

INVITATION TO EXHIBIT/SPONSOR

AUGUST 24–26, 2009

NEW YORK MARRIOTT MARQUIS

NEW YORK CITY

SpeechTEK | 2009

The Voice Solutions Showcase

Speech in the Enterprise

Unparalleled Face-to-Face
Networking Opportunities—
SpeechTEK 2009

W W W . S P E E C H T E K . C O M

- Customer Case Studies
- Analytics
- Advanced Recognition Techniques
- Development and Deployment of Speech Applications
- Product Demos
- Advanced Dialogue Techniques
- Principles of Voice User Interface Design
- Natural Language Processing
- Voice Search Technologies
- Security
- Meeting Business Goals With Speech
- Intelligent Agents
- Mobile Devices
- Multimodal Dialogues

Why Exhibit or Sponsor at SpeechTEK 2009?



Influence decision-makers as they finalize their decisions on solutions to buy for the year.



Get the opportunity to interact with potential customers on a one-to-one basis to show them how your solutions can best fit their needs over your competitors.



Use SpeechTEK as a platform to launch new products and partnerships.



Facilitate demand for your products and services.

SpeechTEK is exclusively dedicated to bringing the buyers and sellers of speech technology solutions together in an exciting, deal-making, sales-closing atmosphere.

Contact your integrated marketing manager for exhibit hall pricing and availability.

Present to qualified buyers who are focusing on speech technologies:

- This is a special opportunity to impact **thousands of IT executives and enterprise customers** interested in speech solutions.
- **Generate leads and increase sales.**
- **Build brand recognition and corporate identity.**
- Network with the **leading speech technology companies, developers, end users, and media.**
- **Solidify relationships** with existing and potential partners.

BOOTH SPACE IS LIMITED!

Exhibit and Sponsorship Sales:

Sarah Fortney
Integrated Marketing Manager
Phone: 859-278-2223, ext. 112

LaShawn Fugate
Publisher
Phone: 859-278-2223, ext. 106

SpeechTEK Sponsorship Opportunities

*Important Note: Unless otherwise specified, costs listed are for sponsorship fee only. Production, related costs, and elective marketing materials are the responsibility of the sponsor.

Event Sponsorships Pricing for:

SpeechTEK 2009

GOLD SPONSOR

\$35,000

- Lead-generating white paper posting for the months of July and August
- Dedicated webpage for each sponsor located on www.speechtek.com that will include all of their speaking sessions, workshop, any links they have to webcasts or podcasts from their site, link to the Buyers Guide and Vertical Markets Guide profile, Any web events that we have coming up or posted for them and the articles mentioned query
- Looping PowerPoint slide prior to keynote and all general sessions reflecting your company as the Gold Sponsor of SpeechTEK
- 1 stand-alone HTML electronic blast to all SpeechTEK attendees
- 2-time usage of attendee mailing list through a third-party mailing house of your choice
- Attendee bag insert of your choosing. Must meet SpeechTEK show management approval
- Full page 4-color ad to appear in both the Advanced Program* and Onsite Show Directory (in advanced program if contracted before March 15, 2009).
- 2 guaranteed general session speaking opportunities
- Unlimited VIP passes
- 15% discount off additional SpeechTEK purchases excluding web events
- 10 job postings during the calendar year
- Onsite signage reflecting your company as a Gold Event Sponsor
- Premium positioned logos on both www.speechtek.com and www.speechtechmag.com

SILVER SPONSOR

\$30,000

- Lead-generating white paper posting for the month of August
- Dedicated webpage for each sponsor located on www.speechtek.com that will include all of their speaking sessions, workshop, any links they have to webcasts or podcasts from their site, Any web events that we have coming up or posted for them and the articles mentioned query
- Looping PowerPoint slide prior to keynote and all general sessions reflecting your company as the Silver Sponsor of SpeechTEK
- 2-time usage of attendee mailing list through a third-party mailing house of your choice
- Attendee bag insert of your choosing. Must meet SpeechTEK show management approval.
- 1/2-page 4-color ad to appear in both the Advanced Program* and Onsite Show Directory (in advanced program if contracted before March 15, 2009).
- 1 guaranteed general session speaking opportunities
- Unlimited VIP passes
- 10% discount off additional SpeechTEK purchases excluding web events
- Onsite signage reflecting your company as a Silver Event Sponsor
- Premium positioned logos on both www.speechtek.com and www.speechtechmag.com

BRONZE SPONSOR

\$25,000

- Dedicated webpage for each sponsor located on www.speechtek.com that will include all of their speaking sessions, workshop, articles mentioned query
- Looping PowerPoint slide prior to keynote and all general sessions reflecting your company as the Bronze Sponsor of SpeechTEK
- 1-time usage of attendee mailing list through a third-party mailing house of your choice
- Attendee bag insert of your choosing. Must meet SpeechTEK show management approval
- 1/2-page B&W ad to appear in both the Advanced Program* and Onsite Show Directory (in advanced program if contracted before March 15, 2009).
- Unlimited VIP passes
- 5% discount off additional SpeechTEK purchases excluding web events
- Onsite signage reflecting your company as a Bronze Event Sponsor
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SpeechTEK 2009 Show Directory Advertising Rates

