

Microsoft®



Microsoft
**Technology
Summit** **MTS2009**

Warsaw, 29th - 30th September 2009

Sponsorship offer

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Sponsorship offer

Dear Sirs,

You are warmly invited to partner us in **Poland's biggest technology conference - the Microsoft Technology Summit 2009**, aimed at IT specialists, programmers, new technology enthusiasts. The Microsoft Technology Summit enjoys the recognition of those working in the IT sector and the Polish media, and unfailing interest among participants. Last year's MTS 2008 attracted almost 3000 people.

Partnership in the Microsoft Technology Summit provides you with an excellent opportunity to establish new business contacts, present your products and solutions to potential clients, consolidate existing relationships, and to gain knowledge and interesting experiences.

At this year's **Microsoft Technology Summit**, the fourth of its kind, global trends in Microsoft technology will be presented. During the numerous sessions and workshops addressing the current needs of the market, innovative solutions will be presented in such fields as operating systems (Windows 7), messaging and collaborative solutions (Exchange Server and Office Communication Server), and Cloud Computing (Windows Azure) solutions. All these solutions will be presented with the emphasis on efficiency and the benefits of utilizing state-of-the-art technology during these times of economic slowdown. Computer laboratories and the Expert Zone will also supplement the factual knowledge presented in the conference.

I sincerely encourage you to partner us in the **Microsoft Technology Summit 2009**, an event of great significance on the Polish IT market. A summary of last year's conference and details of the partnership offer can be found in the document attached.

Respectfully yours,



Jacek Murawski

General Manager
Microsoft Sp. z o. o.

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Last year's MTS in brief

The **Microsoft Technology Summit** is a **two-day conference** for IT specialists, programmers and IT managers. Last year's conference took place in Warsaw's Palace of Culture and Science on October 8th-9th and drew **almost 3,000 participants!**

Participants could choose from 11 concurrent sessions organized in technology paths. The **88 technical sessions** run at the Microsoft Technology Summit were grouped into **14 topic areas**, constituted a cross-section of all Microsoft technologies.

Lectures at the Microsoft Technology Summit were given by **speakers from Poland and abroad**. The conference was augmented by laboratories and „Hands-on Labs“ workshops, as well as the Expert Zone. Participants had the opportunity to meet MTS exhibitors, leading representatives from the IT sector.

The area which proved particularly popular with participants was the **Expert Zone**, where they could receive answers to questions on technological solutions. The Experts included Microsoft employees, conference speakers and Most Valuable Professionals (MVP).

The conference also became an excellent occasion for meetings of members of the Microsoft community, such as WSS.PL or codeguru.pl and offline communities centred on the MS-groups.pl portal. An important community element was the **Speaker Idol competition**, whose winner will deliver a talk at MTS 2009.

Over **89 MTS-related publications** appeared **in the media**. **45 journalists** actively participated in MTS 2008, and could gain in-depth knowledge about the technologies available as well as solutions provided by Microsoft and their Partners. The press conference organized before MTS 2008 gave them an opportunity to meet **top experts** doing sessions at the conference. This event generated numerous positive articles in leading IT magazines and in business publications together with coverage on the TVN24 and TVN CNBC channels.

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About the Conference

DATE

29th - 30th September 2009

VENUE

Palace of Culture and Science, plac Defilad 1, 00-901 Warsaw

PARTICIPANTS

MTS conference is intended for IT specialists and programmers from various sectors of the market, including:

- network and server administrators,
- programming engineers, web designers,
- security specialists,
- database architects and designers,

About 3000 conference participants in total

FIELDS AND EXPERTS

- about 100 technical sessions on Microsoft technology,
- laboratories – 30 stands offering the possibility to put knowledge to the test,

60 top experts from Poland and abroad, including Mark Minasi expert in the field of Windows Server & Windows Client, **John Craddock** expert in the field of Windows Server & Windows Client, **Kimberly Tripp & Paul Randal** experts in the field of SQL Server.









