



Microsoft®
Project Conference 2009

Phoenix, AZ · September 14-17, 2009

LEARN. CONNECT. GROW.

Microsoft® Project Conference 2009

Sponsor & Exhibitor Information

Event Overview

Microsoft Project Conference 2009 Event Details

Event Dates: Monday, September 14, 2009 – Thursday, September 17, 2009
Location: Phoenix Convention Center, Phoenix, AZ, USA
Projected Attendance: 2,000 business and IT professionals
Conference Website: www.MSProjectConference.com

Conference Description

From September 14th – 17th, 2009, Microsoft will host the Microsoft Project Conference 2009 at the Phoenix Conference Center in Phoenix, Arizona. Celebrating both Microsoft Project 2007 and the upcoming release of Project with exciting keynotes, a variety of tracks and in-depth sessions, hands on labs and demos, we have a lot in store for our attendees of over 2000 business and IT professionals.

Target Audience

This three day conference held in Arizona will reach an audience of business and IT professionals including executives, decision makers, analysts, seasoned Project professionals as well as new Project users.

2007 Attendee Profiles

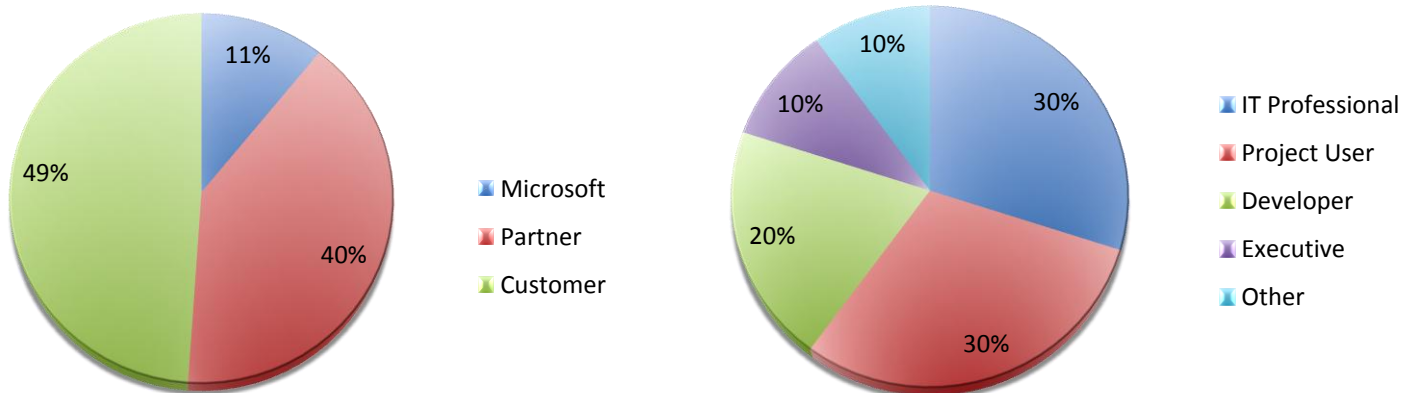


Exhibit Hall Overview

Partner Opportunities

We have developed a variety of sponsorship opportunities designed to fit your business needs and deliver remarkable value for your investment. In developing these packages, the Microsoft Project Team has carefully considered your feedback from previous conferences, particularly related to meeting qualified customers and demonstrating your company's capabilities and solutions. We're excited to announce that the exhibit hall will be open the entire day throughout the duration of the conference. We are also excited to announce that the brand new Phoenix Convention Center in Phoenix, Arizona is one of the greenest convention centers in the world and is full of amenities, including complimentary internet. We hope you find these offerings to your liking and we look forward to partnering with you at the Microsoft Project Conference 2009!

Tentative Exhibit Hall Hours

The exhibit hall will be open daily Tuesday, September 15 – Thursday, September 17 during normal conference hours. Extended hours will also be available during the Welcome Reception on Monday, September 14. We are estimating peak traffic time according to the graph below. Please note that the schedule below is subject to change.

