

2010  
**NEXT  
LEVEL**

► **Sponsorship Opportunities**  
**NextLevel 2010 Conference**

*Raleigh Marriott City Center  
January 31-February 3, 2010*



**FAST FORWARD**

*Advance to the leading edge of procurement at the Next Level*

*[www.sciquest.com/nl2010/](http://www.sciquest.com/nl2010/)*

# Sponsorship Opportunities

Through its sponsorships, NextLevel offers a wealth of branding opportunities. By investing in one or more of the opportunities, sponsors will increase their visibility with more than 300 attendees, including senior procurement, finance, operations and IT professionals.

## ► About NextLevel

NextLevel 2010 will be held in SciQuest's home town at the Raleigh Convention Center, January 31-February 3, 2010. The NextLevel conference is an annual event that brings the procurement community together to explore, experience and discuss the industry's latest thinking, newest strategies and most innovative products and services. Conference goals:

- Interact and collaborate with peers, partners and suppliers, enabling an exchange of best practices and blueprints for increased procurement efficiency and cost-effectiveness.
- Look forward into the near-term and long-term future of procurement, empowering you to become familiar with the most promising developments, ideas and innovations on the horizon. Through sponsorship opportunities, position your company as a visionary as we advance to the leading edge of procurement at NextLevel!

## ► Why Sponsor?

The NextLevel conference, combined with our annual User Group, provides you with one place to connect with senior procurement, finance, operations and IT professionals from leading education, government, healthcare and life sciences organizations. The conference will feature a two-day vendor showcase, conveniently situated within the main conference area. With ample networking opportunities, the event provides an excellent forum to initiate new business relationships. Intimate social events offer you the chance to have meaningful face-to-face conversations that are simply not possible at larger, more crowded tradeshow venues. This year we are introducing a number of new and flexible exhibit and sponsorship opportunities that allow you to maximize your company's exposure, and most packages include complimentary conference passes.

## ► Contact Information

Reserve your sponsorship or exhibitor space now – opportunities are limited.

**Contact Jessica Beyler at [jbeyler@sciquest.com](mailto:jbeyler@sciquest.com) or (919) 659-2228 for more information.**

► **Increase Your Return On Investment.**

Join us as a sponsor to increase your organization's exposure to key procurement leaders.



## Sponsorship Opportunities

For more details: [View Sponsorship Package Overview Chart on Pg. 3](#)

### ► Platinum Package

This package gives you visibility on opening day with your company logo on the welcome and closing slides for select presentations (excluding keynote) and verbal acknowledgement as day 1 sponsor. Additionally, position your company as exclusive sponsor of the award show presentation featuring best-in-class procurement organizations being recognized for their outstanding performance.

**Visibility Focus: Opening Day General Session & Awards**

**Sponsorship Level: \$15,000**

### ► Gold Package

This package will allow you to build your brand as attendees arrive at the NextLevel conference. Your company logo will be placed on special attendee gift to be handed out in the registration area. Premiere signage in the registration area along with the special arrival gift with your logo will be available for all conference attendees.

**Visibility Focus: Registration/Information Area**

**Sponsorship Level: \$10,000**

### ► Silver Package-Option I

This package gives you the opportunity to represent your company with opening remarks at the welcome reception for NextLevel. This kick-off event provides the perfect opportunity to network and socialize while enjoying great food and entertainment. Your logo will be on prominent sponsorship signage at the welcome reception and dinner and other conference signage. This Sunday evening reception provides sponsors with direct exposure to all NextLevel attendees.

**Visibility Focus: Welcome Reception & Dinner**

**Cosponsorship Level: \$8000 (2 available)**

### ► Silver Package-Option II

Light up the night with this sponsorship package! This sponsorship gives you the opportunity to represent your company with a signature giveaway item at the Tuesday evening networking dinner. Your logo will be on prominent sponsorship signage at the networking reception and dinner and other conference signage. Give your company logo the opportunity to shine brightly for all NextLevel attendees.

**Visibility Focus: Day 2 Networking Reception & Dinner-Light up the Night!**

**Cosponsorship Level: \$8000 (2 available)**

### ► Bronze Package (1 SOLD, 2 Remaining)

The dinosaurs maybe extinct, but your logo can live on at our Night at the Museum offsite event. "Exhibit" your logo on a giveaway item to be put in the premier gift bag to be handed out to all attendees. Your logo will be on prominent sponsorship signage at the offsite dinner and other conference signage. Select a signature food item for Reception on 1st floor, Dinner on 2nd floor or Dessert on 3rd floor.