COMMUNICATION

PR activities and advertising support:

- in the business and IT market media (printed and electronic),
- in Microsoft newsletters and bulletins sent to over 120,000 customers,
- on the conference website www.mts2009.pl,
- on Microsoft pages,
- on the websites of the biggest Microsoft communities www.wss.pl, www.codeguru.pl, each of which registers over 100,000 visits per month

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Conference Partner Packages

Benefits for Partners	MTS 2009 Conference Gold Partner	MTS 2009 Conference Partner	Exhibitor
A visual presentation of the Partner in the Congress Hall (e.g. banner, display stand)			
Presentation of the Partner's multimedia advertising materials			
A presentation of the Partner on the conference web page			
A mention of the Partner in press materials with information about its activities			
The possibility to run a technical session for Conference participants			
The possibility to announce the results of competitions run during MTS 2009 and award prizes to the winners during the Conference's closing ceremony to be held in the Congress Hall			
Participation in a press conference to be held at the Microsoft headquarters no later than two weeks before the opening of MTS, along with a mention of your company in press releases			
The possibility to attach your own marketing materials, gadgets to the pack of conference materials			
A presentation of the Partner in the conference programme (agenda)			
A presentation of the Partner's logo in all information/marketing materials			
A short presentation of the Partner in Microsoft's newsletters and bulletins			
A presentation of the Partner by the conference host			
An exhibitor's stand, in accordance with the package purchased			
The possibility of running a competition or administering surveys (polls) at the stand			
The possibility to distribute your own marketing materials, gadgets to the pack of conference materials			
Free conference invitations			
Price of package (net)	120 000 zł	75 000 zł	35 000 zł

Sponsorship offer

MTS 2009 Conference Gold Partner

As part of the MTS 2009 Conference Gold Partner package, we are offering:

- **the title of MTS 2009 Conference Gold Partner (to a maximum 3 companies)**
- **a visual presentation for each Partner in the Congress Hall (e.g. banner, stand)**
- **a multimedia presentation of a Partner's promotional material during breaks at the Congress Hall**
- **Partner presentations on the conference website** – logo, link and web page devoted to the Partner
- **mention of the Partner in the press materials along with information about the scope of the Partner's activities** (e.g. MTS 2009 Conference Gold Partner is , the producer of)
- **possibility to run a technical session for Conference participants** **
- **possibility to announce the results of the Partner's own competitions** run during MTS 2009 and award prizes to the winners during the Conference's closing ceremony to be held in the Congress Hall in the presence of all participants
- **participation in a press conference to be held at the Microsoft headquarters** no later than two weeks before the opening of MTS, along with a mention of your company in press releases.
- **the possibility to attach your own marketing materials, gadgets** (one leaflet or A4 brochure or CD) to the pack of conference materials ***
- **a presentation of the Partner in the conference guide** (logo, link), which will go out to every conference participant
- **the Partner's logo in all information materials** relating to Microsoft Technology Summit 2009 (e.g. invitations, posters, schedules, agendas, leaflets, stands and notepads) and also in all emails **** addressed to Microsoft partners and clients. The Gold Partner logo is the largest of all the partners' graphic symbols. Only one logo will be bigger – the MTS 2009 logo.
- **presentation of the Partner's logo in the form with a link to the particular Gold Partner's web page in newsletters and bulletins** sent out electronically to over 120,000 Microsoft clients and partners. As an effective form of marketing, bulletins are sent out on a regular basis to a small group of Polish programmers and IT specialists. A wealth of experience in improving Microsoft's targeted databases of companies' means that the presence of third parties in this type of mailing achieves great penetration and effectiveness in promoting a brand or product.

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MTS 2009 Conference Gold Partner

Our best-known publications include: „Information Bulletin for Companies“, „DevFlash – programmers' monthly“, „Training guide for Partners“, „TechNetFlash – Fortnightly Technical Magazine for Partners“, „Microsoft Security Guide“, „Monthly for System Builders“, „Trade Fortnightly for Partners“, „Fortnightly for ISV“, „Academic Flash“, „Forum Architect News Review“, „Licensing Bulletin“, „Office Online – bulletin for Microsoft Office users“, „Information Bulletin for Medium Business Clients“.