Day	Schedule	Hours
Monday, September 14	Welcome Reception: 6:00pm – 9:00pm	3
Tuesday, September 15	Breakfast: 8:00am – 9:00am, Lunch: 12:00pm – 1:30pm, Afternoon Break: 4:00pm – 4:30pm	3
Wednesday, September 16	Breakfast: 8:00am – 9:00am, Lunch: 12:00pm – 1:30pm, Afternoon Break: 4:00pm – 4:30pm	3
Thursday, September 17	Breakfast: 8:00am – 9:00am, Lunch: 12:00pm – 1:30pm, Afternoon Break: 4:00pm – 4:30pm	3
Total Hours		12

Note: Microsoft Project Conference 09 Exhibit Hall Schedule is subject to change.

Sponsorship Packages

Sponsor Benefits	Platinum	Gold	Welcome Reception	Rodeo Evening Event
Quantity Available	1	X 3 Available	X SOLD	1
Price	\$65,000	\$40,000	\$20,000	\$30,000
Marketing Opportunities				
Pre-Show Email Newsletter	✓	✓		
Post-Show Email Newsletter	✓	✓		
Conference Inclusion				
Technical Session	1			
Full Conference Passes	6	4	3	3
Exhibit Hall Passes	4	3	2	2
Evening Event Passes				2
Representation at Keynotes	✓ +Factoids	✓	✓	✓
Session PPT Slide Deck	✓			
Onsite Recognition Signage	✓	✓		
Exhibit Hall				
Exhibit Booth	20x30	20x20	10x20	10x20
Online Advertising via www.msprojectconference.com				
Sponsor Logo and Profile	Front Page + Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Onsite Collateral				
Conference Guide Ad	Full Page	Full Page	½ Page	½ Page
Bag Insert	✓	✓	✓	✓
Additional Marketing Opportunities				
	Sponsor logo on attendee lanyards		Napkins, Beverage, Signage and Collateral	Napkins, Beverage, Signage, Rodeo Game and Collateral

Sponsorship Packages

Sponsor Benefits	Post Event DVD	Media	Keynote	Beverage
Quantity Available	1	1	1	1
Price	\$27,500	\$30,000	\$30,000	\$30,000
Marketing Opportunities				
Pre-Show Email Newsletter				
Post-Show Email Newsletter				
Conference Inclusion				
Technical Session				
Full Conference Passes	3	3	3	3
Exhibit Hall Passes	2	2	2	2
Evening Event Passes				
Representation at Keynotes	✓	✓	✓	✓
Session PPT Slide Deck				
Onsite Recognition Signage				
Exhibit Hall				
Exhibit Booth	10x20	10x20	10x20	10x20
Online Advertising via www.msprojectconference.com				
Sponsor Logo and Profile	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Onsite Collateral				
Conference Guide Ad	½ Page	½ Page	½ Page	½ Page
Bag Insert	✓	✓	✓	✓
Additional Marketing Opportunities				
	Sponsor logo on closing PPT screen, website and DVD's	Sponsor logo on flat screens displaying conference information	Sponsor logo on main keynote screen, seat drops and reserved seats	Sponsor logo near water stations and on water bottles

Premier Event Sponsorship

One Available - \$65,000 USD

Package Includes:

Marketing Opportunities

Pre-Show Email Newsletter: Company logo included along with Sponsor recognition and Hot-Link to company website.

Post-Show Email Newsletter: Company logo included along with Sponsor recognition and Hot-Link to company website.

(Please note that no attendee data will be released to sponsors)

Conference Inclusion

One (1) Technical Session: Opportunity to present one (1) technical session. No marketing material allowed. Contingent upon review and approval by content manager along with receipt of session title and abstract.

Six (6) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Four (4) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor factoids and logo will be rotating on the main screen during the keynote walk in (non exclusive). Also includes one (1) sponsor acknowledgement by a Microsoft Executive during the conference.

Session PPT Slide Decks: Your company logo will be included at the bottom of the show PPT slide deck that will be used in keynotes and breakouts.

Onsite recognition signage: Sponsor logo will be included on signage throughout the venue during the conference.

