



2009 *Signature* Customer Service and Support Conference and Expo

Exhibitor Opportunities

Be one of the seven exhibitors at the Signature event and meet with key people from major corporations and government agencies. There are a limited number of exclusive sponsorship opportunities. Hurry – every spot in our conference sells out, and spaces are going to go quickly. **Contact us before they are all taken!**

Be sure your products and services are marketed at one of the most respected Service and Support conferences in the industry. The 11th **Annual *Signature* Customer Service and Support Professionals Conference and Expo** is just the event to get this exposure to leaders of Help Desks, Service Desks, Contact Centers and Call Centers.

Soar with us at the Museum of Flight in Seattle, WA, September 14 & 15, 2009.

Vendors and practitioners are all part of the service and support community. We have developed a culture at our conferences that facilitates and encourages the development of positive relationships between practitioners and sponsors in a very intimate setting. The Museum of Flight location is a perfect location for people to network and get to know one another and better understand what your company offers!

This is an unsurpassed way to create a win for everyone involved – the attendees learn about the products and services to make their jobs easier and enable delivery of advanced support services and the sponsors form a meaningful relationship with the attendees for future and ongoing relationships.

This year's event theme is "**A New Way of Thinking about Service and Support**". We are putting a focus on leadership, communication technology enhancements and embracing change. This is a crucial year for change. We need to find better and more efficient ways to deliver customer service by improved technology usage, motivating teams and advancing processes. You can help attendees reach for and attain their goals by delivering superior education about your products and services during exhibit hours, on breaks and at evening networking gatherings.

We want you to have an opportunity to sponsor an event with such an extremely well-targeted audience made up of key decision makers. We are offering extremely affordable a la carte selections, as well as tabletop packages. The sponsorship opportunities range from \$500 - \$4,500, so everyone can find something perfect for their budgetary requirements.

We believe in forming solid relationships with our sponsors where everyone benefits. We invite the sponsors, media, and associations to help us spread the word about our event in exchange for the low cost sponsorship investments.

Providing a solid program loaded with high quality content from expert speakers ensures people have the best opportunity at this educational event loaded with networking opportunities. The outstanding attendee experience at HTHTS events makes for highly receptive, as well as highly qualified prospects. Having you there to share your products and services and to network with everyone, is the icing on the cake for the attendees.

Have questions about exhibiting?

Contact Lisa Prendergast at Lisa@hthts.com, Ivy Meadors at Ivy@hthts.com or call us at 425-398-9292.

Here's what you'll receive as an exhibitor of the Signature Conference

- Qualify valuable leads at one of the best opportunities for your company to directly connect and form intimate relationships with decision-makers from major companies and government agencies, as they make critical purchasing decisions on service and support solutions for their organizations.
- Attendance at the event that is consistently rated by the attendees as rich with very pertinent content, and therefore, attracts the more seasoned professionals who can identify the best solutions for their business.
- Hear high quality speakers covering the current aspects of service and support in the industry to benefit your marketing efforts and increase your expert knowledge.
- The experience of an event focused on the educational and networking experience for the attendees and not the "party" aspects.
- With the sponsorship investment so low, you can generate a high return on your investment sooner, and with far lower effort. Wouldn't you agree?

The reason we designed the program to connect people in an intimate event is simple: Marketing and networking is the lifeblood of any business.

We believe that when vendors participate in sessions and get to know people at a deeper level, they will improve their product and service offerings through a better understanding of the attendees' needs and be better able to serve the industry.

- Vendors, who have sponsored the event, investing a minimum of \$4500.00, may have **one staff attend all sessions at no extra cost.**
- Vendors may **attend the Mastermind Sessions** and actively participate in these intimate discussions. If they have purchased the appropriate sponsorship or contract to drive attendees to the conference using their marketing lists and customer relationships, vendors can lead a Mastermind discussion group.
- Maximum exposure to attendees is afforded with **lunches held in the exhibitor area.** The exhibitor area will be **open during the entire event.** You may stay in your exhibit area the entire time but we encourage you to attend sessions during slow periods. There is allocated time both days to encourage one-on-one time with the attendees who have an interest in your products and services.
- **The exhibitor area is in the General Session room** for easy access by the attendees.
- You will gain visibility in front of our audience by **introducing speakers** during the conference sessions, if you would like to participate.
- **Sign up for / attend networking activities** both within the conference and outside (tour or dinner groups) for **building long lasting relationships** with attendees in non-sales environments. We will help to introduce you to groups that plan annual sightseeing outings during the conference.