Ad Unit	4-Color	Black & White
Full Page	\$2,000	\$1,800
Half-Page	\$1,500	\$1,000
Logo Upgrade	\$300	

ADVERTISING CONTACTS

SARAH FORTNEY
Integrated Marketing Manager
sarah@infoday.com
Toll-Free: 877-993-9767
Direct: 859-278-2223, ext. 112

LA SHAWN FUGATE
Publisher
lashawn@infoday.com
Toll-Free: 877-993-9767
Direct: 859-278-2223, ext. 106

For the latest updated media information, go to www.speechtechmag.com/about/advertising.asp

SpeechTEK 2009 Marketing Opportunities

High-Traffic Marketing Platforms

(Pricing does not include production, material, or talent for the Entry Greeters)

Meterboards \$3,000 each
Use to promote speakers, products, partners, and corporate messaging in the conference gathering areas.

High-Impact Banners or Column Wraps \$3,000 each

Entry Greeters

Personally interact with potential buyers with professional greeters strategically positioned to distribute your marketing material at trade show entrances. Greeters must meet SpeechTEK Management approval.

Expo Entrances (1 available) \$2,500 each

5th Floor Escalators (1 available) \$2,500 each

Exclusive Host (both locations) \$4,500 exclusive

Table Tents \$4,000 exclusive
Located on tables in conference gathering areas.

Floor Tiles \$3,000 exclusive
Promote corporate messaging or partners and drive traffic to your booth.

Email Stations \$10,000 exclusive
Easily one of the most heavily trafficked areas of any event, this prestigious, high-profile opportunity offers your company optimal exposure by having the homepage default to your company website, and screen savers can be your company messaging. Also comes with opportunity to display literature in distribution bins located in this area as well. Cost is all-inclusive and reflects computer and internet fees.

Conference Pads and Pens \$4,000 exclusive
Company logo and a brief message are displayed on note pads and pens placed in each session, including the keynote.

Hotel Room Drop \$3,000 each
This does not include the hotel charge for dropping at each door. Per-room door fee applies. Price based on delivery to the Marriott Marquis only.

Registration Marketing Platform

Lanyards \$8,000 exclusive

Badge Holder \$5,000 exclusive

Tote Bags

- use to brand corporate messaging and logos

EXPO Bags \$7,000 exclusive

Conference Bags \$6,000 exclusive

Production not included and must meet SpeechTEK Management approval.

Hospitality Marketing Platform

Breakfasts, Lunches, and Breaks

Continental Breakfasts \$9,500

Run two to three PowerPoint slides regarding your company message prior to the start of the keynote. Onsite signage, promoted in the final program, and opportunity to place targeted literature inside the keynote session.

Morning and Afternoon Breaks \$6,000

Run two to three PowerPoint slides regarding your company message prior to the start of the sessions following this break. Onsite signage, promoted in the final program, and opportunity to place targeted literature inside the sessions as well.

Sponsored Keynote Lunches \$15,000

Monday, Tuesday, and Wednesday Sponsored Lunch

Speaking opportunity during the lunch time break — 30 minutes to present your product or demo, along with a 15-minute Q&A. Marketed onsite and in the final program, also opportunity to place targeted literature inside this session. Do alone or with a partner! Company logo added to lunch signage and tickets.

Media Center \$2,500 exclusive **SOLD**

You will gain exposure by having all computers default to your homepage, and every update sent to the press will be sponsored by you with your corporate messaging.

Receptions Call for pricing

Monday and Tuesday evening reception. Each reception is open to all co-located event attendees. Company logo added to all reception promotion material and signage.

Final Program Marketing Platform

FINAL PROGRAM

Contains everything there is to know about SpeechTEK. The Final and Advance Programs will be referred to time and time again for conference information. Put your message in front of hundreds of potential customers.

Full-page color \$2,000

Full-page B/W \$1,800

Logo upgrade to exhibitor profile \$300

Post-it Note on Final Program (Exclusive) \$3,000

Post-it Note on Show Issue of the Magazine (Exclusive) \$3,000

Value-Added Opportunities (Exhibiting Companies Only)

- Company listing in the official SpeechTEK program
- Online listing with description on spechtek.com
- Registration link on your site
- Pre-registered media/analyst list updates (to designated representatives)
- Press kit distribution
- New product listing
- VIP passes for your customers

FYI:

Heard at SpeechTEK!

