

IDEA E-BIZ FORUM {SPONSOR SNEEK PEEK} EARLY SPONSOR DEADLINE 4.26.2013

eBiz Forum

LET DREAM THE It

Hilton Bonnet Creek, Orlando FL, September 25-27, 2013

Do INNOVATION It BEGIN



IDEA E-BIZ FORUM 2013

Position your company as an innovator in the electrical industry.

ABOUT THE FORUM

The Forum is your opportunity to shine amongst the most dedicated audience of B2B eCommerce professionals in the electrical industry. B2B leaders come to this training and educational event to discover how to utilize the latest eBusiness strategies and technologies to optimize performance throughout all business sectors. The Tech Center will run in conjunction with the event.

The Forum is jointly hosted by IDEA (www.idea-esolutions.com), the National Association of Electrical Distributors (NAED), the National Electrical Manufacturers Association (NEMA), Electro-Federation Canada (EFC), and the National Electrical Manufacturers Representatives Association (NEMRA).

WHO ARE YOU LIKELY TO RUN INTO?

The event is tailored to senior executives, eBusiness pricing professionals, front-line IT staff, operations, product managers and sales/marketing managers. You'll find colleagues from just about every department within the electrical supply chain and other related verticals including retail. Expected attendance is 200-250 professionals.

LOCATION:

The IDEA E-Biz Forum 2013 will be hosted in Orlando, FL at the Hilton Bonnet Creek. Orlando's newest AAA 4-Diamond hotel is located 6 miles from Walt Disney World® and is nestled on a 482-acre nature preserve. Amenities include 12 restaurants and bars, spa, and 18-hole championship golf course.

Hilton Orlando Bonnet Creek

14100 Bonnet Creek Resort Lane
Orlando, FL 32821
Phone: (407) 597-3600

Attendee Breakdown:

35% Manufacturers
30% Distributors
25% Technology Organizations
10% Association Guests/Media

Of which are:

33% eCommerce/EDI
20% Senior Executives
15% IT Professionals
12% Sales/Marketing
20% Other (e.g. product managers and operations)

THE TECH CENTER

The Tech Center is a mini-tradeshow where technology companies can demonstrate their products and engage prospective clients. The Tech Center provides an intimate setting for exhibitors to interact with attendees at the Forum Welcome Reception and throughout the entire first day.

EXAMPLES OF SOLUTIONS AND SERVICES THAT INTEREST OUR ATTENDEES:

- Data Management, Quality, Integration, Synchronization
- Enterprise and B2B eCommerce Solutions
- eBusiness Media Standards
- Website and Interactive
- Cash Flow and Billing
- Warehouse/Logistics

Take advantage of this opportunity to see and be seen by decision makers. Attendees will visit and collect passport stamps from each exhibitor to win a NEW iPod Touch with Facetime!

EXAMPLES OF PAST ATTENDEES:

MANUFACTURERS

Acuity Lighting Group • BURNDY • Cooper Industries • Eaton • ERICO • General Electric • Hubbell Incorporated • IDEAL • ILSCO • Kitchler Lighting Legrand • Lutron • Milbank • OSRAM SYLVANIA • Panduit • Pentair Technical Products • Rockwell • Rocky Mountain Pies • Shat-R-Shield • Thomas & Betts • TPI Corporation • Unity Manufacturing

DISTRIBUTORS

Border States • Crescent Electric • Dakota Supply Group • Graybar • HD Supply • Sonepar • Hunziker Brothers • Independent Electric • Kendall Electric • Kirby Risk • Laner Electric • Mayer Electric • McNaughton-McKay Electric • Platt Electric • The Reynolds Company • IESC/Rexel.Inc. • Standard Electric Supply • Tri-State Electric Supply • Van Meter Industrial • Werner Electric Supply • WESCO • Western Extralite



EXHIBIT AT THE TECH CENTER

Forum attendees are prepared to learn about eBusiness solutions and services as soon as they register. Exhibitors play an active role by educating and demonstrating how the latest B2B technology advancements can help attendees reach their business goals.