Exhibit Hall

Premier Exhibit Space: One (1) 20x30 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadding carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo and Hot-Link: Placed prominently on the front page of the conference website homepage. Also includes sponsor logo, company profile and Hot-Link on the sponsor page.

Onsite Collateral

Conference Guide: Sponsor logo printed prominently on the front page. Also includes the opportunity to submit one (1) full page, color advertisement.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Attendee Badge Lanyard: Sponsor logo/name placed on lanyards that will be worn by all attendees.

Gold Event Sponsorship

Three Available - \$40,000 USD

Packages Includes:

Marketing Opportunities

Pre-Show Email Newsletter: Company logo included along with Sponsor recognition and Hot-Link to company website.

Post-Show Email Newsletter: Company logo included along with Sponsor recognition and Hot-Link to company website.

(Please note that no attendee data will be released to sponsors)

Conference Inclusion

Four (4) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Three (3) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Onsite recognition signage: Sponsor logo will be included on signage throughout the venue during the conference .

Exhibit Hall

Platinum Exhibit Space: One (1) 20x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo and Hot-Link: Placed prominently on the front page of the conference website homepage. Also includes sponsor logo, company profile and Hot-Link on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) Full Page, Color advertisement.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Welcome Reception Sponsorship

One Available - \$20,000 USD

Package Includes:

Welcome Reception Inclusion

Napkins: Sponsor logo printed on napkins.

Signature Beverage: Opportunity to name a drink after your company.

Signage: Opportunity to provide two (2) banners to be hung at the Welcome Reception.

Collateral: Ability to stage or hand out company marketing material or giveaways.

Conference Inclusion

Two (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Two (2) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Exhibit Hall

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo, profile and Hot-Link: Included on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) ½ Page, Color advertisement.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Rodeo Evening Event Sponsorship

One Available - \$30,000 USD

Package Includes:

Evening Event Inclusion

Napkins: Sponsor logo printed on napkins.

Signature Beverage: Opportunity to name a drink after your company.

Signage: Opportunity to provide four (4) banners to be hung at Corona Ranch.

Collateral: Ability to stage or hand out company marketing material or giveaways.

Cocktail Hour Game: Opportunity to sponsor rodeo game.

Conference Inclusion

Two (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Two (2) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Two (2) Evening Event Passes: Includes access to your sponsored evening event.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Exhibit Hall

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo, profile and Hot-Link: Included on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) ½ Page, Color advertisement. Also includes sponsor logo on advertisement for the evening event.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Post Event DVD Sponsorship

One Available - \$27,500 USD

Package Includes:

Post Event DVD Inclusion

Session PPT Decks: Sponsor logo included on all closing PPT screens.

Website: All sessions will be recorded and placed on the event website to be distributed to all attendees post show. Your company logo will be prominently displayed on this webpage recognizing you as the sponsor.

Post Event DVD: Sponsor logo included on Post Event DVD and Post Event DVD Case that will be mailed to attendees 60 days post event.

Conference Inclusion

Two (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Two (2) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Exhibit Hall

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo, profile and Hot-Link: Included on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) ½ Page, Color advertisement. Also includes sponsor logo on advertisement for Post Event DVD.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Media Sponsorship

One Available - \$30,000 USD

Package Includes:

Media Inclusion

Event Info Flat Screens: Sponsor logo and company information included on state of the arc flat screen televisions throughout the venue rotating with event information.

Conference Inclusion

Two (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Two (2) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Exhibit Hall

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo, profile and Hot-Link: Included on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) ½ Page, Color advertisement.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Keynote Sponsorship

One Available - \$30,000 USD

Package Includes:

Keynote Inclusion

Sponsor Logo: Sponsor logo will be rotating on the main screen during the keynote walk in.

Collateral: Ability to provide collateral that will be pre-staged on all of the seats before the opening keynote.

Reserved Seating: Five (5) reserved seats for the opening keynote at front and center stage.

