



19-20 May 2009
New York Times Building - New York, NY



WORKTECH is an international conference and exhibition for people involved in the future of work, the workplace, real estate, technology and innovation. The event is designed to inspire and educate through high quality content, as well as providing excellent networking opportunities. In 2008 highly successful WORKTECH conferences were held in London, Manchester, Amsterdam and Shanghai.

Produced by Philip Ross; leading author, futurologist, and CEO of the Cordless Group, WORKTECH has become an “unmissable” event for senior corporate professionals: a direct reflection of the calibre of speakers and the influence of the delegates and is why we are now bringing the event to New York. This will be the premier event for Global and Regional Real estate, Technology and Design leaders to network with their peers and discuss the future of the workplace.

Comments from recent delegates:

- “Probably the most important professional event in the calendar for people in CRE, IT, HR, Convergence”- Ronen Journo, Cisco Systems
- “A breath of fresh air – combines workplace challenges with fresh ideas” – Mike Nixon, Morgan Stanley.
- “Extremely enlightening and exciting to realise the workplace of the future and how technologies will unlock new opportunities for how we will work” - Richard Hughes, Environment Agency
- “Another interesting afternoon in the company of industry experts” - Nigel Bunclark, Barclays.
- “Highly interesting look into the future, a glass ball for the office of the future” - Juergen Aigner, Bene Plc.

DELEGATES

WORKTECH events attract 100-300 senior decision makers from a variety of disciplines and from around the world including:

- Organizational Strategy
- Management Consulting
- Change Management
- Real Estate
- Architecture and Design
- IT
- Facilities Management

A list of past delegates is available upon request.

Innovations Exhibition

Alongside WORKTECH09 New York, the innovations exhibition will demonstrate leading edge technologies and future visions. The exhibition will allow delegates to experience new technologies, products and accessories in an environment that is designed to stimulate new ideas and thinking.

Past exhibitors have included industry leaders such as: Microsoft, Plantronics, Siemens and InnovationRCA (Royal College of Art)





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Sponsorship and Participation Packages and Benefits

Platinum Package: This exclusive package has already been sold

Gold Packages:

Gold sponsorship offers the highest level of branding available at this event with the sponsor's logo appearing on all marketing materials including the main conference brochure in premium positioning as 'gold sponsor'.

The Gold sponsor's logo will also appear on the main conference stage signage and is included in the main conference slides with the chairman making a point of thanking these sponsors in his/her welcome address.

You will receive:

- ❖ Premium sites for exhibitor stands
- ❖ 3 x complimentary delegates passes to the conference for clients and prospects
- ❖ 3 x complimentary passes to the VIP drinks reception

Pre-Conference Promotion (subject to date of sponsorship)

- ❖ Branding included on all UNWIRED promotional material including:
 - PRINT: Logo on Conference Registration Brochure
 - ELECTRONIC: Logo on event website with reciprocal link
 - Company name on all event email promotions to prospect lists
- ❖ Advance access to registered delegates name and organisation list from one month prior to the conference (on request)



During the event

- ❖ Opportunity to provide branded marketing collateral in each delegate pack – to be distributed at the conference registration desk upon delegate arrival
- ❖ 3m x 2m Exhibition Space, 1 table, 2 chairs, power
- ❖ Minimum 1 x Stand Manager pass
- ❖ Logo included on conference slides – introduction and closing powerpoint slides
- ❖ Logo incorporated into venue signage

Post-Event Promotion

- ❖ Mention on 'thank you to participants' email to all delegates that attended

SPONSORSHIP INVESTMENT \$25,000 - A maximum of four companies are invited to sponsor at this level.



