



PLATINUM SPONSOR GUIDE

SALES 2.0 CONFERENCE

March 4-5, 2009

Intercontinental Hotel - San Francisco, CA

www.sales20conf.com/2009

Contact: Larissa Gschwandtner

Tel: 713/874-0898

Email: larissa@sellingpower.com

Special guest rate at Intercontinental Hotel: \$259/night, plus tax

To make your reservation, please call the hotel at 1-866-781-2364 and mention Sales Dot Two Inc. to receive the special rate. This rate is on a first-come, first-serve basis and will not be guaranteed past Friday, February 13, 2009.

Creative assets:

Please send the following items to larissa@sellingpower.com by December 18, 2008:

- high-res, color company logo (eps file preferred)
- low-res company logo for Website (jpeg or gif file preferred)
- your company contact information for coordinating sponsorship details prior to the event

Platinum sponsor customer registration

As a Platinum sponsor, your company must register at least ten (10) and up to seventeen (17) customers for the Sales 2.0 Conference. The customers you register must be in a sales and/or marketing management position (no sales reps, consultants, or independent sales trainers). The free registration is part of your sponsorship. No more than five (5) sponsor-company representatives may be registered; the rest must be your customers or prospects. Sales Dot Two Inc. provides a total of 20 passes to Platinum sponsors. You may sign up additional customers or prospects for \$250 per person. If you need to register additional people, please contact Kim Montgomery at events@salesdottwoinc.com.

How to register your customers

Visit www.regonline.com/2009sales20.

Attendee type: Attendee

Discount code: **please contact Kim at events@salesdottwoinc.com to get your code**

How to register your company representatives

Visit www.regonline.com/2009sales20.

Attendee type: Sponsor

Discount code: **please contact Kim at events@salesdottwoinc.com to get your code**

All registrations are subject to final approval by Sales Dot Two Inc.

Registrations must be completed by February 13, 2009.

Suggested email to invite your customers to the Sales 2.0 Conference:

Dear Customer,

As a preferred customer, we would like to invite you to join *Sponsor Company Name* as our guest at the upcoming Sales 2.0 Conference on March 4-5, 2009, at the Intercontinental Hotel in San Francisco. As a token of our appreciation, we will

absorb the conference fees of \$995, which includes all course materials, food, and access to an evening cocktail reception. You will also receive copies of highly relevant studies detailing the latest insights into sales leadership benchmarks, valued at more than \$1,890.

At this conference, you will hear insightful presentations by 20 sales leaders, who will share how they have selected best-practice methodologies and matched them with productivity-enhancing technologies to accelerate sales and dramatically increase productivity. What makes this event so unique is that there will be no vendor presentations and no hype, and all participants will freely share their knowledge so that everyone can take away actionable, business-enhancing ideas. To review the agenda, please go to www.sales20conf.com/2009.

If you would like to join us at this event, please RSVP within the next three days, and we will send you a registration code. If you are unable to participate, we completely understand, but please let us know so we can extend that special offer to another customer.

With best wishes,
Sponsor Company Name

Platinum presenter/panelist obligation:

As a Platinum sponsor, you can nominate ONE client to deliver a 10-minute presentation during the Analytics and Compensation Management session and also participate on that session's 30-minute panel discussion.

Presenter/panelist nominations must be completed by January 12, 2009.

Presentations must be finalized by January 30, 2009. You will be given a PPT template for your customer to use.

Your customer's 10-minute presentation about your Sales 2.0 solution should conform to the following outline:

1. Overview of the sales operation
2. Statement of business challenge
3. Selection of solutions
4. Why the company chose your solution
5. Integration and training challenges
6. ROI of solution

The conference chair will assist your customer with the preparation and delivery of the presentation. Your customer will also participate in a half-hour panel discussion with 2-3 other panelists.

Sponsor materials due prior to March 2009:

- Text listing (50 words max) for special Sales 2.0 directory to be published in the March 2009 issue of *Selling Power* magazine. Please send to larissa@sellingpower.com by January 19, 2009.
- Space reservation (to be received by January 19, 2009) of your half-page or full-page ad in the Sales 2.0 directory section of *Selling Power's* March 2009 edition, at a discounted rate of 50% off the rate-card price. Contact larissa@sellingpower.com for details.
- Exhibit directory listing (included in conference material), up to 70 words. Please send to larissa@sellingpower.com by January 31, 2009.
- White paper in PDF format, to be posted on the Resource section of the Sales 2.0 Conference Website starting March 5, 2009. Please send to larissa@sellingpower.com by February 13, 2009.

- Company flyer (delivered to the event by you) distributed to each participant at event. (Must meet specs.) Due by February 28, 2009. Details to follow.

Sponsor set-up time/specs:

Sponsor set up will take place on March 3, 2009, from 7:00 pm - 10:00 pm in the ballroom foyer on the 5th floor of the Intercontinental Hotel. You will be provided with a six-foot, skirted table, wireless Internet access, two chairs, and a wastebasket. Due to space restrictions, we cannot accommodate 10-foot booths. Any pop-up stands you bring must fit either behind or on top of the six-foot table.

AV/monitor rental:

If you need to rent a monitor, you may consider using the Intercontinental Hotel's in-house AV department, PSAV® Presentation Services.

Contact: Tim Mayfield, Director of Sales, Event Technology

Direct: 415/616-6544

Email: tmayfield@PSAV.COM.

Attendee/sponsor networking times:

The following breaks have been scheduled to allow time for informal meetings with each sponsor:

March 4th:

- Continental breakfast (7:30 a.m. – 8:30 a.m.)
- Morning refreshments (10:30 a.m. – 11:00 a.m.)
- Lunch (12:00 p.m. – 1:15 p.m.)
- Afternoon refreshments (3:00 p.m. – 3:30 p.m.)
- Evening networking reception (4:45 p.m. – 6:30 p.m.)

March 5th:

- Continental breakfast (7:30 a.m. – 8:30 a.m.)
- Morning refreshments (10:30 a.m. – 11:00 a.m.)
- Lunch (12:00 p.m. – 1:15 p.m.)

Please visit www.sales20conf.com/2009 for the complete, up-to-date agenda.