Conference Inclusion

Two (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Two (2) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Exhibit Hall

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo, profile and Hot-Link: Included on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) ½ Page, Color advertisement.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Beverage Sponsorship

One Available - \$30,000 USD

Package Includes:

Beverage Inclusion

Water Bottles: Sponsor logo included on water bottles that will be provided to all attendees.

Water Stations: Sponsor logo and company information included at each water station.

Conference Inclusion

Two (3) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

Two (2) Exhibit Hall Only Passes: Includes meals and access to the exhibit hall.

Representation at Keynotes: Sponsor logo will be rotating on the main screen during the keynote walk in along with other sponsors.

Exhibit Hall

Exhibit Space: One (1) 10x20 exhibit booth with your choice of location. Exhibit booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Sponsor logo, profile and Hot-Link: Included on the sponsor page.

Onsite Collateral

Conference Guide: Opportunity to submit one (1) ½ Page, Color advertisement.

Bag Insert: Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item).

Exhibit Booth

60 Available

Packages Includes:

Conference Inclusion

Two (2) Full Conference Passes: Includes meals, access to the exhibit hall, conference keynotes/sessions and all Evening Events.

One (1) Exhibit Hall Only Pass: Includes meals and access to the exhibit hall.

Representation at Keynotes: Logo will be rotating on the main screen during the keynote walk in along with other exhibitors.

Exhibit Hall

Exhibit Space: Each booth comes with wireless internet, unpadded carpet, 8' backing and 3' sides' pipe and drape, two (2) chairs and one (1) 8' table.

Online Advertising via www.msprojectconference.com

Logo, profile and Hot-Link: Included on the exhibitor page.

Onsite Collateral

Conference Guide: Recognition in the exhibitor section.

Booth Size	Price
10x10	\$4,500
10x20	\$6,500
20x20	\$8,500

Country Representation Sponsorship

Get Recognized!

Be the partner recognized with Project solutions and services in your country! Your company will be recognized with a personalized name plaque and your country's flag displayed on a prominent wall throughout the duration of the Microsoft Project Conference 2009.

Price Structure

Depending on your countries size, the bidding will begin at the following amounts:

Base Country: \$100

Mid Range Country: \$500

Large Country: \$1,000

If several partners are interested in representing the same country, representation will go to the highest bidder. Bids must be submitted in \$50 increments.

Additional Marketing Opportunities

Opportunity	Cost per Item	# Available
<p>Partner Led Session Private Room for 125 People</p> <p>Package Includes:</p> <ul style="list-style-type: none"> • Audio Visual <ul style="list-style-type: none"> ○ One (1) Screen, One (1) Projector, One (1) Wireless Microphone and One (1) Standard Computer • Online Advertising <ul style="list-style-type: none"> ○ Logo, Hot-Link, Company Profile and Session Abstract included on a special presentation section of the event website. • Onsite Collateral <ul style="list-style-type: none"> ○ Logo, Company Profile and Session Abstract included in the conference guide. ○ Ability to stage or hand out collateral or giveaways during your presentation. 	\$4,000	10
<p>Partner Led Session Private Room for 300 People</p> <p>Package Includes:</p> <ul style="list-style-type: none"> • Audio Visual <ul style="list-style-type: none"> ○ One (1) Screen, One (1) Projector, One (1) Wireless Microphone and One (1) Standard Computer • Online Advertising <ul style="list-style-type: none"> ○ Logo, Hot-Link, Company Profile and Session Abstract included on a special presentation section of the event website. • Onsite Collateral <ul style="list-style-type: none"> ○ Logo, Company Profile and Session Abstract included in the conference guide. ○ Ability to stage or hand out collateral or giveaways during your presentation. 	\$6,000	10

