

MIT Sloan CIO Symposium



May 17, 2007

BENEFITS OF SPONSORING

■ **Partnership:**

High quality association with an MIT-organized executive symposium.
Limited number of sponsors.

■ **Deliver your message:**

Convey your organization's value to your target audience through online communications and handout collateral.
Day of event distribution of marketing material.
Panelist opportunities.

■ **Networking:**

Pre-event VIP networking dinner with sponsors, speakers, panelists and organizers.
Lead-generation with other symposium participants.

■ **Communications and Press:**

Exposure to 25,000+ information technology executives and decision-makers through extensive direct marketing.
Logo on event website with links to your website.
Ad in event program.
Mention of company in event Podcast.

For symposium updates or information, visit:

www.mitcio.com

THE PREMIER CIO EVENT IN THE NORTHEAST

JOIN OUR COMMUNITY OF THOUGHT LEADERS AND DECISION-MAKERS

This event brings together 500 senior-level IT decision-makers in a day of networking, spirited discussions and informative discourse concerning today's business and technology issues.

Social networks and related technology have gained prominence recently as sources of entertainment. This year's theme: **"Networks for Competitive Advantage: People, Partners and Processes"** explores how social networks in business can revolutionize the processes by which people, partners and customers work together to create value. The 2007 CIO Symposium brings together thought leaders from across the globe to share their perspectives on how to maximize the potential of such collective intelligence networks to gain competitive advantage.

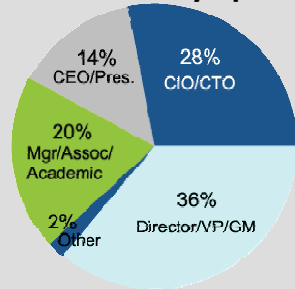
BE A DRIVING FORCE AT THE 2007 MIT CIO SYMPOSIUM

Sponsoring puts you front and center with an experienced audience of CIOs, VPs, and thought leaders. You will be able to influence and capitalize on an array of panels on key topics of vital concern to these high-caliber, qualified, decision-makers.

MIT Sloan CIO Symposium



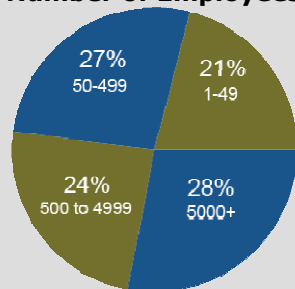
Attendee Demographics from the 2006 MIT CIO Symposium



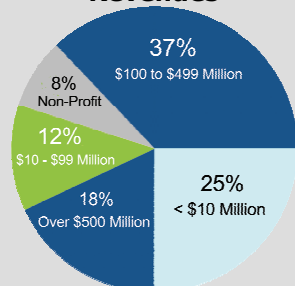
Sample Attendee Organizations

ARAMARK Corporation, BT, Boston Celtics, Chubb Specialty Insurance, Cisco Systems, Dunkin' Brands Inc., EMC, Fidelity, Ford Motor Company, France Telecom, General Motors Corporation, Gillette, Google, HP, Intel, Lehman Brothers, Microsoft Corporation, Partners HealthCare System, Pegasystems Inc., Red Hat, SAP, Staples Inc., State Street Corp, TJX Companies, Plus many more...

Number of Employees



Revenues



LIMITED NUMBER OF SPONSORS

1 Platinum Sponsor, and up to 6 Gold and 9 Silver Sponsors.

EXTENSIVE PRESS COVERAGE

Past press attendees have included reporters from such publications as eWeek, CIO Magazine, Mass High Tech, The Boston Globe, Information Week, CIO Insight, Optimize Magazine and Search CIO, and resulted in over a dozen articles being written about the event and its speakers. Our podcast of each session is hosted by ZDNET, reaching a potential audience in the millions.

HIGH QUALITY AUDIENCE

We provide a highly focused and manageable conference for sponsors and attendees. The 2006 MIT Sloan CIO Symposium was a rousing success with CIOs and senior level decision-makers from 250+ companies both speaking and attending the event. **Two sponsors signed up for the 2007 Symposium on the spot.** This year's Symposium promises to deliver the same high quality content and C-Level participation and attendance.

