



Wharton West Connected Challenges & Reception
June 20th, 2007



The Wharton West Campus
101 Howard Street
San Francisco, CA

Supernova Conference
June 21st - 22nd, 2007



The Westin St. Francis
335 Powell Street
San Francisco, CA

The value of Supernova:

“As we continue to sift through the rapid changes in the tools and techniques for managing in a decentralized world, Supernova will remain one of our prized filters.”
Conferenza Report

Supernova is produced in partnership with:



www.supernova2007.com

SUPERNOVA 2007 SPONSORSHIP OPPORTUNITIES

All sponsorship packages are flexible, and can be customized to meet a company's individual marketing requirements. Please contact **Jeanne Logozzo** at: jlogo@supernovagroup.net.

Wharton West Event Packages:

The Technology Showcase and Workshop Packages offer participation in events to be held at Wharton's West Coast facility, as well as an integrated suite of marketing benefits.

1. Connected Technology Showcase Package – \$3,500 **New Venue!**

Provides a technology company maximum brand exposure with Wharton's business community and Supernova participants. Benefits include:

- **Participation in the Supernova premier networking gala.** Your company will be one of a select group of “connected” technology service and product providers in a special showcase area during Supernova's event party for all Conference participants and industry guests and media on the evening of June 21st on the festive Imperial Floor at the Westin St. Francis.
- Company logo and link on the Supernova Web site and 75-word Company description in Conference Guide.
- Inclusion in pre- and post-conference promotional emails to the Supernova community of over 8,000 industry leaders, as well as the Wharton-affiliated business communities.
- Company marketing materials made available during main conference.
- On-site press support and inclusion of press release in Conference Press Kit.
- 2 complimentary passes to The Connected Technology Showcase & gala; 1 complimentary full-conference 3-day pass (includes Wharton day).

2. Connected Challenge Package – \$6,500 **New!**

The *Connected Challenge* is a new twist on a workshop session format that we will offer on June 20th, at the Wharton West Campus. It is designed to challenge various and differing opinions from leading technology and business thought-leaders on key Supernova topics.

- **All the benefits of the Connected Technology Showcase Package**, including integrated marketing programs and participation in the Connected Technology Showcase (optional).
- An opportunity to present at one of the **Wharton Connected Challenges**, joining leading innovators and subject experts in discussing the latest connected business tools and trends.
- Wharton West venue comes fully-equipped with state-of-the art AV equipment as well as Internet and WiFi connections.
- **Promotions** will include targeted campaigns to Wharton's extensive business communities and Supernova media partners' networks.
- 2 complimentary full-conference 3-day passes in addition to 2 Connected Technology Showcase & gala passes.

Top Innovative Connectors Package – \$5,000 **Expanded Program in 2007!**

Participation based on submission of innovative, newly or pre-launched “connected” technologies. Products to-be-demonstrated and discussed during Supernova general session, and profiled and reviewed at TechCrunch.com. Submission forms will be available on February 19 on the Supernova Web site.

- Company, product description and Web site link posted on Supernova/TechCrunch Web page; company name and Web site link included in program-specific promotions to Supernova community and 3 posts on TechCrunch.
- Product presentation during dedicated Top 12 Innovative Connectors session.
- Online coverage of product presentation by Mike Arrington, at TechCrunch.com. TechCrunch is quickly becoming *the* online source for candid and thorough product profiles and reviews; additional information can be found at: www.techcrunch.com.
- 1 complimentary full-conference 3-day pass.
- Bundled discount offer with Connected Technology Showcase package: **\$7,500.**



Company Interviews & Podcasts – Add-ons **More Media options in 2007!**

We provide a series of video and audio-recorded interviews with, or presentations by sponsors, which will be available as vcasts or podcasts pre-, on-site and post-event. This add-on can be bundled with the Workshop Package for \$7,500, or included with any sponsorship package; pricing is TBD based on custom proposal. Special Podcast stations will be available on Podango.com, and are hosted by Knowledge@Wharton, PodTech, among others.

Custom Sponsor Packages: level of sponsorship based on overall value of package

1. Program Sponsor – package value ranges from \$10,000 - \$20,000

2. Event Partner – package value ranges from \$25,000 - \$45,000

These levels of packages are designed to provide a company with additional marketing promotion and exposure through an exclusive hosting position for a major conference event. Benefits include:

- *Program-level or Event Partner-level* sponsorship placement on Supernova homepage and 100-word Company description in Conference Guide.
- Inclusion in pre- and post-conference promotional emails to the Supernova and Wharton communities.
- Participation in Connected Technology Showcase on June 21st. (optional)
- **Exclusive host of a major Conference event. Events may include:**
 - **Wharton West Connected Challenge.** The Company will host a specific session or specific discussion track on June 20th at Wharton West Campus.
 - **Wharton West Networking Reception.** The Company will host the kick-off event the evening of the June 20th, which offers a unique networking opportunity to connect with over 350 technology and business leaders.
 - **Networking Gala Reception:** The Company will be promoted as the sponsor of the “themed” party and Connected Technology Showcase at The Westin St. Francis, the evening of June 21st.
 - **Innovative Connectors Showcase:** The Company will be promoted as the major sponsor of Supernova’s cutting-edge showcase and presentation of newly launched “connected technologies”.
 - **Content Programs:** The Company will be promoted as the host of (and participant in) a content-generating broadcast or technology, such as a Podango podcast station, vblogging series, media partner broadcast, etc.
 - **Online Supernova Community Tools:** Companies may offer to host specific interactive tools made available to the Supernova online community. Examples include: Conference Weblog, interactive discussion tools, etc.
- **Event-level package** includes participation in main program, subject to approval by Conference Host.
- 3+ complimentary full-conference passes; TBD based on scope of package.

Premium Sponsor Package – \$50,000+

The Premium package is designed to provide a company with top-level positioning in all conference communications, along with exclusive hosting position for a major, custom-designed conference event.

- **All the benefits of a Program Sponsor Package**, including integrated marketing benefits and hosting of a major Conference event.
- *Premium-level* sponsorship placement on Supernova Web site and 150-word Company description in Conference Guide.
- Company logo on all main Conference on-site signage and handouts.
- One Company banner in reception area of main conference.
- 5+ complimentary full-conference passes; TBD based on scope of package.

All sponsors are entitled to a special discount rate of \$1,295 for additional 2-day conference passes.

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