

MIT Sloan CIO Symposium



May 21, 2008

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.
Exposure of event in 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 700 senior-level IT decision makers in a day of networking, spirited discussion and informative discourse concerning today's business and technology issues.

In an era of unprecedented globalization, there is extraordinary pressure for business innovation and the associated creation of new, exciting products and services. This year's theme: "**Balancing Innovation and Cost Leadership in your Firm**" will focus on the core value propositions associated with global delivery models, emerging capabilities, and best practices in selection, design and deployment of IT. The 2008 MIT CIO Symposium is an opportunity look beyond the day-to-day issues to focus on a spectrum of solutions that are either here already or just over the horizon – ranging from virtualization, Web 2.0 to the "greening" of the data center.

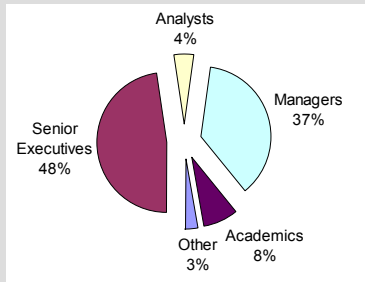
BE A DRIVING FORCE AT THE 2008 MIT CIO SYMPOSIUM

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 discussing topics of vital concern to these high-caliber, qualified, decision-makers.

MIT Sloan CIO Symposium



Attendee Demographics from the 2007 MIT CIO Symposium



Sample Attendee Organizations

AgilePath Corporation
Akorri
ARAMARK Corporation
BT
BOSE
Boston Celtics
Chubb Specialty Insurance
Cisco Systems
Dana-Farber/ Partners
Dow Jones & Co.
Draper Laboratory
Dunkin' Brands Inc.
EDS
EMC
Egenera
Fidelity
Ford Motor Company
France Telecom
GAO
GE
General Motors Corporation
Gillette
Google
HP
Intel
International Flavors & Fragrances
Johns Manville
Lehman Brothers
Microsoft Corporation
Neighborhood Health Plan
Partners HealthCare System
Pegasystems Inc.
Quest Diagnostics Incorporated
Red Hat
SAP
Staples Inc.
State Street Corp
Thomson Financial
TJX Companies
Welch's

Limited Number of Sponsors

2 Diamond, 4 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 2007 MIT Sloan CIO Symposium was a rousing success with CIOs and senior level decision-makers from 250+ companies both speaking and attending the event. This year's Symposium promises to deliver the same high quality content and C-Level participation and attendance.

Expected Attendee Profile

(based on previous four events)

- 300 -350 CIOs, 650-750 Total attendees
- 25-35% Information Technology executives and managers from Fortune 500 Companies
- 65-75% Northeast IT Executives and Managers

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Symposium Theme Summary

For the organization's Chief Information Officer, the current environment calls for a creative vision that draws upon the latest breakthroughs in IT and pragmatic change management capability. Technology and process advances are important, but must be architected within established frameworks that assure the cost effective and timely deployment of practical business solutions. To traverse some treacherous shoals, today's CIO must remain aligned with line-of-business colleagues while harnessing the potential of innovative tools and new approaches emerging in the market place.

Panel Tracks

The 2008 MIT CIO Symposium will provide CIOs with the insights and the tools needed to exploit technological innovation as part of a comprehensive and balanced IT investment and management strategy. Organized along two tracks: Emerging Technologies and Practices and Vertical Industry Focus, the symposium will have four panels occurring simultaneously, providing attendees with unprecedented depth and breadth in their chosen interest. We will close with a panel on **Sustainability and the Greening of IT** - Attend this session to learn how business and IT effectiveness can be enhanced by applying a green strategy in your data centers.