EXPECTED ATTENDEE PROFILE

(BASED ON THREE PAST EVENTS)

- ☐ Sold out audience of 450 technology executives
- ☐ 65%+ CXOs, Presidents, and Directors
- ☐ Strong mix of broader New England community, only 5-10% of attendees are MIT alumni
- ☐ Diverse corporate profile of attendees, representing both large and mid-market corporations



MIT Sloan CIO Symposium



SYMPOSIUM THEME SUMMARY

In an increasingly connected world, in the office, on the road, at home, companies have unprecedented access to information and ideas from their employees, partners, and customers. Business leaders are looking for ways to leap ahead of their competitors by leveraging these social networks for competitive advantage and become the product and customer service leaders of the future.

PANEL TRACKS

The 2007 MIT CIO Symposium will be discussing the impact of recent IT developments along three themes:

"Leveraging Collective Insights to Enhance Value",
"Trends in the Ever-changing CIO's Technology Toolkit",
and "On the Horizon - Trends and Opportunities".

Within the first theme we will look at the impact of using IT as the template for social networks on the enterprise. Our first track, "The Global KnowledgeForce" answers: How are social networks being used to improve productivity and innovation? The second track, "Knowing the Wants and Needs of the Customer", details: How is IT being used to adapt the customer experience to improve conversion and retention? How does this data allow for more accurate customer segmentation models? What knowledge can be gleaned about the customer ownership cycle and emerging, possibly disruptive, market trends?

The second theme considers trends impacting the tools at the CIO's disposal. Track 1, "Is IT becoming ComponentWare" considers the following questions: Is IT evolving towards standard, easily-connected building blocks? What are the risks and benefits of using 3rd party services and "openware"? Track 2, "Trends in IT Infrastructure" considers the impact of ITIL on infrastructure management, new technologies and their rates of adoption, and virtualization tools impacting data storage and delivery.

As an extra bonus, our third track will be introducing attendees to the latest thinking from some of the Institute's leading professors and practitioners, as well as emerging technologies from MIT spin-offs. How are firms using these technologies? What kind of returns are they seeing? Are your competitors gaining or losing ground through innovations that you have not considered?

QUICK DETAILS

Event date: May 17, 2007

Venue:

MIT Kresge Auditorium,
77 Massachusetts Avenue
Cambridge, Massachusetts

Organizers:

- MIT Sloan Alumni Club of Boston
- MIT Center for Digital Business, in association with the,
- Society for Information Management (SIM)



A PARTNERSHIP IN RESEARCH | digital.mit.edu

MIT Sloan CIO Symposium



SCHEDULE OF THE DAY (SUBJECT TO CHANGE)

8:30 – 10:30 AM

Keynote Speaker/Plenary

10:30 – 11:00 AM

Networking

11:00 AM – 12:00 PM

Panels 1 & 2

12:00 – 1:30 PM

Luncheon

1:30 – 2:30 PM

Panels 3 & 4

2:30 – 3:00 PM

Networking

3:00 – 4:00 PM

Panels 5 & 6

4:00 – 5:00 PM

Keynote Speaker/Closing Panel

5:00 – 7:00 PM

Reception & Networking

SPONSORSHIP MATRIX

The MIT CIO Symposium offers three levels of sponsorship, Platinum, Gold and Silver. As you can see on the sponsorship packages listed, each level offers an attractive opportunity for your company to reach this audience at an investment level that works best for you.

We are also offering additional a la carte sponsorship opportunities to get your message out. These include the Coffee/Networking breaks, Lunch and the Cocktail reception. There are limited places for these sponsorships as you will have that slot exclusively for your company.

SPONSORSHIP COMMUNICATIONS

In addition to the CIO Symposium, the MIT Sloan Alumni Club of Boston has cross-marketing agreements with leading New England chapters of business school alumni clubs, affinity clubs, such as the MIT Enterprise Forum and industry organizations, such as the Society for Information Management, enabling us to effectively reach our target audience.

This enables your marketing message to reach more than 25,000 New England business executives and decision-makers on a monthly basis. This year's CIO Symposium expects to attract CIO's, CEO's, and other senior professionals from that community.