INCLUDED IN YOUR EXHIBITOR RENTAL:

- Two complimentary Forum "All Access" registrations (a \$1300 value!)
- Table top display at Welcome Reception and Tech Center
- Complimentary wireless Internet access
- Complimentary electrical drop
- Company description and link on Forum website
- Company description in program guide (deadline: 8/9/13)
- Forum attendee contact information (pre-show list sent 9/14/13; post show list sent 10/4/2013)
- **NEW** Company listing and website link in new Forum attendee mobile app

TRAFFIC GUARANTEED.

Thanks to the passport program, exhibitors can be assured booth traffic. Registration, networking events, meals and breaks all revolve around the exhibit hall. Want more engagement? Check out our new conference app sponsorship opportunities. (Next page)

EVENTS TO DRAW ATTENDEES INTO THE EXHIBIT HALL:

- Welcome Reception and Tech Fair
- Attendee registration (located in front of the Exhibit Hall)
- Breakfast
- Networking lunch
- Morning and afternoon refreshment breaks
- Technology Speed Networking - mini one-on-one appointments

EXHIBITOR FEES:

\$1,750 before June 29
 \$2,250 July – August 24
 \$2,750 after August 24

Collateral in attendee gift bags - \$250/brochure

TECH CENTER SCHEDULE

Wednesday, September 25

1:00 – 4:00 p.m.
 Tech Center Set-up
 5:30 – 9:00 p.m.
 Registration Opens/Tech Fair & Welcome Reception

Thursday, September 26

7:00 a.m. – 5:00 p.m.
 Tech Center Open (Closed during General Sessions)
 7:00 – 8:00 a.m.
 Registration/Breakfast in Tech Center
 10:00 – 10:15 a.m.
 Morning Break in Tech Center

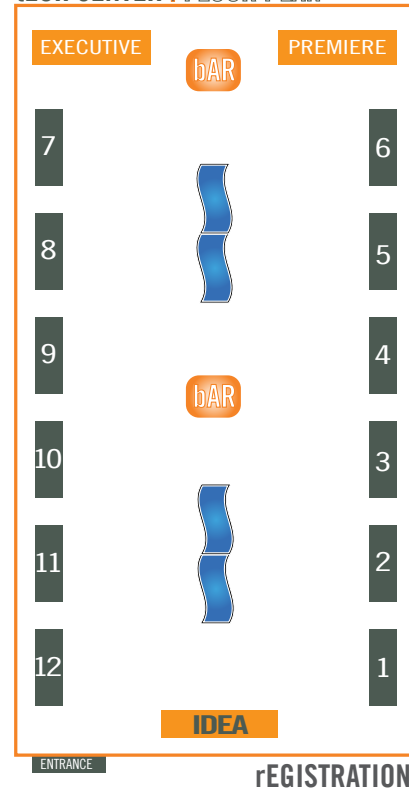
“The Forum acts on two fronts: advancing eCommerce in the electrical industry, and keeping participants abreast of the latest developments and related technologies.”

Milos Jancik
 President
 M. Jancik Consulting, Inc.



CONNECTED
**NEW IPODS GIVEN AWAY
 TO 6 ATTENDEES**

TECH CENTER | FLOOR PLAN



Thursday, September 26 (Continued)

11:00 a.m. – 1:00 p.m.
 Lunch
 12:00 – 1:00 p.m.
 Technology Speed Networking
 3:00 – 3:15 p.m.
 Afternoon Break

MAKING THE RIGHT CONNECTIONS



SURFACE LEADS, ENGAGE ATTENDEES AND ELEVATE YOUR BRAND WITH OUR NEW INNOVATIVE MOBILE CONFERENCE APPLICATION

ABOUT THE APP | Our new conference application can showcase your products, services, and promotions and engage attendees like never before. Gather real-time data from the event, resulting in maximum attendee engagement, qualified leads, and increased ROI.