As a global company headquartered outside the U.S., we find that SpeechTEK is the ideal forum for us to:

1. promote our brand on the world stage, and
2. connect with all the major industry players and update on the latest developments in the industry. To do that in New York is an added bonus!

– Kirsty McCarthy,
VP Sales & Marketing,
Inference Communications

SpeechTEK 2009 Exhibitor Pricing

Standard Exhibit Space Pricing \$45
(per square foot)

Includes the following:

Pipe and draping, 6' draped table, two chairs, wastebasket, one 7"x44" identification sign, online profile, show directory profile, unlimited VIP passes that include a 25% discount off any conference pass for your customers, 50% discount off any conference pass for employees, lead retrieval machine, and carpet and booth cleaning.

10x10 Booth Space:	\$4,500
10x20 Booth Space:	\$9,000
20x20 Booth Space:	\$18,000

Turnkey booth packages available upon request. Call for details and pricing information.

NEW OPPORTUNITIES

Each year we strive to create new opportunities to assist you with lead generation and traffic to your booth. To that end, we've created these new advertising options.

Attendee News Sponsorship — In the weeks prior to the conference, we contact registered attendees with information they'll need at SpeechTEK. Take this opportunity to highlight your message using a banner ad and 75 words.

Registration Page Banner — Highlight your message in a banner ad that will run by the week at the top of SpeechTEK's registration pages.

Confirmation Email — Get extra coverage by displaying your logo and booth number under the "Don't Miss" heading at the bottom of the registration confirmation emails. Space is limited to two sponsors.

Exhibit Hall Pass Sponsorship — Your chance to capture the attention of our largest source of registrations. We now offer sponsorship of the "Free Exhibit Hall Pass" code in each weekly Event News. You will receive all leads generated by your code.

ADDITIONAL ONSITE OPPORTUNITIES

(Call for Customized Pricing)

GOBO Lighting — Put your company name in lights both inside the hotel and at the main entrance to the Marriott Marquis. A great way to brand your logo.

Scrolling Menu Screens — Located on the event floor and conference areas just off the escalators. Perfect visual to enhance your exposure at the event, drive traffic to your booth, and brand your messaging.

Didn't find what you need? Ask your integrated marketing manager about new opportunities that may have been added. We welcome your own creative suggestions.

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This application, when completed and communicated to SpeechTEK, is a binding offer on the terms and conditions set forth below and, if accepted by SpeechTEK, will constitute a contract between SpeechTEK and the sponsor named below. Once approved, a SpeechTEK 2009 representative will contact you to coordinate all elements of your sponsorship.

Please complete the information in full and submit with payment to secure your sponsorship of choice.

Company: _____ Booth Number: _____

Name: _____ Title: _____

Address: _____ City: _____

State/Province: _____ Country: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Sponsor Categories: Four each of the following categories are available:

Gold: \$35,000

Includes:

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- 10 job postings during the calendar year
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Includes:

- Lead-generating white paper posting for the month of August
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- 10% discount off additional SpeechTEK purchases excluding web events
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- Unlimited VIP passes
- 5% discount off additional SpeechTEK purchases excluding web events
- Onsite signage reflecting your company as a Bronze Event Sponsor
- Premium positioned logos on both www.speechtek.com and www.speechtechmag.com

Onsite Sponsorship Opportunities: See additional information for pricing structure for below items:

<input type="checkbox"/> Entry Greeters	<input type="checkbox"/> Conference Pads and Pens
<input type="checkbox"/> Email stations	<input type="checkbox"/> Meter Boards
<input type="checkbox"/> Hotel Room Drop	<input type="checkbox"/> Table Tents
<input type="checkbox"/> Tote Bags: <input type="checkbox"/> Conference <input type="checkbox"/> Exposition	<input type="checkbox"/> Breakfasts <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed
<input type="checkbox"/> Floor Tiles	<input type="checkbox"/> Media Center
<input type="checkbox"/> Lanyards	<input type="checkbox"/> Booth Space (\$45 per square foot)
<input type="checkbox"/> Badge Holder Insert	<input type="checkbox"/> 10x10 <input type="checkbox"/> 10x20 <input type="checkbox"/> 20x20
<input type="checkbox"/> Lunch: <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed	
<input type="checkbox"/> Banners	
<input type="checkbox"/> Reception Sponsorship _____	Total Sponsorship/Booth Due: \$ _____
<input type="checkbox"/> Post-it Note: <input type="checkbox"/> Show Edition of Magazine <input type="checkbox"/> Show Directory	Total Amount Due: \$ _____