MIT Sloan CIO Symposium



PLATINUM SPONSORSHIP

PLATINUM SPONSOR
INTRODUCES ALL OF THESE
SESSIONS:

8:30 – 10:30 AM

Keynote Speaker/Plenary

11:00 AM – 12:00 PM

Panels 1 & 2

12:00 – 1:30 PM

Luncheon

1:30 – 2:30 PM

Panels 3 & 4

3:00 – 4:00 PM

Panels 5 & 6

4:00 – 5:00 PM

Keynote Speaker/Closing Panel

5:00 – 7:00 PM

Reception & Networking

New for 2007 is a Platinum-level sponsorship. In response to a select group of sponsors seeking a higher profile at the event, and more input into its organization, we are offering this exclusive position to one organization.

Platinum sponsorship offers the greatest prestige and exposure at the 2007 MIT CIO Symposium, in addition to all the privileges of a Gold Sponsor, including:

- Top billing as co-organizer at the event with MIT:
"Brought to you by the MIT Sloan Alumni Club of Boston, the MIT Center for Digital Business, and YOUR ORGANIZATION."
- Key MC role during the event, including introducing a keynote, panels and plenary sessions, providing unprecedented profile on the day.
- Invitation to private Fortune 500 "MIT CIO Summit," run by the Center for Digital Business, for the CIO of your organization.
- Mention in all pre-event publicity and post event podcasts and press releases.
- Top billing on the website, www.mitcio.com
- Exclusive speaking opportunity at our Pre-Event dinner.
- 20 tickets to the event.
- Offered to one organization for \$45,000.

MIT Sloan CIO Symposium



SPONSORSHIP PACKAGES	GOLD	SILVER
Sponsor fee:	\$16,000	\$10,500
Expected limit: This will ensure a high profile for your sponsorship	6	9
Industry exclusivity: Gold sponsorship entitles you to name two competitors who will be excluded from sponsoring this event. This is on a first-come first-served basis.	✓	
Pre-event sponsor, speaker and organizer dinner party: Kickoff the event with an exclusive dinner the speakers, other sponsors and organizers. Gold sponsors receive two invitations, Silver sponsors receive one invitation. This is in addition to the speaker, panelists, or moderator from your company.	2	1
EVENT PRESENCE		
Banner at Symposium: Your banner will hang prominently at event venues	✓	✓
Panelist opportunity: Influence panel discussions as well as have the opportunity to be a panel member, if appropriate.	✓	✓
Logo/name on event program: Include your logo in the program guide. This is distributed to all the symposium attendees and is the primary onsite piece used by attendees to plan their schedules and networking opportunities.	✓	✓
Distribution of sponsor marketing material at check-in: Your company promotion or collateral delivered to all attendees. Provide 1 collateral piece and a promotional item in the carry-bag distributed at registration (needs to be shipped in advance)	✓	✓
Sponsor Table: Distribute marketing collateral at your sponsor table. Distribute topic-related whitepaper or thought-leadership piece in breakout sessions.	✓	✓
Promotion in Symposium Program: In addition to your logo in the event program, your company can include a one-page or half-page description or promotional message inside the program.	1 page with logo/name inside	1/2 page with logo/name inside
Complimentary Symposium admissions: Network with Symposium speakers, sponsors, attendees and press. Gold sponsors receive ten complimentary passes, Silver receive four complimentary passes, in addition to your table staff.	10	4
Sponsor Badge: Your support of the MIT CIO Symposium is further rewarded by a special color coded and clearly labeled badge, unique to sponsors.	Gold	Silver
Whitepapers: Distribute topic-related whitepaper or thought-leadership piece in breakout sessions.	✓	✓
Full page ad in program: In addition to the logo and company description or promotion, Gold sponsors get a full page ad in the program to really target your audience and deliver your message.	✓	
Sponsor Logo/name on attendee give-away: Place your company logo or branding on the bag provided to all MIT CIO Symposium registrants upon check-in.	✓	