- **a presentation of each Partner by the conference host** (an excellent opportunity to organise a competition during lunch or coffee breaks, with the aim of compiling a database of participants, and also convey key information to a particular target group, announce sessions etc.) *****
- **Partner presents itself on the most prestigious 4m/2.5m conference stands** (4 people is an acceptable number for working the stand). The Gold Partner conference stand, in contrast to other exhibitors and partners, is located in the most visible location – by the Congress Hall, and distinguishes itself from neighbouring stands in terms of its size and shape.
- **great opportunity to run competitions or administer questionnaires on the stand**
- **great opportunity to distribute marketing materials, gadgets among conference guests**
- **20 invitations allowing free entry to the conference for your clients and partners** (entry to all sessions included, 2 invitations with VIP status) – with a combined value of 30,000zł *****
- **price of package: 120,000zł (net)**

MTS 2009 Conference Gold Partners will be given priority in all publications, electronic and information materials produced for conference purposes. The conference organisers are also open to suggestions regarding other ways of promoting of Gold Partners.

* the Partner provides banners and stands, and all advertising and marketing materials

** information to be presented during the technical session must first be accepted by the Event Organiser

*** the type and amount of material attached to conference packages must first be accepted by the Organiser

**** all mail is sent out by the Organiser

***** the content of the presenter's speech must be cleared with the Organiser

***** each invitation is worth 1,500zł

NOTE

Information relating to deadlines and also technical specifications of material is found later in the Principles of Cooperation section of the offer

Sponsorship offer

MTS 2009 Conference Partner

As part of the MTS 2009 Conference Partner package we offer the following:

- **the title of MTS 2009 Conference Partner** (maximum 5 companies)
- **the possibility of attaching your own mementos, gadgets and marketing materials** (one leaflet or A4 brochure or CD) to the conference material package*
- **Partner presentations on the conference website** – logo, link and web page devoted to the Partner
- **a presentation of the Partner in the conference programme** (logo, link), which every conference participant will receive
- **presentation of the Partner's logo in all Microsoft Technology Summit 2009** information materials (invitations, posters, schedules, agendas, leaflets, stands, notepads) and also in all emails** sent to Microsoft partners and clients. Of the graphic symbols for partners, the MTS Conference Partner is the second in size (after the Gold partner symbol). The largest logo is the MTS 2009 logo.
- **presentation of the Partner in newsletters and bulletins sent out to over 120,000 Microsoft clients and partners** (electronic version)
- **presentation of each Partner by the conference host** (an excellent opportunity to organise a competition during lunch or coffee breaks, with the aim of compiling a database of participants, and also convey key information to a particular target group, announce sessions etc.)***
- **presentation of the Partner on the most prestigious 3m/2.5m conference stands with the Partner logo** (3 people is an acceptable number for working the stand). The MTS 2009 Conference Partner stand distinguishes itself from neighbouring stands in terms of its size and shape.
- **the possibility to run competitions or administer questionnaires on the stand**
- **the possibility to distribute mementos, gadgets and marketing material among conference guests**
- **10 free invitations to the conference for clients and partners** (entry to all sessions included, 2 invitations with VIP status) – with a combined value of 15,000zł****
- **price of package: 75,000zł (net)**

MTS 2009 Conference Partners will be given priority in the majority of publications, electronic and information materials produced by the Organiser for conference purposes.

* the type and amount of material attached to packs must first be accepted by the Organiser

** all mail is sent out by the Organiser

*** the definitive content of the host's comments relating to the company must be accepted by the Organiser of the Event

**** one invitation is worth 1,500zł

Sponsorship offer

Exhibitor

As part of the MTS 2009 Conference Partner package we offer the following:

- **the title of Exhibitor** (maximum 30 companies)
- **Partner presentations on the conference website** – logo, link
- **presentation of the Exhibitor on a 2.5m/2m stand with the Exhibitor's logo** (2 people work on the stand)
- **the possibility of distributing mementos, gadgets and marketing material among conference guests**
- **5 free invitations to the conference for clients and partners** (entry to all sessions included, 2 invitations with VIP status) – with a combined value of 7,500zł*
- **value of package: 35,000zł (net)**

* one invitation is worth 1,500zł

NOTE 1

Information relating to the deadlines and also technical specifications of material is found later in the offer Principles Cooperation

NOTE 2

The number of stands is limited and will be allocated on a 'first come, first served' basis. Priority in choosing the location of stands in the exhibition hall will be given to the first exhibitors to make the necessary payments.