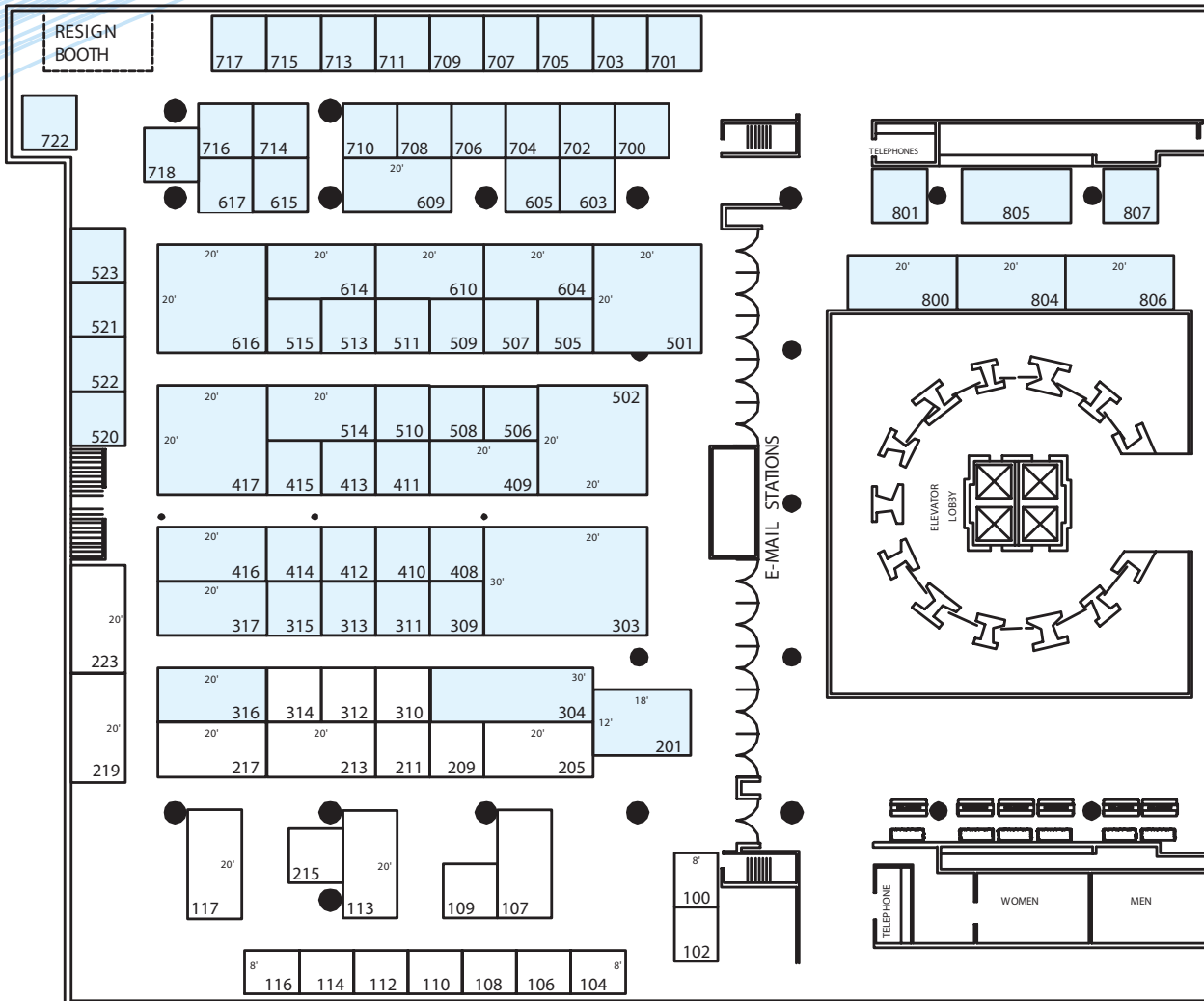
Payment Method: VISA/MasterCard American Express Corporate Check # _____
(in legal U.S. funds, made payable to Information Today, Inc.)

Cardholder Name: _____

Credit Card Number: _____ Expiration Date: _____


By submitting this application, you are agreeing to the related Sponsorship Terms and Conditions, which are part of your contract. Requests for further information should be addressed to SpeechTEK by email to lashawn@infoday.com, sarah@infoday.com, or phone 859.278.2223 or fax 859.278.7364.

ACCEPTED: _____ / _____ Date ACCEPTED: _____ / _____ Sponsoring Company Date



SpeechTEK | 2009
 The Voice Solutions Showcase
 ENTRANCE TO EXHIBITS

CRM | 2009
 evolution conference & exhibition
 ENTRANCE TO EXHIBITS

 Part of the SpeechTEK Showcase

Contact your integrated marketing manager for exhibit hall pricing and availability.

EXHIBIT HALL HOURS



Monday, August 24, 2009 • 5:00 p.m. - 7:00 p.m.
Grand Opening Reception



Tuesday, August 25, 2009 • 10:00 a.m. - 5:30 p.m.



Wednesday, August 26, 2009 • 10:00 a.m. - 2:00 p.m.