



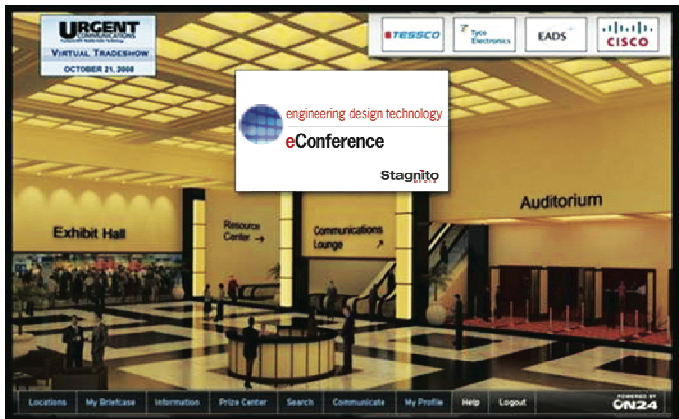
engineering design technology

eConference

October 8, 2009

Sponsorship Proposal

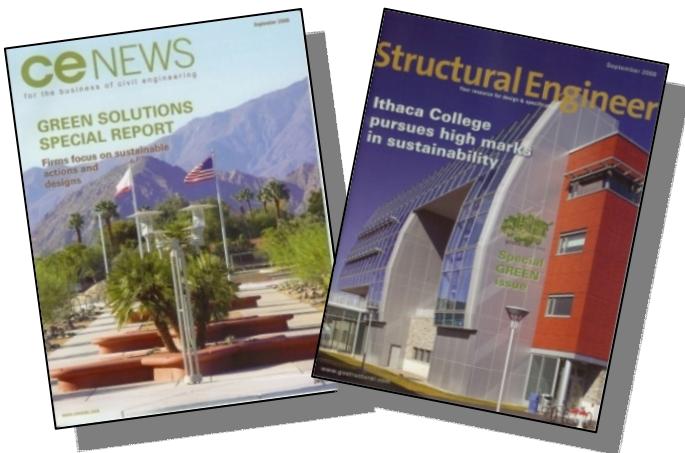
The Stagnito Media *Engineering Design Technology eConference* is a flexible communications and demand generation solution that creates a virtual venue for your company to showcase products, engage customers, track and interact with visitors, and develop data and leads. All without costly travel, set-up, or personnel costs associated with live events. At a time when business travelers have severely curtailed T&E budgets, the virtual show enables broad contact with buyers and prospects—and focuses their attention on product demos, interactive discussion, and expert educational presentations via a training summit. With its



Lobby of eConference

professional networking capabilities, the *Engineering Design Technology eConference* makes client contact engaging and interactive. Without ever leaving their desks, participants will learn from your video presentations, interact with your exhibit and communicate with peers using professional networking tools. In addition, our complete registration system will track attendee activity and deliver robust reporting analytics.

As a sponsor, your company will be prominently featured in all pre and post event promotion, and have both exhibit and webinar content input.





From the Chicago Tribune, February 23, 2009

“Trade shows tap Web. As corporate travel budgets shrink, appeal of online-hosted events grows; organizers can also track, measure activity of participants...”

– Key Benefits

Fully Customizable

Stagnito Custom Media will provide your company with its choice of locations, flexible navigation models and powerful branding opportunities. You may choose from a library of theme templates or take advantage of our 'From Idea to Event' capabilities using existing photographs or sketches of the desired venue. Show navigation uses intuitive hotspots and menu bars.



Integrated Webcasting and Virtual Show Platform

The *Engineering Design Technology eConference* combines the industry's leading live webcasting platform with an innovative virtual event presentation. We use Flash technology to provide attendees with a seamless experience requiring no downloads or pop-ups.

Proven Scalability and Reliability

The *Engineering Design Technology eConference* is based on the proven success and growing demand for our live events. Both Structural Engineer and CE News are leaders in the construction engineering professions—and our editors are the most knowledgeable in the business. Our virtual events are based on technology that currently delivers over 25,000 events per year. Our presentation and technology partners have a proven track record of flawless execution of “live” events and is the only company in the industry operating two data centers for complete redundancy and high reliability.

Powerful Registration and Reporting

The *Engineering Design Technology eConference* provides a complete registration system with the flexibility to incorporate existing registration sources. Once the show starts, the reporting engine provides details of show performance and attendee activity. For demand generation, we can capture and qualify leads, facilitating campaign ROI measurement.

Professional Networking

The *Engineering Design Technology eConference* provides a suite of professional networking tools - group and individual chat, scheduled discussions, message boards, vCard exchange, message center, and Q&A tools making it easy for attendees to connect with sponsors, exhibitors and other attendees. This integrated interaction strengthens brand awareness and helps build relationships with prospects and customers.





– Content and Format

The *Engineering Design Technology eConference* is a national one-day learning event bringing together professionals to facilitate software implementation, product selection, technology training, and business strategy as it relates to emerging technology.

– Features

Home Plaza

A custom lobby with a show greeting and navigation to other show locations.

Auditorium

Attend scheduled live and on-demand presentations within the virtual show. No downloads. No pop-ups. Comes with tools to search and bookmark.

Exhibit Hall

A 3-D show floor with custom exhibitor booths.

Resource Center

A central repository of all show content – webcasts, demos, documents and presentations with search and bookmark tools.

Exhibitor Booth

Booths can be chosen from a library or designed from existing sketches. Booths can offer white papers, product collateral, demos, rich media content, surveys, polls and giveaways to visitors. Group and individual chats are available for engaging with booth visitors.

Communication Center

Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat areas.

Prize Center

Random or point-based prize drawings.

– Services

Creative/Production Services

Stagnito Custom Media provides turnkey shows, custom 3-D virtual environments, show and booth greetings, Flash demos and presentations.

Support

Support includes setup, project management and training. Live support options on day of show for show producers, sponsors and attendees.

– Cost

Platinum Package – MAJOR SHOW SPONSOR (2 sponsorships available)

- Pre and post event marketing, including print (CE News, Structural Engineer) and online.
- Full virtual booth package
- Webinar sponsorship
- Planning involvement
- Show report, contacts, traffic statistics

Total Cost: \$9,500 net - Note: Custom booth features and services may be extra

Gold Package (5 sponsorships available)

- Pre and post event marketing, including print (CE News, Structural Engineer) and online.
- Full virtual booth package
- Show report, contacts, traffic statistics

Total Cost: \$4,500 net - Note: Custom booth features and services may be extra