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Silver Packages:

You will receive:

Pre-Conference Promotion (subject to date of sponsorship)

- ❖ Branding included on all UNWIRED promotional material including:
 - PRINT: Logo on Conference Registration Brochure
 - ELECTRONIC: Logo on event website with reciprocal link
 - Company name on all event email promotions to prospect lists
- ❖ Advance access to registered delegates name and organisation list from one month prior to the conference (on request)

During the event

- ❖ Opportunity to provide branded marketing collateral in each delegate pack – to be distributed at the conference registration desk upon delegate arrival
- ❖ 3m x 2m Exhibition Space, 1 table, 2 chairs, power
- ❖ 2 x complimentary delegates passes to the conference for clients and prospects
- ❖ Minimum 1 x Stand Manager pass
- ❖ Logo included on conference slides – introduction and closing powerpoint slides
- ❖ Logo incorporated into venue signage

Post-Event Promotion

- ❖ Mention on 'thank you to participants' email to all delegates that attended



SPONSORSHIP INVESTMENT \$12,000

Special Silver Packages

In addition to the benefits of silver sponsorship these special packages offer the chance to enhance your brand presence during the event.

Masterclass Sponsorship

Demonstrate market leadership through knowledge sharing. A chance for Sponsors to knowledge share with WORKTECH delegates by leading a masterclass. On day one of the two day event, masterclasses will examine related and topical issues in a less formal manner than the conference itself. Delegates will select which masterclass is most relevant to them.

SPONSORSHIP INVESTMENT \$15,000

Lunch Host

During the conference there is a break for lunch and an opportunity for a sponsor to make a welcome address to delegates. Branding and promotional opportunities with this sponsorship package include logo-branded luncheon menus, logo branded signage at all food service points and logo featured in the main conference brochure adjacent to timings as "Lunch sponsored by...". All refreshment and catering costs are included in this package.

SPONSORSHIP INVESTMENT \$15,000



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Bronze Packages:

You will receive:

Pre-Conference Promotion (subject to date of sponsorship)

- ❖ Branding included on all UNWIRED promotional material including:
 - PRINT: Logo on Conference Registration Brochure
 - ELECTRONIC: Logo on event website with reciprocal link
 - Company name on all event email promotions to prospect lists
- ❖ Advance access to registered delegates name and organisation list from one month prior to the conference (on request)

During the event

- ❖ Opportunity to provide branded marketing collateral in each delegate pack – to be distributed at the conference registration desk upon delegate arrival
- ❖ 3m x 2m Exhibition Space, 1 table, 2 chairs, power
- ❖ 1x complimentary delegates passes to the conference for clients and prospects
- ❖ Minimum 1 x Stand Manager pass
- ❖ Logo included on conference slides – introduction and closing powerpoint slides
- ❖ Logo incorporated into venue signage

Post-Event Promotion

- ❖ Mention on 'thank you to participants' email to all delegates that attended

SPONSORSHIP INVESTMENT \$9,000

Special Bronze Packages

In addition to the benefits of bronze sponsorship these special packages offer the chance to enhance your brand presence during the event.

Delegate Bags Sponsor

Every delegate will be given a delegate bag on arrival. Your company logo will be printed alongside the UNWIRED logo. This is a highly visible way of gaining brand presence during the event.

SPONSORSHIP INVESTMENT \$11,000

Delegate Lanyards This exclusive package has already been sold



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Sponsorship and Participation Package Guidelines

Pricing and Payment

Please note: All prices are in US Dollars \$
Sales Tax is excluded from the sponsorship investment costs.

Your benefits begin to accrue after we have received and validated your payment. This is particularly important with regard to copy deadlines for the printed copies of the registration brochure.

Quality of Content

UNWIRED works very hard at securing and delivering relevant high-quality content to influential senior delegates.

We look forward to working with you!

UNWIRED Ventures Ltd is the Knowledge and Events Division of the Cordless Group. Through publications, events, ThinkTanks and research it provides foresight and expertise to allow an understanding of the impact that emerging technology will have on work, the work process and work place. For more information regarding UNWIRED Ventures Ltd please visit our website www.unwired.eu.com

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