**Visibility Focus: Offsite event-Night at the Museum**

**Cosponsorship Level: \$7000**



# Sponsorship Package Overview

SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER OPTION #1	SILVER OPTION #2	BRONZE
<b>VERBAL ACKNOWLEDGMENT</b>	▶		▶		
Opportunity to deliver brief comments					
Conference Presentation	▶				
Award Presentation	▶				
<b>PROMOTIONAL ITEMS</b>					
Logo on attendee giveaway item	▶	▶	▶	▶	▶
Offsite Museum themed gift package					▶
<b>BRANDING</b>					
Full page color ad in conference notebook	▶	▶			
1/4 page black & white ad in conference notebook			▶	▶	▶
Logo on the cover of conference notebook	▶	▶	▶	▶	▶
Logo and company description inside conference notebook	▶	▶	▶	▶	▶
Logo and company description on conference website	▶	▶	▶	▶	▶
Company insert placed in conference attendee bags	▶	▶	▶	▶	
Giveaways on tables	▶	▶	▶	▶	
Logo on Conference Signage	▶	▶	▶	▶	▶
<b>COMPLIMENTARY ITEMS</b>					
Conference Registration	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
Exhibitor Table (one six-foot skirted table, two chairs, tabletop sign and one wastebasket)	▶	▶	▶	▶	▶
Conference Mailing List (two weeks prior)	▶	▶	▶	▶	▶



# A La Carte

## Sponsorship Opportunities

### Product Branding & Advertising

#### ► Hotel Focus

##### **Hotel Room Keys**

Exclusive sponsorship of room keys with your company logo on all NextLevel conference attendee's hotel room entry keys at the Raleigh Marriott City Center. This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

##### **Hotel Door Organizer**

Help attendees stay organized in their hotel rooms while extending your brand with this sponsorship. The door organizer gift will be customized with your company logo. This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

#### ► Eco-Friendly Focus

##### **Conference Tote Bag**

Attractive tote bags, imprinted with your company logo are given to each conference attendee. That means three days with your brand identity "walking" everywhere you look! This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

##### **Recycled Lanyards**

Put your company name or slogan on the only item every single attendee must wear throughout the event! Conference attendees will have your company name with them at all times of NextLevel. This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

##### **Recycled Business Card Holder**

Attendees can take care of business and the planet simultaneously with this eco-friendly business card holder. With this sponsorship, put your company logo on this item and opportunity to put business card into each holder. This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

##### **Aluminum water bottle**

Let attendees "drink" in your logo with this sponsorship. Every time a conference attendee fills their water bottle, both during and after NextLevel, they'll think of your company! This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

##### **Eco Friendly Lunch Totes**

Leave a lasting impression on attendees with your logo on the eco friendly lunch totes to be distributed at the departing lunch. This sponsorship also includes an exhibitor table and bag insert.

**Sponsorship Level: \$5000**

#### ► Convention Center Focus

##### **Exhibit Hall Food and Beverage Breaks**

Occurring in times that do not compete with other conference events, food and beverage breaks are a major draw for conference attendees. These breaks provide sponsors with an opportunity to have direct exposure to all attendees with signage in the exhibit hall area.

**Sponsorship Level: \$5000**

##### **Exhibit Space**

Exhibitors receive a six-foot display skirted table, two chairs, tabletop sign and one wastebasket. Display your collateral & giveaways in your NextLevel exhibit area. Your logo will also be on signage for exhibit area, additionally you will have the option to participate in raffle. This sponsorship also includes your company description in the conference notebook.

**Sponsorship Level: \$3000**

##### **Meals (limited availability)**

As a meal sponsor, you will have the opportunity to promote your company with custom tent cards on each dining table and with prominent signage outside of the ballroom.

**Sponsorship Level: \$1500**

#### ► Advertising Focus

Looking for an opportunity to get your message out to senior procurement, finance, operations and IT professionals from leading education, government, healthcare and life sciences organizations? Advertise in the ONE resource attendees will reference for all conference information. Customize your message through advertising in the conference notebook that attendees will reference for the agenda, maps and session abstracts.

