

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

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.

****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.



Draw Traffic to your Booth during the Exhibit Hall
Grand Opening Reception!

MONDAY, AUGUST 24, 2009
5:00 p.m. – 7:00 p.m.

GRAND OPENING RECEPTION MENU

Marquis Crudite

Serves 50 at \$450.00

Carrots, Peppers, Cucumber, Asparagus, Squash
Garlic Parmesan Cream, Mint Dill Yogurt,
Lemon Paprika Hummus

Artisanal Cheese Display

Serves 50 at \$600.00

American and European Artisanal Cheeses
Fruit Compotes
Crackers, Flat Breads, Breadsticks, Sliced
French Bread

Bruschetta

Serves 50 at \$400.00

Traditional Roma Tomato
White Bean and Gorgonzola Spread
Black Kalamata Olives and Roasted Cipollini
Onions
Toasted Ficelle and Pita Chips

Asparagus Risotto Balls

50 pieces at \$290.00

Sweet and Sour Sesame Beef

50 pieces at \$290.00

Assorted Homemade Cookies

Chocolate Chunk, Oatmeal Raisin,
Double Chocolate, Sugar
\$48.00 Per Dozen

Chicken and Tomato Empanada

Garlic Sofrito Sauce
50 pieces at \$290.00

Coney Island Frank in Blanket

Yellow Mustard
50 pieces at \$290.00

Mini Potato Croquettes

White Truffle Oil
50 pieces at \$290.00

Classic Mini Crab Cakes

Caper Parsley Aioli
50 pieces at \$290.00

Jumbo Shrimp on Ice

Lemons, Cocktail and Mari Rose Sauces
50 pieces at \$412.50

Cracked Crab Claws on Ice

Remoulade Sauce, Lemons
50 pieces at \$412.50

Black and White Cookies

\$48.00 Per Dozen

Chocolate Fondue

Serves 50 at \$750.00
Milk Chocolate

And for your Dipping Pleasure We Will Serve:
Strawberries, Marshmallows, Pretzel Sticks,
Dried Apricots and Biscotti



**2009 EXHIBIT HALL GRAND OPENING RECEPTION
ORDER FORM**

During the Grand Opening Reception, you have the opportunity to purchase food for your booth.

General Information

Service Charge and Sales Tax

A 22% Service Charge and 8.375% State Sales Tax will be added to all Food & Beverage charges. New York law states that the service charge, set up charge, bartender charge, and attendant fees are subject to sales tax. All prices are subject to change. Menu prices will be confirmed through Christy Mauro, Event Coordinator at Information Today, Inc. through the group Catering Manager at the Marriott Marquis.

**PLEASE RETURN THIS COMPLETED FORM TO CHRISTY MAURO BY AUGUST 10, 2009 VIA FAX
AT: 609-654-6760**

Please review the attached menu and place all selections below.
(ALL Prices are subject to Service Charge and Tax)

TOTAL ESTIMATED COST _____
(Before taxes and Service Charges)

SIGNATURE OF CONTACT: _____

CONTACT NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____

CREDIT CARD NUMBER: _____

CREDIT CARD TYPE: _____

EXPIRATION DATE: _____

BOOTH NUMBER: _____

Selection 1: _____

Number of Pieces _____

Total Price _____

Selection 2: _____

Number of Pieces _____

Total Price _____

Selection 3: _____

Number of Pieces _____

Total Price _____

Selection 4: _____

Number of Pieces _____

Total Price _____

Selection 5: _____

Number of Pieces _____

Total Price _____

Selection 6: _____

Number of Pieces _____

Total Price _____