MIT Sloan CIO Symposium



OUTBOUND PROMOTION	GOLD	SILVER
Web site publicity: Your company name is displayed on the event website with click through to sponsor company website, or other designated landing page. The symposium website is the primary source for attendees to view agenda, content, and register for the 2007 MIT CIO Symposium and is promoted in all communications.	✓	✓
Identification as sponsor: In marketing material we use, you will be identified as a valued sponsor.	✓	✓
Pre-symposium emails to attendees: Your logo will be included in all pre-conference emails and newsletters.	✓	✓
Event logo for sponsor Web site: We will provide you with a logo for the event with the designation that you are a sponsor. This can drive more of your attendees to the event.	✓	✓
Preferred marketing listing order: The Gold sponsorship provides an opportunity to have top billing in our marketing material.	✓	
Mention in track podcasts: As a Gold sponsor, you will receive mention in our podcast which will be distributed to attendees and will be made available on the website seen by our more than 25,000 New England business executives and decision-makers, as well as distributed over the Internet.	✓	

A LA CARTE SPONSORSHIP OPPORTUNITIES

(available in addition to Platinum, Gold or Silver sponsorship)

Coffee/Networking break sponsor: Opportunity to be exclusive sponsor of a coffee/networking break. There are two break opportunities, with only one sponsor in each break. Sponsorship includes acknowledgment in event program and signage at the event venue.	\$1,500
Lunch Sponsor: Opportunity to be the exclusive sponsor of the lunch meal break. Sponsorship includes acknowledgment in event program and signage at the event venue. Sponsors receive two reserved tables at the lunch break, giving you a secure place to pursue networking opportunities or just continue a fascinating conversation. You will have a brief speaking opportunity at the event welcoming the attendees. (The organizers reserve the right to preview comments and make changes if deemed appropriate.) This is available to one sponsor only.	\$2,850
Cocktail Party Reception: Opportunity to be the sponsor, along with MIT, of the evening reception and networking event. Sponsorship includes acknowledgment in event program and signage at the event venue. You will have a brief speaking opportunity at the event welcoming the attendees. (The organizers reserve the right to preview comments and make changes if deemed appropriate.) This is available to one sponsor only.	\$4,200

MIT Sloan CIO Symposium



SAMPLE OF PREVIOUS ATTENDING ORGANIZATIONS, SPEAKERS AND PANELISTS

Accenture
Akamai Technologies Inc.
Akibia
Bank of America
Bayer Pharmaceuticals Corporation
BJ's Wholesale Club
Bose Corporation
Boston Consulting Group
BT Group
Chubb Specialty Insurance
Control Solutions
COX
Dell Inc.
Demandware
Draper Laboratory
Dunkin' Brands
EMC Corp.
ESPN
Fast Search & Transfer
Fidelity Investments
Ford Foundation
France Telecom
Haemonetics Corp.
Hewlett-Packard Company
Hitachi Consulting
Hyperion
Intel Corporation
Ipswitch Inc.
Iron Mountain
Johns Manville
Microsoft Corporation
Millennium Pharmaceuticals
Monitor Group
Monster Worldwide
NASCAR
New England Patriots
Novell
Nuance
Orange Business Services
Partners Healthcare System
Pfizer Global R&D
Red Hat
RSA Security
SAP
Staples Inc.
State Street Financial Center
Symantec Corporation
The Boston Red Sox
The Procter & Gamble Company

Plus many more...

Dave Girouard, VP & GM, Google Enterprise
Tim Berners-Lee, Inventor of the World Wide Web
Richard A. Clarke, Former National Security Advisor
Gilles Bouchard, CIO, Hewlett Packard
Paul Neilson, CIO, Monster
Louis Gutierrez, CIO, The Commonwealth of Massachusetts
Jamie Gylden, Head of Global Networking, Accenture
Daryl Morey, General Manager, The Houston Rockets
Werner Vogels, Chief Technology Officer, Amazon.com
Anthony Bailey, VP Media Apps, ESPN
Larry Bohn, Managing Director, General Catalyst Partners
Rick Broughton, Director, IT Strategy, Dunkin' Brands
Erik Brynjolfsson, Professor, MIT Sloan School of Management
Michael Cusumano, Professor, MIT Sloan School of Management
Howard Dresner, Chief Strategy Officer, Hyperion
Jana Eggers, GM, Intuit Quickbase
Mary Finlay, Deputy CIO, Partners Healthcare
Gary Fromer, SVP SAP Managed Services
Brian Gillooly, Editor-in-Chief, InformationWeek
Maryfran Johnson, VP & CIO Decisions Media Group
Brad Lovell, Managing Director of IT, NASCAR
Eric Lundsquist, Editor-in-Chief, eWeek
Steve Morin, CIO, TAC Worldwide
Maria Pardee, CIO, BT Retail
Rebecca Schechter, Managing Director, State Street Global Markets
Michael Schrage, Co-Director, MIT Media Lab E-Markets Initiative
Jeremy Seligman, Director of Strategy, Ford Motor Company
Brad Shipp, VP for Information Technology, COX New England
Donna Slyster, SVP & CIO, CHEP
Damian Smith, Managing VP, Hitachi Consulting
Lorraine Spadaro, VP of Technology & eBusiness, TD Banknorth Garden
Brian Stevens, CTO, Red Hat
Bob Suh, Chief Technology Strategist, Accenture
Mack Teece, Pres., Orange Business Services
Gerard Wilson, CIO, RSA Security

