

OAUG LINK 09



Connecting the PeopleSoft Enterprise Community

Platinum Sponsorship Level – Maximum of 2

\$7,500

- 6' tabletop prominently positioned near break/meal area
- Your company's logo highlighted as a Platinum sponsor on all general session presentations
- Opportunity to present one session – Agenda committee approval is required for any presentation
- One of the following:
 - Recognition as the named sponsor of the Conference Gala Event
 - Your logo imprinted on conference tote bags given to all attendees
- Opportunity to include your company's promotional collateral in onsite conference materials
- Name recognition for your company in onsite materials and on OAUG LINK 09 website
- Two complimentary attendee passes to all conference activities (typically one for the person manning the exhibit table and one for the presenter)
- Conference Attendee list, including name, company name, email address, and phone number will be provided via e-mail after the conference

Gold Sponsorship Level

\$4,500

- 6' tabletop prominently positioned near break/meal area
- Your company's logo highlighted as a gold sponsor on all general session presentations
- Opportunity to present one session - Agenda committee approval is required for any presentation
- Opportunity to include your company's promotional collateral in onsite conference materials
- Name recognition for your company in onsite materials and on OAUG LINK 09 website
- Two complimentary attendee passes to all conference activities (typically one for the person manning the exhibit table and one for the presenter)
- Conference Attendee list, including name, company name, email address, and phone number will be provided via e-mail after the conference

Silver Sponsorship Level

\$2,000

- 6' tabletop prominently positioned near break/meal area
- Your company's logo highlighted as a silver sponsor on all general session presentations
- Opportunity to include your company's promotional collateral in onsite conference materials
- Name recognition for your company in onsite materials and on OAUG LINK 09 website
- One complimentary attendee pass to all conference activities (typically used by the person manning the exhibit table)
- Conference Attendee list, including name, company name, email address, and phone number will be provided via e-mail after the conference

OAUG LINK 09 Sponsorship FAQ

When is the conference and where will it be held?

Link 09 will be held at the Dallas InterContinental Hotel, November 17 -19

Who is expected to attend the conference?

LINK 09 is the only national conference that is dedicated to serving the needs of PeopleSoft Financial and Supply Chain users. The attendees will include key end users, IT professionals, and senior managers from the companies in attendance. Key members of Oracle's PeopleSoft team, including product strategists and developers will be there as well. You can see more details about last year's event at <http://www.link08.org>. The LINK 09 web site will be up and running very soon.

When will the exhibit area be open?

The exhibit area will be open during conference hours on Tuesday and Wednesday, except during any keynote presentations.

What will encourage attendees to circulate in the sponsor exhibit area?

To encourage more traffic, the following improvement will be in place for LINK 09:

- There will be two breaks per day, one in the morning and one in the afternoon. Drinks and snacks will be served in the exhibit area at these times.
- The room containing the exhibit area has been enlarged so that all meals will be served and eaten in that room, surrounded by the exhibit area.
- The Tuesday night networking reception will be held in the exhibit area with signage thanking all sponsors.
- If agreed upon by the majority of the conference sponsors, the LINK 09 committee can also hold a prize drawing that requires entrants to visit the sponsors' tables to be eligible to win.

Can we staff our table with more people than what is included in our package?

Yes, you can. However, there will be a charge of \$350 for each additional representative from your company that attends, regardless of whether or not the additional attendee is actively participating in other areas of the conference. This is necessary to cover the cost of food and beverage for each person. This represents a savings of \$150 compared to the standard registration fee.

Can we co-present with a customer?

Yes, these presentations often have the most impact. However, this does not entitle you to an additional complimentary registration. The co-presenter can be as an additional attendee for with company for the \$350 discounted fee available to any sponsor.

Can we make an additional presentation beyond what is included in our package?

Any sponsor that wishes to make a presentation must be at the Gold level or Platinum level. Silver level sponsors are not eligible to present. Gold or Platinum sponsors may submit abstracts for more than one presentation. Scheduling of more than the one guaranteed session is at the discretion of the Education Committee. Having additional presentations accepted does not entitle you to additional complimentary registrations.

Are there any other opportunities to improve our visibility at the conference?

The sponsorship committee will be happy to discuss other opportunities outside of the standard packages. Examples could include providing every attendee with a pen, notebook, or lanyard with your company logo or having a larger display than the standard six-foot table.

What is the deadline for signing up as a sponsor and who do I contact if I am interested?

Sponsorships will be limited, based on the size of the exhibit area and will be filled on a first-come first-served basis. Last year's sponsorships were sold out by the end of August. The Sponsorship Committee chairperson is Steven Canter. He can be reached via email at scanter@berlinpackaging.com or by telephone at (312) 869-7537. The sponsorship administrator is Darnette Holbert. She can be reached via email at DarnetteHolbert@meetingexpectations.com or by telephone at (404) 760-8141.