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Principles of Cooperation

1. The subject of the offer is the Microsoft Technology Summit 2009 Conference to be held on the 29th - 30th September 2009 at the Palace of Culture and Science, Warsaw.
2. The Organiser of the Microsoft Technology Summit 2009 Conference is the Events Partners agency, acting on behalf of Microsoft Sp. z o.o. Art. 734 § 2 of the Civil Code is not applicable, thus the party in all contracts, assurances, declarations and pledges is Events Partners and not Microsoft Sp. z o.o.
3. The Organiser declares that it is legally entitled to issue in its own name all declarations and in particular to conclude agreements relating to the Microsoft Technology Summit 2009 Conference. Final decisions, assurances and agreements, whether in a written or oral form, in particular any details of agreements entered into by Events Partners with Partners and Exhibitors ("agreements") require the explicit approval of Microsoft Sp. z o.o. Should Microsoft Sp. z o.o.'s refuse to grant its approval, an agreement shall not have legal effect.
4. The Organiser declares that it disposes of all consents, permits and licences essential to organise the Microsoft Technology Summit 2009 Conference.
5. The Organiser commits itself to make every effort in order to meet its obligations towards Partners and Exhibitors, as presented in this offer.
6. Partners and Exhibitors are obliged to place links to the MTS 2009 web page on their own websites.
7. Partners and Exhibitors are obliged to provide all information and graphic materials before the non-extendable deadline of **20th August**. In the event of materials not being delayed or not supplied by the deadline, the Organiser is not liable for negligence resulting from such a lack of material.
8. Hall sponsors shall supply banners, display stands and any other materials designed for the purpose of representing a given company in a given hall before **28th September 2009**.
9. The maximum volume of text to be placed on the MTS Gold Partner website is 1,000 characters with spaces. The file format is *.doc, *.txt.
10. Graphic file specifications:
 - resolution - 300 dpi
 - format - *.eps, *.ai (vector files, open)
11. The Organiser reserves the right to introduce additional gadgets/ information materials not covered by the Partner packages, for an additional cost.
12. The number of stands is limited and shall be allocated on a 'first come, first served' basis.

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13. Gold Partners and Conference Partners receive a guarantee of their stand being reserved and placed in the most prestigious locations.
14. Fittings for exhibition stands shall be submitted before the **30th June 2009**.
15. Partners and Exhibitors are obliged to accept in writing the designs for stands, and for the placing of their logo and company name in all information materials relating to Microsoft Technology Summit 2009 (e.g. posters, schedules, agendas, leaflets, press materials, programmes etc.) The maximum time for acceptance of designs is 2 days. In the event that a design is not accepted by the Partner/ Exhibitor by the date previously agreed upon, the Organiser reserves the right to take such a decision independently.
16. The Organiser is open to any other forms of cooperation not set out in this document. Payments for additional services shall be subject to negotiation.
17. The Agency acting on behalf of Microsoft shall sign the relevant agreements with Partners and Exhibitors.
18. Should an agreement be signed later than 25th August 2009, the Organiser withholds the guarantee that it shall perform its obligations in full.
19. All contracts, financial conditions and agreements between the Organiser and Partners or Exhibitors are confidential. This provision does not override the provisions stated in point 3.
20. In case of the event cancellation for reasons dependent on the Organiser, the Organiser commits itself to return all costs related to the purchase of partner and exhibitor packages. Partners and exhibitors are not entitled to reimbursement of additional costs incurred in relation to preparations for the conference (for instance, printing leaflets, brochures etc.)
21. Should the event be cancelled for reasons independent of the Organiser, for example, beyond the reasonable control of the affected party, the Organiser is not financially liable towards Partners/ Exhibitors.
22. In the event of the Partner/ Exhibitor terminating the contract, no reimbursement of payments shall be made. In such a case, the Partner/ Exhibitor is legally bound to transfer the full amount payable for the sponsorship package.
23. Payment shall be made on the basis of VAT invoice payable within 14 days.

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DEADLINES

30th June 2009 – closing date for Conference Gold Partner, Conference Partner and Exhibitor applications

20th August 2009 – deadline for submission of graphic materials and information (logo, description of company etc.)

11th September 2009 – payment deadline for participation in the conference as Partner or Exhibitor

21st September 2009 – deadline for submission of advertising materials

25th September 2009 – deadline for submission of all display materials (banners, display stands, posters)

Note

Signed the agreement, initiates all promotional actions included in Conference Gold Partner, Partner or Exhibitor Package.

CONTACT

Should you have any queries or doubts whatsoever concerning this offer, or regarding organisational matters, please contact us:

Sponsoring:

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