Additional Marketing Opportunities

Opportunity	Cost per Item	# Available												
<p>Sponsored Breakfast or Lunch Room</p> <p>Sponsor responsible for inviting attendees. Opportunity to include session info in conference guide or hold private meeting.</p> <p>Package Includes:</p> <ul style="list-style-type: none"> • Audio Visual <ul style="list-style-type: none"> ○ One (1) Screen, One (1) Projector, One (1) Wireless Microphone and One (1) Standard Computer • Breakfast or Lunch <ul style="list-style-type: none"> ○ Private continental breakfast or Lunch buffet served for up to 100 people. • Onsite Collateral <ul style="list-style-type: none"> ○ Opportunity to include session info in the conference guide. ○ Ability to stage or hand out collateral or giveaways during your presentation. 	\$7,500	6												
<p>Website Advertising www.msprojectconference.com</p> <p>Package Includes:</p> <ul style="list-style-type: none"> • Opportunity to see your company's advertisement on the Conference Website. Website advertising is available on all conference website pages or the individual Agenda page. Available ad sizes are 120x600, 728x90 and 120x240. <table border="1" data-bbox="173 1688 797 1898"> <thead> <tr> <th></th> <th>All Conference Website Pages</th> <th>Agenda Page</th> </tr> </thead> <tbody> <tr> <td>120x600</td> <td style="text-align: center;">\$2,000</td> <td style="text-align: center;">\$1,000</td> </tr> <tr> <td>728x90</td> <td style="text-align: center;">\$1,500</td> <td style="text-align: center;">\$750</td> </tr> <tr> <td>120x240</td> <td style="text-align: center;">\$1,000</td> <td style="text-align: center;">\$500</td> </tr> </tbody> </table>		All Conference Website Pages	Agenda Page	120x600	\$2,000	\$1,000	728x90	\$1,500	\$750	120x240	\$1,000	\$500	Price Varies	10
	All Conference Website Pages	Agenda Page												
120x600	\$2,000	\$1,000												
728x90	\$1,500	\$750												
120x240	\$1,000	\$500												

Additional Marketing Opportunities

Opportunity	Cost per Item	# Available								
<p>Conference Guide Advertisement</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Opportunity to include one (1) full color advertisement for your company in the size of your choice in the conference guide which will be handed out to attendees during registration. The conference guide will include all pertinent show information. <table border="1" data-bbox="173 825 938 1014"> <thead> <tr> <th colspan="2">COLOR ADVERTISEMENT</th> </tr> </thead> <tbody> <tr> <td>¼ Page</td> <td>\$1,000</td> </tr> <tr> <td>½ Page</td> <td>\$1,500</td> </tr> <tr> <td>Full Page</td> <td>\$2,000</td> </tr> </tbody> </table>	COLOR ADVERTISEMENT		¼ Page	\$1,000	½ Page	\$1,500	Full Page	\$2,000	Price Varies	50
COLOR ADVERTISEMENT										
¼ Page	\$1,000									
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Full Page	\$2,000									
<p>Bean Bag Lounge</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Opportunity to sponsor bean bag lounge. Lounge will be equipped with 15 bean bags with your company logo and a wireless “hot spot”. Logo will be included on Bean Bag lounge signage and you will have the opportunity to handout or stage marketing collateral. Bean Bag Lounge will be open during the duration of the conference. 	\$15,000	1								
<p>Hotel Key Cards</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Logo included on the Microsoft Project Conference 2009 branded Hotel Key Cards that attendees will receive upon checking into the conference hotels. 	\$15,000	1								

Additional Marketing Opportunities

Opportunity	Cost per Item	# Available
<p>At A Glance</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Logo included on the At A Glance that will be included with attendee name badges and lanyards. The At A Glance is a quick reference guide that will always be at attendees fingertips to access event information. 	\$5,000	1
<p>Exhibit Hall Carpet Logo</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Full Color logo included on a 5'x5' carpet square in the exhibit hall. 	\$2,000	40
<p>Bag Insert</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Opportunity to include one (1) collateral item in the attendee bag (One 8 ½ x 11 single or double sided flyer, CD/DVD or thin flat stackable item). 	\$1,000	25
<p>Attendee Bag</p> <p>Package Includes:</p> <ul style="list-style-type: none"> Logo included on the attendee bag near the Microsoft Project Conference 2009 logo. Attendee bags will be pre stuffed with bag inserts and important conference information. 	\$20,000	1