DEVICES | Our attendees have powerful computing devices in their pockets. Take advantage of this at the E-Biz Forum 2013. Our application is available for iPhone, iPad, iPod touch, Android phones, Android tablets, and HTML5 (for mobile web and BlackBerry devices) making it effortless for attendees to stay connected and for you to connect with them.

GO GREEN | Our application will feature all sponsors and exhibitors and link back to your website. Get rid of the paper brochures. (Let's be honest, no one reads them anyway.)

LET'S GET SOCIAL | Give your partners, clients or prospects a fun, mobile way to engage with you. Leverage the conference app's social activity feeds, points, and leaderboards to maximize engagement and bring them... to you.

Attendees can engage with you via their social media accounts (Facebook, Twitter, and LinkedIn) from one central location. With a single check-in on the app, attendees can share their updates and encourage participation from others, increasing your visibility beyond the attendees at the event.



**NEW
SPONSOR APP
OPPORTUNITIES**

“The Tech Center is the center of all the action. It is the one place where every exhibitor has a chance to meet with key decision makers and showcase their products and services. Year after year it has been hugely beneficial for Unilog, and we have come away with more business than we had going in.”

Suchit Bachalli
Vice President Sales
Unilog Content Solutions

APP PACKAGES

SAVE \$350

PLATINUM \$1995 | 3 BADGES, 3 PROMOTED POSTS, 1 MICROAPP, 1 PUSH NOTIFICATION

SAVE \$300

GOLD \$1395 | 2 BADGES, 3 PROMOTED POSTS, 1 MICROAPP

SAVE \$100

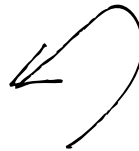
SILVER \$695 | 2 BADGES, 2 PROMOTED POSTS

SAVE \$55

BRONZE \$595 | 2 BADGES, 1 PROMOTED POST



PROMOTED
POSTS



BRANDED
MICROAPP



PUSH
NOTIFICATIONS

PROMOTED POSTS \$150

A post that's pinned to the top of the activity feed, typically the most accessed part of the app. It's a great way to communicate messages or promos to attendees.

BRANDED MICROAPP \$750 (2 available)

Elevate your brand to every attendee with your very own microapp within the conference application. Prime placement within the navigation bar.

PUSH NOTIFICATIONS \$500 (6 available)

Real-time powerful marketing tool. Similar to a text message, you can send a push notification to all app users.

CUSTOM BADGES \$250 (Delivered during attendee scavenger hunt)

Deliver sponsored digital badges based on pre-defined behaviors. Want attendees to stop by your booth to learn about your products or services? Or better yet, attend your breakout session? Attendees are awarded for their participation with prizes such as a new iPod Nano or Shuffle.

A LEADER IS ONE WHO
KNOWS THE WAY, GOES THE
WAY AND SHOWS THE WAY.

John Maxwell

GET RESULTS FROM YOUR SPONSORSHIP WITH MORE BENEFITS AND BRAND VISIBILITY!

PREMIERE LEVEL	DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
\$20,000 (2 available)	\$15,000	\$10,000	\$8,000	\$5,000	\$3,000