Act now to improve your marketing and business success

The sponsorship opportunities provide easy and cost-effective ways to get your company name and image noticed by the many key-decision makers attending the conference. Select from the variety of proven sponsorship opportunities to increase your visibility and impact designed to accommodate any budget at www.helpdeskconference.com.

SIGN UP FOR THE BEST SPONSORSHIP OPTION. CONTACT US TODAY VIA HDP@HTHTS.COM OR 425-398-9292.

2009 Signature Event Tabletop Sponsorship Opportunity

| Tabletop Sponsorship Opportunities | Investment |
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| <p>BEST OPTION!!</p> <p>Tabletop Exhibit Space:</p> <ul style="list-style-type: none"> • One of only seven sponsors with prime access to attendees • Your corporate logo featured on our conference sponsor page with a cross link to your website • Your company name and cross link will appear in various eSharings newsletters that goes out to almost 10,000 names prior to the conference • Exhibit area is in the general session room to allow maximum interaction with attendees • Table top package set up is a 6 foot skirted table, 2 chairs and a wastebasket • Place a pop-up board behind your table for greater visibility • Demonstrate products using laptops, monitors, etc., at your tabletop exhibit space (Power and Internet connections are available to rent) <p>Corporate Literature: Display of corporate literature is encouraged as well as handouts that include templates, hints, tips, resources, white papers, etc.</p> <p>Staff Passes: Vendors who sponsor the event, investing a minimum of \$4500.00 may have one staff attend all sessions at no extra cost. This is a value of \$1895.00. Any additional staff must purchase a pass available at a sponsor discount for \$1395.00. This offer is not transferable to prospects, customers, etc. Passes cannot be shared from day to day or during the same day. Each pass purchased is assigned to a single individual.</p> | <p>\$4500</p> <p>(Available to 7 Sponsors)</p> |

PROMOTIONAL AND A LA CARTE ITEMS

Marketing / Promotional Sponsorship Opportunities

| Marketing / Promotional Sponsorship Opportunities | Investment |
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| <p>Conference Proceedings Flash Drives: BEST VALUE!</p> <ul style="list-style-type: none"> Place your logo on the outside of Flash Drive for the highest visibility Place up to 5MB pages of your corporate literature and/or white paper on the Flash Drive Make a lasting impression! Attendees keep the flash drives long after the conference ends – your logo and message will be brought home with them | <p>\$2495</p> <p>(Available to 1 Sponsor)</p> |
| <p>Conference Folder Advertisement:</p> <ul style="list-style-type: none"> Be the only sponsor to advertise as a virtual billboard on the back of the conference folder by including an advertisement or logo placement Continually increase your exposure during the conference as the folder will be seen in the hands of all attendees throughout the conference <p>NOTE: Advertisement must be a sticker for placement on the folder. Sponsor must initiate and create advertisement. All content must be approved by HTHTS prior to the advertising.</p> | <p>\$695</p> <p>(Available to 1 Sponsor)</p> |
| <p>Conference Folder Sponsor Insert: SELLS OUT FAST!</p> <ul style="list-style-type: none"> Take advantage of this highly visible sponsorship opportunity to be one of 4 vendors who will have marketing collateral inserted in the conference folders. Boost awareness of your company and its offerings by providing a one page (can be two sided) document, advertisement, white paper, CD, etc., to place in conference folder | <p>\$495</p> <p>(Available to 4 Sponsors)</p> |
| <p>Attendee list - post-show e-mail: GREAT VALUE!</p> <ul style="list-style-type: none"> Increase your company's awareness to attendees Stay fresh in attendees minds after the conference ends Take this opportunity to invite attendees to a future learning event – i.e. webinar, tele-seminar, etc. Capitalize on leads by encouraging attendees to reach out to you for information through other touch points <p>Note: Sponsors must initiate work effort, if they select this option. Sponsor must provide content to HTHTS for approval. HTHTS will manage the one-time emailing to the conference attendee list.</p> <p>Sponsor MUST make the minimum of a \$4500 investment to purchase this sponsorship</p> | <p>\$1095</p> |