Within the first track, Emerging Technologies and Practices, we will discuss how today's CIOs are challenged to lay groundwork for the future while implementing today's state of the art. What are the recent emerging technologies and what impacts will these technologies have on the way we live and interact? How will our organizations need to change to keep up? There will be lively discussions on • **Analytics 2.0: The Analytics Driven Enterprise** • **Enterprise 2.0: Technology Enablers - Hype, Hope or 2010 Mainstream?** - How the potential of Web 2.0 technologies, coupled with new security paradigms, can potentially revolutionize business models and how CIOs view the world of IT • **The Human Factor: The Key to Successful Transformations** • **The Virtualization of the IT Infrastructure: Opportunity or Threat?**

In the second track, Vertical Industry Focus, while information technology innovations may work as a catalyst of change in any organization, at times entire vertical industries may also transform through rapidly changing market conditions and the impacts IT innovation. The Vertical Industry Panels explore four perspectives on the nature of the forces at work that foment change, including: coping with large bodies of disaggregated and diverse data, compliance management, facing disaster recovery, and industry-wide consolidations. There will be lively discussions on: • **"Public Sector Growth And Transformation: Innovating During Periods Of Uncertainty and Change"** • **Financial Services: Innovating Under Uncertainty – Key Lessons For CIOs** • **"Supporting Business Evolution through IT leadership in Telecom/Utilities"** • **Life Sciences: Dealing with the Exploding Growth and Extraordinary Complexity of Enterprise data.** How can organizations manage complexity to make better decisions with the data?

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Schedule of the Day

(subject to change)

8:30-8:45 AM	Welcome
8:45-9:45 AM	Keynote Speech
9:45-10:30 AM	Academic Leaders Panel
11:00 AM-12:00	CIO Keynote Panel
12:00-1:30 PM	Lunch and MITCIO Award
Emerging T&P Panels	
1:45-2:45 PM	Analytics 2.0: The Analytics Driven Enterprise
	Enterprise 2.0: Technology Enablers - Hype, Hope or 2010 Mainstream?"
3:15-4:15 PM	The Human Factor: Successful IT Management Beyond Machines
	The Virtualization of the IT Infrastructure: Opportunity or Threat?
Vertical Industry Panels	
1:45-2:45 PM	Financial Services: Innovating Under Uncertainty – Key Lessons For CIOs
	"Supporting Business Evolution through IT leadership in Telecom/Utilities"
3:15-4:15 PM	Life Sciences: Dealing with the Exploding Growth and Extraordinary Complexity of Enterprise data.
	"Public Sector Growth And Transformation: Innovating During Periods Of Uncertainty and Change"
4:30-5:30 PM	"Greening the Data Center"
5:30-6:30 PM	Closing Reception

Sponsorship Matrix

The MIT CIO Symposium offers four levels of sponsorship, Diamond, Platinum, Gold and Silver. Each level offers an attractive opportunity for your company to reach this audience at an investment level that works best for you.

For the smaller firm interested in building name recognition, we are offering introductory level sponsorships of both the morning and afternoon coffee/networking breaks and of the evening cocktail reception.

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.

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Diamond Sponsorship



Diamond Sponsor

- Highest level of recognition in lead up to the event, at event, and on website.
- Greatest ability to help shape the event.
- Nominate moderators to lead panels.
- Invitation to private Fortune 500-level MIT CIO Summit, run by the MIT Center for Digital Business for the CEO or CIO of your organization.

New for 2008 is a Diamond-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 limiting this exclusive position to two organizations.

Diamond sponsorship offers greatest prestige and exposure at the 2008 MIT CIO Symposium, in addition to all the privileges of a Gold Sponsor, we add:

- Recognized as a full day sponsor
- 2 additional banners – Prominently Displayed
- An additional display table will be available for your use in the sponsor area
- 2 moderators can be nominated to lead a panel at MIT CIO Symposium
- 2 CTO/CIO panelists from your either from your own company or from your clients companies
- Preferred logo placements in web site, program guide
- One thought leadership piece in program guide and web site (CIO Corner)
- Visibility within blog section
- 10-12 lunch tables with logo cards in preferred seating nearest to podium – vendor invited guests
- Only 2 diamond sponsors targeted
- 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
- 10 additional VIP tickets to the event
- Offered to only two organizations for \$45,000

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Platinum Sponsorship

Platinum Sponsor

- Exceptional level of recognition in lead up to the event, at event, and on website.
- Ability to help shape the event.
- Nominate a moderator to lead panel.



New for 2008 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 limiting this exclusive position to two organizations.

