"Because Technology is Everyone's Business"

Supernova Conference
June 20 – 22, 2005
Wharton West and the Palace Hotel
San Francisco, CA

SPONSOR PROSPECTUS

Venue: The Wharton West Workshops and Technology Showcase will be the kick-off event at the Wharton West Facility, on June 20th, in downtown San Francisco, CA. The Supernova Conference will continue June 21 – 22 at the Palace Hotel, San Francisco, CA.

Sponsor Inquiries: to be submitted to Mary Dionne at: sponsor@supernovagroup.net.

Conference Overview:

The Supernova conference has always been about making connections in an increasingly decentralized world. Industry leaders agree, it is *the* place where…

- emerging trends in the areas of distributed computing, media and communications are explored and analyzed by technology's top thought leaders and innovators;

- over 250 prominent venture capitalists, technologists, business leaders and media come to network; and

- Supernova community members across the world interact online using cutting-edge social software.

What's new in 2005? A lot! Starting this year, we are partnering with Wharton Business School, where Supernova host Kevin Werbach recently joined the faculty. The fusion of Supernova's emerging technology insights and extraordinary networking opportunities with Wharton's business leadership will add significant value for our sponsors and attendees. And, we've added the **Wharton West Workshops and Technology Showcase** — a day of emerging technology workshops targeted to technologists and business professionals, along with an opening networking event, all held at Wharton's state-of-the-art facility in San Francisco, CA.

Supernova's theme for 2005 is: ***Connecting Worlds through Connected Platforms***. In a decentralized world, the network itself is the platform for commerce, social interaction, work, and entertainment. At Supernova, we'll explore the next generation of distributed business tools and technologies, and the ways they'll impact employees, industries, and customers. We'll offer fresh perspectives on how corporations and individuals are leveraging social software, mobile devices, and online gaming environments, and how communities can maximize the latent value of their network connections.

Key topical areas for discussion include*: distributed e-commerce•mobile applications•the new power of the "long tail" in commerce and media•massively multiplayer virtual worlds•business blogging•pervasive wireless sensors•rich media collaboration•voice over IP applications•and more.*

Supernova attendees include: business strategists, entrepreneurs, venture capitalists, technologists, policy makers, IT managers, investment bankers, service providers and industry media.

At Supernova 2005, there will be no denying that technology has become everyone's business.

SUPERNOVA 2005 SPONSORSHIP OPPORTUNITIES

All sponsorship packages are flexible, and can be customized to meet a company's individual marketing requirements.

Wharton West Event Packages:

The Technology Showcase and Workshop Packages offer participation in events to be held at Wharton's West Coast facility, as well as an integrated suite of marketing benefits. All events to-be-promoted through Wharton marketing communications and media channels.

1. Technology Showcase Package

Provides a technology company maximum brand exposure with Wharton's business community and Supernova participants. Benefits include:

- **Participation in the Wharton West premier networking event.** Your company will be one of a select group of "connected" technology service and product providers in a special showcase area during Supernova's kick-off reception on June 20.
- 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 5,000 industry leaders, as well as the Wharton-affiliated business communities.
- A dedicated company page on the Conference Wiki.
- Company marketing materials made available during main conference.
- Company included in online and print promotions to Wharton executive students, corporate partners, faculty and alumni.
- **Conference passes:** 2 complimentary passes to The Wharton West Technology Showcase; 1 complimentary full-conference pass (includes workshop day).

2. Workshop Package

Participation in one of a series of hands-on seminars targeted to business professionals and technology strategists.

- **All the benefits of the Technology Showcase Package,** including integrated marketing programs and participation in the Technology Showcase.
- An opportunity to present at one of the *Wharton West Workshops*, joining leading innovators and subject experts on distributed technologies in discussing the latest connected business tools and trends.
- 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, including: executive students and Corporate Partners; technology-focused faculty and research groups; technology clubs; and, Regional Northwest Alumni Clubs and Alumni Association.
- 1 additional complimentary full-conference pass

Media Package

Supernova offers configurable media sponsorship opportunities; packages may include:

- Distribution of publication on Media table in the Wharton West Technology Showcase and the main conference area in the Palace Hotel.
- Media logo and Web site link in *Media Sponsors* category on Supernova homepage.
- Inclusion in pre- and post-conference emails to Supernova community.
- Media logo listed in the printed, on-site Conference Guide.
- Complimentary conference passes.
- Other co-promotional marketing campaigns.

Program Sponsor Packages

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* 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.
- A dedicated company page on the Conference Wiki.
- **Exclusive host of a major Conference event.** *Events may include:*
  - **Wharton West Technology Workshops.** The Company will host the entire day of Conference technology workshops.
  - **Wharton West Technology Showcase.** The Company will host the kick-off event for Supernova 2005, which offers a unique networking opportunity to connect with over 200 technology and business leaders.
  - **Networking Gala Reception:** The Company will be promoted as the sponsor of the "themed" party at the Palace Hotel, the evening of June 21st.
  - **Online Gaming Showcase:** The Company will be promoted as the major sponsor of Supernova's cutting-edge showcase of online gaming and virtual worlds' technologies for both entertainment and business applications. '
  - **Community Connection:** Companies may offer to host specific interactive tools made available to the Supernova online community. Examples include: Conference blog, Conference Wiki, content streaming, back-channel communications, gaming programs, etc.
- 3 complimentary full-conference passes (includes workshop day).

Premium Sponsor Package

The Premium package is designed to provide a company with top-level positioning in all conference communications, along with exclusive hosting position for a major, custom-designed conference event.

- **All the benefits of a Program Sponsor Package,** including integrated marketing benefits and hosting of a major Conference event.
- *Premium-level* sponsorship placement on Supernova Web site and 150-word Company description in Conference Guide.
- Inclusion in Wharton press release regarding the announcement of Supernova 2005.
- Company logo on all main Conference on-site signage and handouts.
- One Company banner in reception area of main conference, at the Palace Hotel.
- An executive-level speaking opportunity, subject to approval by the Conference host.
- 5 complimentary full-conference passes (includes workshop day).

Pricing

Technology Showcase and Workshop packages range from $3,000 - $5,000. All other custom packages require a request-for-pricing quote.

All sponsors are entitled to a special discount rate of $1,295 for additional 2-day conference passes.

For more information about sponsorship package benefits, please contact Mary Dionne at: sponsor@supernovagroup.net.