



Strategic Insight for Technology Leaders in Retail

# Top 10 Reasons to Sponsor

## 1) Exclusive Audience

Put your program or product in front of IT executives with real buying power. All CIO Summits are invite-only; your time is well spent with an exclusive audience of IT decision-makers. You'll get higher quality technology leads because this is more than your typical technology conference.

## 2) One-on-one Business Meetings

Take advantage of a unique opportunity to meet with attending CIOs and industry thought leaders in an intimate one-on-one setting. You can go over program or product details and address individual concerns. Each executive attends only six one-on-one meetings. This ensures that you have their undivided attention.



## 3) Networking Opportunities

In the business technology world, sometimes it's all about who you know. The CIO Summits will take care of the introductions. Then, you can turn your new acquaintances into solid business partners. Opportunities include "wired" networking breaks, cocktail receptions, four-course meals and more.

## 4) Creative Sponsorship Packages

These are more than simply branded signs; CIO sponsorship packages are a complete experience. You could meet one-on-one with CIOs and IT executives, attend networking events, sit on discussion panels, present a case study, acquire technology leads, and more. There's a package for every marketing budget.

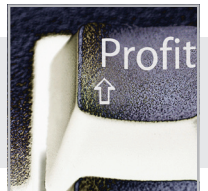


## 5) Intimate Environment

The CIO Summits create an intimate business environment where IT leaders and technology solution providers can do more than trade business cards, they can get to know each other by name. Large technology conferences have their purpose, but why become another face in the crowd?

## 6) ROI

In today's economy, marketing budgets are tight and ROI is expected. With this in mind, the CIO Summits are a smart investment. You'll get back more than what you put into it.



## 7) Reach New Technology Audiences

The CIO Technology Summits will give you direct access to high-level executives from innovative companies. These leaders are busy and hard-to-reach. Let us begin the conversation for you.

## 8) Balanced Agenda

Most technology conferences are jam packed with learning events and vendor pitches from day to night. The CIO Summits, however, are the perfect balance of work and play—and even the play is productive. From workshops to cocktail receptions, case study presentations to four-course meals, attendees will stay energized and attentive throughout this three-day event.



## 9) Productive Environment

The CIO Summits are designed to ensure that attendees' time is productive and efficient. Workshops, panel discussions, case study presentations, one-on-one meetings, as well as personalized itineraries for every delegate ensure attendees get the most out of their time.

## 10) Learning Opportunities

The CIO Summits are a chance to hear from IT end-users. Learn about critical topics, trends, new research and case studies in the IT industry. Get the information you need to know to reach new audiences and acquire technology leads.