Platinum sponsorship offers exceptional prestige and exposure at the 2008 MIT CIO Symposium, in addition to all the privileges of a Gold Sponsor, we add:

- Recognized as a full day sponsor
- 1 additional banner – Prominently Displayed
- 1 moderator can be nominated to lead a panel at MIT CIO Symposium
- 1 CTO/CIO (your own or a customers') panelist
- Recognized as a sponsor of a specific track (eg: Tech Track) or MITCIO Award
- Logo placement after Diamond sponsors in web site and in the program guide
- Visibility within blogs section
- Next 10-12 lunch tables with logo cards in preferred seating just after Diamond sponsor
- 5 additional VIP tickets to the event
- Offered to only four organizations for \$30,000

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Sponsorship Packages	Gold	Silver
Sponsor investment:	\$16,000 	\$10,500 
Expected limit: This will ensure a high profile for your sponsorship	3	8
Pre-event sponsor, speaker and organizer dinner party: Kickoff the event with an exclusive dinner the speakers, other sponsors and organizers. Gold sponsors can send two attendees; Silver sponsors can send one attendee.	2	1

Event presence		
Banner at Symposium: Your banner will be prominently displayed.	✓	✓
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	1/2 page
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.	✓	✓
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.	✓	

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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 2008 MIT CIO Symposium. It 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 or company name will be included in 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.	✓	

A la Carte Sponsorship Opportunities

(Subject to availability – Diamond through Silver sponsors have first option.)

Coffee/Networking break sponsor: Opportunity to be exclusive sponsor of the coffee/networking break. There are two break opportunities, with only one sponsor for both breaks. Sponsorship includes acknowledgment in event program and signage at the event venue.	\$3,700	
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.	\$5,500	
Pre-event dinner: Opportunity to be a sponsor of the pre-event dinner. This provides a brief speaking opportunity to the assembly of sponsors, speakers, and organizers.	\$5,500	

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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
JP Rangaswami, CIO, Global Services BT
Richard A. Clarke, Former National Security Advisor
Gilles Bouchard, CIO, Hewlett Packard
Charlie Feld, Snr. EVP, Applications Services EDS
Paul Neilson, CIO, Monster
Louis Gutierrez, Former CIO, The Commonwealth of Massachusetts
Rich Corley, CEO Akorri
Jamie Gylden, Head of Global Networking, Accenture
Steve Papa, Co-founder and CEO Endeca
Daryl Morey, General Manager, The Houston Rockets
Werner Vogels, Chief Technology Officer, Amazon.com
Anthony Bailey, VP Media Apps, ESPN
Rick Broughton, Director, IT Strategy, Dunkin' Brands
Rosalee Hermens, VP and CIO Timberland
Howard Dresner, Chief Strategy Officer, Hyperion
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
Thornton May, Futurist, Executive Director and Dean IT Leadership Academy
Steve Morin, CIO, TAC Worldwide
Maria Pardee, CIO, BT Retail
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

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MIT CIO Symposium Sponsor Agreement – Part A

Company Name:

Sponsorship Package:

(Select one)

- Diamond (\$45,000) Platinum (\$30,000) Gold (\$16,000) Silver (\$10,500)

A la Carte Sponsorship

terms:

(Subject to availability)

- Coffee/Networking Morning Break (\$3,700)
 Cocktail Party Reception Sponsorship (\$5,500)
 Pre-Event Dinner Sponsorship (\$5,500)

Payment Method:

- I will pay by check

Please make checks payable to:
"MIT Sloan Alumni Club of Boston, Inc."
c/o Christopher Reichert
7 Bigelow Street
Somerville, MA, 02143

- Invoice my company

Billing Contact Name:

Billing Contact Email:

Address:

City, State, Zip Code

P.O. # (if 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. **All sponsorships must be paid in full prior to the event.**

Cancellation Policy: For cancellations received on or before March 15, 2008, 50% of the total sponsorship package fees will be charged. For cancellations received after March 15, 2008, 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.

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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: 1-484-315-3273
or send to: Christopher Reichert, 7 Bigelow Street, Somerville, MA, 02143**

For further questions or inquiries, please contact:
Christopher Reichert, MIT CIO Symposium Sponsorship Chair
Email: crf@sloan.mit.edu Phone: 1-617-674-7534

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.