Attn: Conference Service Manager: Domingo de Obaldia
T: (305) 679-3061
<http://miamiregency.hyatt.com/hyatt/hotels/index.jsp>

Conference Website

www.outstart.com/user-conference

Sponsorship Contact

Gary Farner
Director, Channels and Alliances, OutStart, Inc.
T: 617-897-6813
E: gfarner@outstart.com

Sponsorship Coordinator

Vikki Hearne
Marketing Programs Manager
E: vhearne@outstart.com

Attendee Demographics

Attendee Roles & Responsibilities

Aerospace & Defense
Association / Non-Profit
Consulting
Communications
Education
Energy & Utilities
Government
Financial Services & Insurance
Food & Beverage
Healthcare
High Tech
ICT
Pharmaceuticals

Professional Services
Manufacturing
Media
Retail
Real Estate
Restaurants
Telecommunications
Travel & Hospitality
Training & Learning
Transportation
Wholesale

Expected Attendance

Over 100 worldwide customers

About OutStart

OutStart software powers the transfer of knowledge through formal learning, informal learning and social software. By making the exchange of knowledge frictionless, OutStart enables knowledge workers - employees, partners, and customers – to perform their roles far more effectively.

AgustaWestland, Autodesk, BB&T, British Telecom, CVS Caremark, Department of Work and Pensions (DWP), Internal Revenue Service, General Dynamics, Lufthansa, MetLife, The Boeing Company, the US Navy, and Verizon Wireless rely on OutStart to increase individual and organizational performance, improve knowledge transfer and lower operating costs. Headquartered in Boston, Mass., OutStart has offices throughout Europe and North America and can be found on the web at www.outstart.com