SUPERNOVA 2008 SPONSORSHIP OPPORTUNITIES

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

1) Connected Technology Showcase Package — $4,000 Now on opening night!

Provides a technology company maximum brand exposure with Wharton's business community and Supernova participants. 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 the evening of June 16th at the Mission Bay Conference Center at UCSF.
- 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 press release in Conference Press Kit (optional).
- 2 complimentary passes to The Connected Technology Showcase & gala; 1 complimentary conference pass.

2) Supernova Challenge Package — $6,500 for baseline package: Offers unique opportunities for speaker participation!

Due to the popularity and positive reception in 2007 to this new twist on an interactive format, the Supernova 2008 program will be primarily composed of Wharton Challenge Sessions. These hosted discussions bring together 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 June 17th or 18th.

Companies must submit proposals for both sponsored participation and hosting of Challenge sessions (main contact is Jeanne Logozzo). Please review the Supernova 2008 Conference theme and topics at: www.supernova2008.com.

- An opportunity to present at one of the *Wharton Challenge Sessions*, joining leading innovators and subject experts in discussing the latest connected business tools and trends. Depending upon agreement with Conference Committee, sponsor may assign session speakers, or collaborate with Supernova to invite participants from the Conference network.
- 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 Conference agenda on Web site. See examples from 2007 program at: www.supernova2007.com/go/workshops
- **Conversation Hub (online) participation:** Option of session post on industry group blog, or podcast interview. To be hosted on: www.conversationhub.com.
- On-site press support and inclusion of press release in Conference Press Kit (optional).
- 2 complimentary conference passes; 3 Connected Technology Showcase & gala passes.

a) Supernova Challenge Package Technology Showcase Add-on — $8,500: Special bundled package discount!

- Includes participation in the Connected Technology Showcase on June 16th.

3) Conversation Hub Add-ons: Blog posts, Podcasts Interviews & Ads — Variable Cost: Will begin in early 2008!

We launched the online Supernova Conversation Hub in 2007 to capture in-depth perspectives on conference topics that extend beyond the physical event. The Hub includes a group industry blog, a series of interviews with industry thought-leaders, presentations by speakers and sponsors, and general coverage of the on-site activities. The content is syndicated with other popular blog platforms as well as media sites such as Podango.com, Knowledge@Wharton, PodTech, IT Conversations, among others. Visit the Conversation Hub at: www.conversationhub.com.

To sponsor the Conversation Hub Web site, or participate in the online conversations, please contact Jeanne Logozzo. Pricing is determined by scope of participation, but generally ranges from $2,000 to $4,000 per appearance/sponsorship.

4) Pre-conference Mixers — Variable Cost: Will begin in early 2008!

Supernova will host several bi-coastal networking parties prior to the conference. These "mixers" will feature special industry guests and opportunities to engage in specific Supernova-based conversations and network with our esteemed community. Companies may opt to sponsor the mixers; pricing will vary depending upon specific event costs.

5) Custom Sponsor Packages: Sponsor level based on overall cost/value of package
  a) Program Sponsor — Package value ranges from $10,000 - $20,000
  b) Event Partner (Top level) — Package value ranges from $25,000 - $35,000

These levels of packages are designed to provide a company with additional marketing promotion and exposure through an exclusive hosting position for a major conference event. Benefits include:

- *Program-level* or *Event Partner-level* sponsorship placement on Supernova homepage and 100-word Company description in Conference Guide.
- Inclusion in pre- and post-conference promotional emails to the Supernova and Wharton communities.
- Participation in Connected Technology Showcase on June 16th. (optional)
- **Exclusive host of a major Conference event.** *Events may include:*
    - **Networking Gala Reception:** 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 June 16th.
    - **Wharton West Challenge Track.** The Company will host an entire discussion track (multiple sessions) either on June 17th or 18th at Wharton West Campus.
    - **Wharton West Networking Reception.** The Company will host the evening event at the Wharton West venue on June 17th.
    - **Content Programs:** The Company will be promoted as the host of (and participant in) a content-generating broadcast or technology, such as a podcast station, vblogging series, media partner broadcast, etc. To-be-hosted on the Supernova Conversation Hub.
    - **Online Supernova Community Tools:** Companies may offer to host specific interactive tools made available to the Supernova online community and at the event. Examples include: Conference Weblog, interactive tools, etc.
    - **Creative Ideas.** We are always looking for new ways to benefit both sponsors and Supernova attendees. We welcome novel sponsorship concepts.
- 3+ complimentary conference passes; TBD based on scope of package.

Premium Sponsor Package — $40,000+

The Premium package is designed to provide a company with co-hosting level positioning in all conference communications, along with exclusive hosting position for a major, custom-designed conference event. It includes custom benefits, as well as:

- **All the benefits of a Program Sponsor Package,** including integrated marketing benefits and hosting of a major Conference event.
- Participation in opening general session on June 16th; 7 conference passes.