MIT Sloan CIO Symposium



MIT CIO SYMPOSIUM SPONSOR AGREEMENT – PART A

Company Name: _____

Sponsorship Package:
(Select one)

☐ Platinum (\$45,000)

☐ Gold (\$16,000)

☐ Silver (\$10,500)

A la Carte Sponsorship terms:

(Subject to availability)

☐ Coffee/Networking Morning Break (\$1500)

☐ Coffee/Networking Afternoon Break (\$1500)

☐ Lunch Sponsorship (\$2850)

☐ Cocktail Party Reception Sponsorship (\$4,200)

Payment Method:

☐ I will pay by check

Please make checks payable to:

“MIT Sloan Alumni Club of Boston, Inc.”

c/o David M. Dozor

313 Pleasant St.

Belmont, MA 02478

☐ Invoice my company

Billing Contact Name: _____

Billing Contact Email: _____

Address: _____

City, State, Zip Code _____

P.O. # (required) _____

Payment Terms: This contract is exclusively between the MIT Sloan Alumni Club of Boston and the Company listed in Part A above. Sponsorship is not confirmed until payment is made in full. Payment is due within 15 days of application acceptance. For applications submitted within 30 days of the event, full payment is due at time of application.

Cancellation Policy: For cancellations received on or before March 15, 2006, 50% of the total sponsorship package fees will be charged. For cancellations received after March 15, 2006, 100% of the total sponsorship package fees will be charged.

In the event of fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which the MIT CIO Symposium organizers (the organizers) have no control, or should the organizers decide that because of any such cause it is necessary to cancel, postpone or re-site the event, or reduce the installation time, show time, or move-out time, the organizers shall not be liable to indemnify or reimburse sponsors in respect of any damage or loss, direct or indirect arising as result thereof. Furthermore, there will be no refund or cancellation of any fees paid or due. The organizers reserve the right to change the symposium content as deemed necessary with notice to sponsors. If this application/ contract is accepted by the organizers, we agree to be bound by the terms and conditions above. The signer is fully authorized to commit his/her company to all terms and conditions of this contract. An unsigned contract will not be processed.



A PARTNERSHIP IN RESEARCH | digital.mit.edu

MIT Sloan CIO Symposium



MIT CIO SYMPOSIUM SPONSOR AGREEMENT - PART B

Primary Company Contact Information:

Name: _____
Phone: _____
Email: _____

Primary Logistics Contact Information:

Name: _____
Phone: _____
Email: _____

Sponsorship Agreement:

I agree to the Payment Terms and Cancellation Policy.

Name: _____
Signature: _____
Company: _____
Date: _____

**Please sign and fax your completed application, Part A and Part B, to: 1-617-484-6246
or send to: David M. Dozor
313 Pleasant St.
Belmont, MA 02478**

For further questions or inquiries, please contact:
David Dozor, MIT CIO Symposium Sponsorship Chair
Email: d_dozor@sloan.mit.edu Phone: 1-617-797-0019

The MIT Sloan CIO Symposium is part of the MIT Sloan Alumni Club of Boston's CXO event series that includes the "CFO Summit", and "Women in Business and Technology Symposium". Sponsorship of the MIT CIO Symposium allows companies to become part of this event and market to the Sloan Club and other affinity groups with their extensive network of technology senior decision makers. We look forward to your participation.



A PARTNERSHIP IN RESEARCH | digital.mit.edu