**Full page** color ad in the NL conference notebook

**Sponsorship Level: \$1500**

**1/2 page** black and white ad in the NL conference notebook

**Sponsorship Level: \$800**

**1/4 page** black and white ad in the NL conference notebook

**Sponsorship Level: \$500**

**Conference notebook cover**-have your company logo displayed on the notebook cover

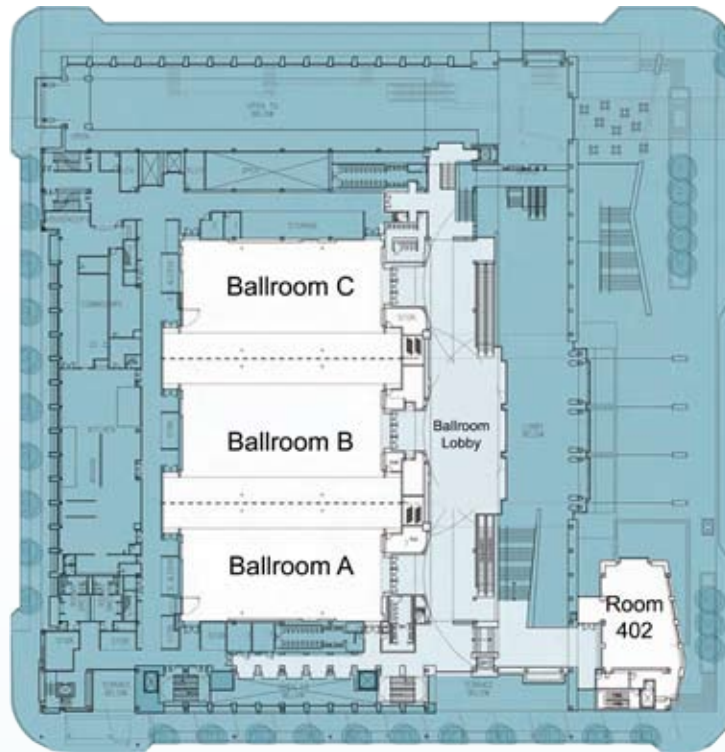
**Sponsorship Level: \$1000**

**Conference bag insert** - provide your company advertisement to be placed in NL attendee bags (sponsor is responsible for production and printing of insert)

**Sponsorship Level: \$250**

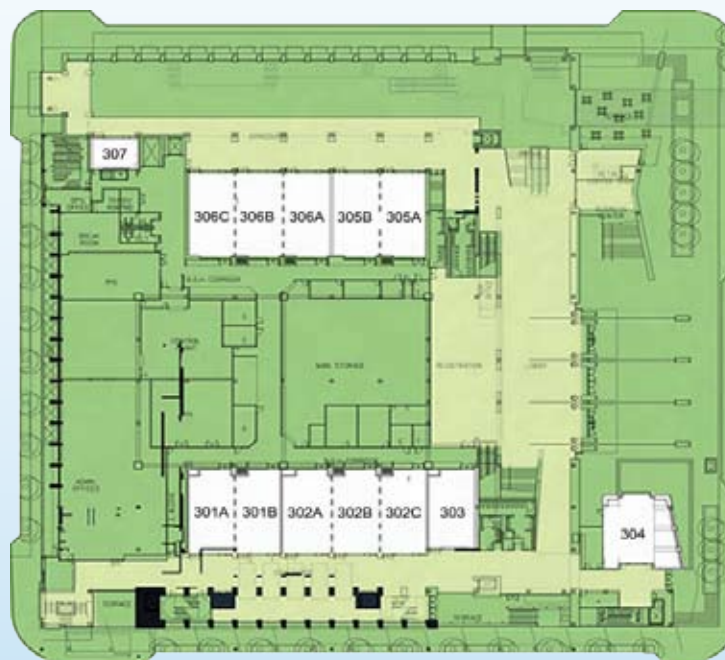
**Day 1: The exhibitor hall will be in the ballroom lobby area (the conference flow/activity will be on this level on day 1).**

Floor Plan - Raleigh Convention Center 4th Floor



**Day 2: The exhibitor hall will be in the lobby area (the conference flow/activity will be on this level on day 2).**

Floor Plan - Raleigh Convention Center 3rd Floor



# Sponsorship Registration Form

## NextLevel 2010

Raleigh Marriott City Center & Convention Center  
January 31-February 3

**Yes, we would like to participate in NextLevel 2010.**

**Please select your desired level of sponsorship:**

### ► Premium Sponsorship Packages

- Platinum \$15,000 (Opening Day General Session & Awards Show)
- Gold \$10,000 (Registration & Information Area)
- Silver \$8000 cosponsorship (Option I-Welcome Reception & Dinner)
- Silver \$8000 cosponsorship (Option II-Day 2 Networking Reception & Dinner)
- Bronze \$7,000 (Offsite event-Night at the Museum)

### Product Branding

- Hotel Room Keys \$5000
- Hotel Door Organizer \$5000
- Conference Tote Bag \$5000
- Recycled Lanyards \$5000
- Recycled Business Card Holder \$5000
- Aluminum water bottle \$5000
- Eco friendly lunch tote \$5000
- Exhibit hall food & beverage breaks \$5000
- Exhibit space \$3000
- Meal sponsorship \$1500

### ► Advertising

- Full page color \$1500
- 1/2 page black & white \$800
- 1/4 page black & white \$500
- Conference Notebook Cover \$1000
- Conference Bag Insert \$250

### Sponsorship Contact Information

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Email: \_\_\_\_\_  
Phone/Fax: \_\_\_\_\_  
URL: \_\_\_\_\_

### Method of Payment (Credit Card or Check)

Visa  
 MasterCard  
 American Express  
 Check

Card Number: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_

Signature \_\_\_\_\_

**Make checks payable to SciQuest, Inc.**

**Tax ID: 56-2127592**

**Please fax or mail this form and payment to:**

SciQuest, Inc  
6501 Weston Parkway, Suite 200  
Cary, NC 27513  
Attn: Jessica Beyler  
Fax (919) 659-6228

**Questions? Contact**

**Jessica Beyler at SciQuest (919) 659-2228  
or [jbeyler@sciquest.com](mailto:jbeyler@sciquest.com)**