



*Opening General Session and
Networking Gala
December 1st, 2009*



Mission Bay Conference Center
1675 Owens Street
San Francisco, CA

*Wharton West Challenges &
Reception
December 2nd - 3rd, 2009*



The Wharton West Campus
101 Howard 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.supernova2009.com

SUPERNOVA 2009 SPONSORSHIP OPPORTUNITIES

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

1) Showcase Package — \$4,000

Provides a technology company maximum brand exposure. 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 opening evening party for all Conference participants, invited industry guests and media on December 1st.
- 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 conference.
- On-site press support and inclusion of release in Conference Press Kit (optional).
- 2 complimentary passes to the Connected Technology Showcase & gala;
1 complimentary conference pass.

2) Challenge Packages **Offers unique speaking opportunities!**

a) **Challenge Package (baseline): \$6,500**

b) **Challenge Package plus Showcase Package: \$8,500 Bundled package discount!**

Our new twist on an interactive format — the Wharton Challenge session — became the focus of the revamped Supernova 2008 program. These dynamic sessions are designed to challenge various and differing opinions from leading technology and business thought-leaders on key Supernova topics. Sessions will take place at the Wharton West Campus on either December 2nd or 3rd.

Participation is by approval of the Conference organizers. Please review Supernova 2009 theme and topics at: www.supernova2009.com.

- An opportunity to present at one of the **Wharton Challenge Sessions** on December 2nd and 3rd. Depending upon agreement with Conference Committee, sponsor may send a speaker, help co-create session content, moderate the discussion, or collaborate with Supernova to invite participants. *Note: sponsors wishing to develop and entire session should select the Program Package.*
- 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.
- Company logo and link on the Supernova Web site and 100-word Company description in Conference Guide.
- Session description, company logo and Web site URL in online Conference agenda. See examples from 2008 at: <http://www.supernova2009.com/go/schedule>.
- On-site press support, access to official press list and inclusion of press release in Conference Press Kit (optional).
- 2 conference passes; 3 Connected Technology Showcase & gala passes.

3) Supernova Hub Packages: \$2,000-\$50,000+ **Powerful Social Media Visibility!**

Our unique online Conversation Hub, launched in 2007, extends the Conference with in-depth perspectives and community forums available before, during, and after the event. In 2009, it will merge with our main Supernova website to include even more social media features. We'll be adding to our group industry blog, audio/video resources, interview series with industry thought-leaders, presentations by speakers and sponsors, social networking and Twitter integration, and coverage of the on-site activities. Be sure to look for announcements soon on the new Supernova Hub. You can review 2008 activity at: www.conversationhub.com.

To sponsor the Supernova Hub, or to participate in the online conversations, please contact Jeanne Logozzo. Pricing is determined by scope of participation, but generally begins at \$2,000 to \$4,000 per appearance/sponsorship.

4) Pre-conference Mixers: \$2,000-\$20,000+ Will begin in mid-2009!

The Supernova network includes many of the most influential technology executives, entrepreneurs, press, and bloggers. Prior to the Conference, Supernova will host several bi-coastal networking gatherings. These “mixers” will feature special industry guests and opportunities to engage in specific Supernova-based conversations, which will be promoted through our social media resources.

Mixer sponsorship opportunities include paying for refreshments, leading discussions, defining topics, showcasing technologies, and hosting as title sponsor. Pricing variable.

5) Program Sponsor Package: \$10,000-\$25,000

Provides additional marketing promotion and exposure through an exclusive hosting position for a Conference event. Benefits include:

- *Program-level* sponsorship placement on Supernova homepage and 125-word Company description in Conference Guide.
- Inclusion in promotional emails to the Supernova and Wharton communities.
- Participation in Connected Technology Showcase on December 1st. (optional)
- **Host of a Conference event. Events may include:**
 - **Wharton West Networking Reception.** The Company will host the evening event at the Wharton West venue on December 2nd.
 - **Content Programs:** The Company will be promoted as the host of (and participant in) a content-generating broadcast or technology, such as a video channel/station, blogging series, special micro-blogging/news feed, media partner broadcast, etc. To be hosted on the Supernova Hub.
 - **Online Supernova Community Tools:** Companies may offer to host specific interactive tools made available to the Supernova community. Examples include: Conference Weblog, community networks, interactive tools, etc.
 - **Creative Ideas** - let us know what you have in mind and we'll see if we can incorporate it into the Conference program.
- 3+ complimentary conference passes; TBD based on scope of package.

6) Event Partner Package: \$25,000-\$45,000

Offers exclusive hosting of a significant component of the conference. Benefits include:

- **All the benefits of a Program Package.**
- *Event Partner-level* (top-tier) sponsorship placement on Supernova homepage and 150-word Company description in Conference Guide.
- **Exclusive host of a major Conference event. Events may include:**
 - **Wharton West Challenge Track.** The Company will host a discussion track (multiple sessions) either on December 2nd or 3rd at Wharton West Campus.
 - **Networking Gala:** The Company will be promoted as the sponsor of the “themed” party and Connected Technology Showcase at The Mission Bay Conference Center, the evening of December 1st.
 - **Exclusive Showcase:** Dedicated space throughout one or more days of the Conference to demonstrate a Company's technologies, research, etc.

7) Premier Sponsor Package: \$45,000+

Gives a single top-level sponsor co-hosting level positioning in all conference communications, plus exclusive hosting of a major, custom-designed conference event.

- **All the benefits of an Event Partner Package** plus premium positioning.
- Participation in opening general session on December 1st; 7+ conference passes