Exclusive location in Tech Center - 2 center booths	✓				
One branded item for registration bags	✓				
Hotel room literature drop	✓				
Complimentary private meeting room	✓				
Logo on general session theme slide	✓	✓			
Company literature insert in attendee registration bags	✓	✓			
VIP Pass for Corporate Executives - Free room upgrade, non-industry guest registration, networking activity pass	✓	✓			
Reserved seats and recognition at closing evening event	✓	✓			
One company branded item at sponsored event	✓	✓			
Email blast the month of the Forum or invite attendees to your booth (upon request)	2	2	1		
Company logo and link on IDEA & Forum home page	✓	✓	✓		
Company logo on Forum registration bags	✓	✓	✓		
Company logo on Forum water bottle	✓	✓	✓		
75 word company description announced by event MC prior to sponsored event	✓	✓	✓	✓	
Ad in Forum Pocketguide	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	
Forum attendee contact information	✓	✓	✓	✓	✓
Discounted exhibitor booth - 2 registrations with booth purchase	2 FREE	2 FREE	FREE	50% OFF	10% OFF
Spotlight article in IDEA's eNewsletter	✓	✓	✓	✓	✓
Logo on general session sponsor reel	✓	✓	✓	✓	✓
Complimentary registrations	5	5	4	3	2
Company name and link on Forum sponsor page	LOGO	LOGO	LOGO	LOGO	LINK
Corporate recognition at welcome reception AND sponsored event	✓	✓	✓	✓	✓
Announcement in IDEA's eNewsletter	✓	✓	✓	✓	✓
Logo on entrance sign to Tech Center and general sessions	✓	✓	✓	✓	✓
Recognition in Forum Pocketguide and Attendee Mobile App	LOGO	LOGO	LOGO	LOGO	NAME
Hi & lo resolution Forum sponsor logo	✓	✓	✓	✓	✓
Badge recognition (sponsor ribbons for all registered attendees)	✓	✓	✓	✓	✓

BECOME AN EXECUTIVE PARTNER
Get all the benefits of Premiere level PLUS:

- 2 Invitations to IDEA Board Cocktail Reception
- iPad Giveaway for lead generation
- Complimentary A/V in private meeting room (Includes projector & screen for presentations)

EXHIBITOR AND SPONSOR FORM



SECURE MY TECH CENTER BOOTH

- \$1,750 before June 28
- \$2,250 July - August 23
- \$2,750 after August 23
- Collateral in attendee registration bags
\$250 _____ Brochures

ADVERTISEMENT IN POCKET GUIDE & APP

- Full Page Pocket Guide - 3-9/16" x 8-1/2" \$895
- Half Page Pocket Guide - 3-9/16" x 4-5/8" \$495
- Platinum App Package - \$1995
- Gold App Package - \$1395
- Silver App Package - \$695
- Bronze App Package - \$595

SIGN ME UP AS A SPONSOR

(Silver level and above get a discounted booth!)

- Executive Sponsor - \$25,000 (1) Available
- Premiere - \$20,000 (2) Available
- Diamond - \$15,000
- Platinum - \$10,000
- Gold - \$8,000
- Silver - \$5,000
- Bronze - \$3,000

➤ **Cancellation Policy:** Requests for cancellations must be made in writing. There is a \$50 cancellation processing fee. From July 12 to August 14, 2013, 75% of fee paid will be refunded. After August 14 2013, no refund will be given.

LEADERS GAIN MORE!

- Speaking slot - Gold level and above (limited quantities available)
- Recognition in official Forum press release (Deadline: April 12)
- Recognition in Pre-Event Mailer (Deadline: May 3)
- Earlier and longer visibility on the Forum website
- First choice of sponsored event

EMAIL FORM TO: ACROWDER@IDEA-ESOLUTIONS.COM | EARLY BIRD RATE DEADLINE: APRIL 26, 2013

CONTACT INFORMATION

Company Name: _____ Company URL: _____

Main Contact: _____ Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

Total Sponsor Fee: \$ _____ Total Exhibitor Fee (including specials): \$ _____ Advertising Fee (Pocket Guide & Mobile App): \$ _____

Please Check One:

- Check Enclosed
- Please bill the address listed above
- Please bill different address - please provide address to right
- Charge to: _____ Visa _____ MasterCard _____ American Express

Billing Address:

Addressee: _____

Address: _____

City: _____ State: _____ Zip: _____

Card #: _____ Exp. Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

➤ Please email your company's full-color, hi resolution (300 DPI or greater) logo in a TIFF, JPEG or EPS format, 75 word company description and ad materials to Jennifer Yi at ji@idea-esolutions.com.

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Hilton Bonnet Creek, Orlando FL, September 25-27, 2013

IDEA
2900 Crystal Drive, Suite 500
Arlington, VA 22202

www.idea-ebizforum.com

Start tweeting today!

@IDEAeSolutions #ebizforum



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Scan QR code with your phone app to get engaged.

