

SGHE MIDDLE EAST USER GROUP 2011
BUILDING A WORLD OF OPPORTUNITY
12-14 DECEMBER • JUMEIRAH BEACH HOTEL

PLATINUM SPONSORSHIP PACKAGE

As an industry leading organization, consider becoming a Platinum Sponsor at SMEUG 2011. This package includes the most desirable and effective promotional elements and will receive the highest level of support from the SGHE conference management team.

CONFERENCE KEY OPPORTUNITY

Official Conference Bag – receive unsurpassed recognition with your logo prominently placed along with SGHE on the Official Conference Bag given to all delegates.

CONFERENCE BRANDING

Prominent Venue and Conference Signage – your company logo will be included on Venue and Conference signage including a highly visible location in an area that connects all meeting and event space. Display table and space for a small sized roll-up.

Keynote Exposure – your company logo displayed on the screen before keynote presentations. Verbal recognition from podium during Conference Welcome and company logo displayed in Welcome presentation.

Conference Bag Inserts – one piece of your company's literature and one gift in the Official Conference Bag distributed at registration.

CONFERENCE EDUCATION

Keynote Speech - A twenty minute speech during the opening plenary session focusing on the conference theme, Building a World of Opportunity. (The speech will be pre-approved by SGHE.)

Customer Case Study Session in Case Studies Track – this is a new track designed for selected clients to showcase best practices in particular areas. You would be the only vendor in this track.

Exhibit Hall Table – Prime table in the exhibit hall for client and prospect interaction.

Complimentary session in Vendor Track – vendor track presentation.

Delegate Registrations – six (6) delegate registrations are included with this sponsorship level, providing your staff with access to all Conference activities including session attendance.

(continued)



ADVERTISING OPPORTUNITIES

Pre-Conference Marketing – Advance recognition as a sponsor in print, on the web and on all event and marketing correspondence.

WWW Posting – your company logo with a link to your website on the SMEUG 2011 website.

Pre-Conference Email – your company may send an email to our pre-conference opt-in registration list. Sponsor to produce email, SGHE to distribute.

Post-Conference Email – your company may send an email to our post-conference opt-in registration list. Sponsor to produce email, SGHE to distribute.

On-Site Advertising – one full page ad in the Conference Brochure provided to all delegates at the event.

Inclusion in Press Announcements – your company name will be included in the SMEUG 2011 press release as an official sponsor.

Platinum Sponsorship Investment is \$20,000*

*One sponsorship available at this level and includes first right of renewal for next year's conference