Event Session Sponsorship Opportunities

| Event Session Sponsorship Opportunities | Investment |
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| <p>Mastermind Session: BUILD LASTING RELATIONSHIPS!</p> <p>Mastermind Sessions are networking sessions where there are several topics in one room and each topic has their own table and facilitator. Mastermind sessions are among our most popular sessions!</p> <ul style="list-style-type: none"> • Submit a highly advanced, experienced individuals from your company to facilitate one mastermind round table session • Make one on one contacts for lasting relationships with 6 to 10 participants at your mastermind session • Attract participants that are among the most interested at the conference on the topic you provide • Lead and encourage idea sharing and conversation within your mastermind session • Increase awareness and benefits of your topic in a non-sales discussion • Provide specific resources to the participants on the mastermind topic • Encourage an exchange of business cards so the group can stay in contact long after the conference is over <p>NOTE: Topic will be considered and approved by conference advisory board. Mastermind leaders must meet specific criteria to have this opportunity. These sessions are lead by highly advanced, experienced individuals on topics..</p> | <p>\$995 as an a la carte option</p> <p>and</p> <p>\$495 with a minimum investment level of \$4500</p> |
| <p>Sponsor Session Speakers:</p> <ul style="list-style-type: none"> • Catch the attendee’s undivided attention by sponsoring a session speaker • Gain additional exposure by introducing the session speaker • Place marketing collateral on the chairs in the conference session room during the speech • Receive added visibility through email, web, and onsite marketing • Present a 2-minute overview of your product offerings at the start of the session. <p>NOTE: HTHTS, Inc. will determine speaker selection. Upon request, we will forward you a link to the conference agenda for your review. If available, you can sponsor a session based on topic, technology area, etc.</p> | <p>\$1495</p> |
| <p>Sponsor Featured Keynote Speakers:</p> <ul style="list-style-type: none"> • Catch the attendee’s undivided attention by sponsoring the featured keynote speaker. • Gain additional exposure by introducing the keynote speaker • Place marketing collateral on the chairs in the general session room during the keynote • Receive added visibility through email, web, and onsite marketing • Hang a banner behind the stage where the speaker is presenting • Present a 2-minute overview of your product offerings at the start of the session. | <p>Call for details</p> |

Reception / Meal Sponsorship Opportunities

| Reception / Meal Sponsorship Opportunities | Investment |
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| <p>Conference Breakfast Sponsor:</p> <ul style="list-style-type: none"> • Host a conference breakfast, put your product or service in the spotlight, and be the first thing the attendees wake up to! • Place marketing collateral and / or goodie bags on each attendee's seat • Pre-show advertising through online conference website • Gain visibility at the conference through signage, exposure on the conference website, and collateral distribution and networking opportunities within the breakfast area • Logo placement prominently in on-site signage near food and or refreshment station | \$995 |
| <p>Conference Luncheon Sponsor: (Select either Monday or Tuesday)</p> <ul style="list-style-type: none"> • Increase your exposure to the general conference audience • Put your product or service in the spotlight by hosting a conference luncheon • Pre-show advertising through online conference website • Gain visibility at the conference through signage, exposure on the conference website, and collateral distribution and networking opportunities within the luncheon area • Place marketing collateral and / or goodie bags on each attendee's seat • Welcome and introduce your company during the first 5 minutes of the lunch | \$2250 |
| <p>Afternoon Refreshment Break Sponsor:</p> <ul style="list-style-type: none"> • Exclusive opportunity to sponsor the afternoon refreshment breaks • Pre-show advertising through online conference website • Gain extra exposure by placing marketing collateral on a literature table • Gain visibility at the conference through signage, exposure on the conference website and collateral distribution <p>Note: You are welcome to upgrade breaks (i.e. Smoothie station, ice cream sundae stations, pretzels, themed break, etc.) for an additional cost.</p> | \$495 each |
| <p>Evening Reception Sponsor: Monday Only</p> <ul style="list-style-type: none"> • Exclusive opportunity for your company to sponsor the high-lighted themed reception on Monday evening • Welcome and introduce your company during the first 5 minutes of the reception • Provide marketing collateral and / or goodie bags to hand out to each attendee • Pre-show advertising through online conference website • Gain visibility at the conference through signage, exposure on the conference website and collateral distribution <p>Note: You are welcome to upgrade reception theme and catering for an additional cost.</p> | \$3250 |