supern*va

"Because Technology is Everyone's Business"

Supernova Conference
June 21 – 23, 2006
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 21st, in downtown San Francisco, CA. The Supernova Conference will continue June 22 – 23 at the Palace Hotel, San Francisco, CA.

Sponsor Inquiries: to be submitted by email to: 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 350 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 for 2006 sponsors? Last year, we far exceeded our expectations for sponsor participation; a complete list of 2005 sponsors may be found at: http://www.supernova2005.com/sponsors.htm.

2005 was also a stellar beginning to our partnership with The Wharton School; the highlights of which where the

Clockwise: Wharton West Workshop; Supernova Gala; and an interactive general session at the Palace Hotel.

addition of the **Wharton West Workshops and Technology Showcase** and editorial coverage by Wharton's esteemed online publication, **Knowledge@Wharton**. This year, we will be including additional workshop tracks with extended editorial programs from K@W and CNET News.com. We will also be improving and expanding the number of "cool" **new sponsor-hosted programs**, such as the online Blogcast, podcasts and our technology-themed Gala. Finally, we have formed a partnership with **TechCrunch.com** to offer a submission-based product demonstration and review platform to a limited number of innovative, "connected" technology companies.

Supernova's theme for 2006 is: *Making Connections in an Increasingly Complex World*. In 2005, we examined how the decentralized worlds of society and business were converging, thus creating a combined network for commerce, social interaction, work and entertainment. In 2006, we'll explore what's being done to help improve the quality of our connections, while this expansive network and its multiplying sources compete for our time and attention. Discussion topics will include*:*

beyond blogging•from search to eternity•economics of virtual worlds•community marketing•the new video ecosystem•broadband convergence and the future of the Internet•what "Web 2.0" means for business•the wireless wars•voice applications•rethinking intellectual property•and more.

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

SUPERNOVA 2006 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.

1. Technology Showcase Package — $3,000

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 21.
- 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 6,000 industry leaders, as well as the Wharton-affiliated business communities.
- Company marketing materials made available during main conference.
- Company included in online and print promotions to Wharton executive students, corporate partners, faculty and alumni.
- 2 complimentary passes to The Wharton West Technology Showcase; 1 complimentary full-conference pass (includes workshop day).

2. Workshop Package — $6,500

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 (optional).
- 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: Corporate Partners and students; technology-focused faculty and research groups; technology clubs; and, the Alumni Association.
- 1 additional complimentary full-conference pass.

Top Innovative Connectors Package — $5,000 New!

Participation based on submission of innovative, newly launched "connected" technologies. Products to-be-demonstrated at Supernova and profiled and reviewed at TechCrunch.com. Submission forms will be available on January 18 on the Supernova Web site; you may email sponsor@supernovagroup.net to receive the form via email.

- Company, product description and Web site link posted on Supernova/TechCrunch Web page; company name and Web site link included in program-specific promotions to Supernova and TechCrunch audiences.
- 5-minute product presentation during dedicated 1 hr. Top Innovative Connectors session on Thursday, June 22nd.
- Online coverage of product presentation by Mike Arrington, at TechCrunch.com. TechCrunch is quickly becoming *the* online source for candid and thorough product profiles and reviews; it is featured on the *Technorati 100*, *Feedster 500*, and *CNET Top 100 Blogs* lists, and is a member of the *Web 2.0 WorkGroup*. Additional information can be found at: www.techcrunch.com.
- 1 complimentary full-conference pass.
- Technology Showcase/Top Innovative Connectors packages may be bundled for **$7,000**.

Company Interviews & Podcasts — Add-ons New!

We provide a series of video and audio-recorded interviews with, or presentations by sponsors which will be available as blogcasts or podcasts either during or following the event. This add-on can be bundled with the Workshop Package for $7,500, or included with any sponsorship package; pricing is TBD based on custom proposal.

Custom Sponsor Packages: level of sponsorship based on overall value of package

1. Program Sponsor — package value ranges from $10,000 - $20,000

2. Event Partner — package value ranges from $25,000 - $45,000

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 Wharton West Technology Showcase (optional)
- **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, or a specific track.
  - **Wharton West Technology Showcase.** The Company will host the kick-off event for Supernova 2006, which offers a unique networking opportunity to connect with over 250 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.
  - **Innovative Connectors Showcase:** The Company will be promoted as the major sponsor of Supernova's cutting-edge showcase and presentation of newly launched "connected technologies".
  - **Content Programs:** The Company will be promoted as the host of (and participant in) a content-generating broadcast or technology, such as the Blogcast, the on-site vblogging kiosks, Supernova podcasts, etc.
  - **Community Connection:** Companies may offer to host specific interactive tools made available to the Supernova online community. Examples include: Conference Uberblog, Conference Wiki, content streaming, back-channel communications, etc.
- **Event-level package** includes executive-level speaking opportunity in main program, subject to approval by Conference Host.
- 3+ complimentary full-conference passes; TBD based on scope of package.

Premium Sponsor Package — $50,000+

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.
- Company logo on all main Conference on-site signage and handouts.
- One Company banner in reception area of main conference.
- An executive-level keynote opportunity, subject to approval by the Conference host.
- 5+ complimentary full-conference passes; TBD based on scope of package.

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