



BigMachines Annual Customer & Industry Forum
October 24-26, 2010 - Swissotel, Chicago, IL
www.bigmachines.com/bigideas

About the Event

BigIdeas has become the largest SaaS event of its kind, attracting forward-thinking attendees from around the world who learn about the latest solutions and best practices to increase sales and improve business processes. BigIdeas Chicago 2010 provides a forum for customers, partners, industry experts, and interested companies to discuss innovative business strategies and best practices to increase revenues, improve sales efficiencies and reduce costs.

Audience

More than 350 industry leaders will attend this event. Job titles represented include:

- CEO, COO
- VP, Director, and Manager of Sales, Sales Operations, Sales Engineering, Marketing, Business Development
- Account Executives
- System Administrators
- Business Operations/Systems Analysts
- CRM/Database Administrators

Attendees will gain valuable insights about innovative business strategies and best practices to increase revenues, improve sales efficiencies and reduce costs.

Sponsorship Opportunities

BigIdeas Chicago 2010 offers excellent opportunities to connect with our customers, prospects and partners. Each year, sponsors successfully raise their awareness in the BigMachines community and close significant new business as a result of this event. We expect BigIdeas 2010 to be bigger and better than ever and our team will work with you to ensure you get the maximum benefits from our joint marketing efforts.

Sign Up Now For Discount Rates

Register as a Sponsor or Exhibitor before the end of Q1 2010 (March 31, 2010) and save 10%. Alumni Sponsors who register for Platinum or Gold Sponsorship before the end of Q1 2010 (March 31, 2010) will save 15%.



Benefits	Platinum Sponsor Cost: \$20,900	Gold Sponsor Cost: \$8,900	Exhibitor Cost: \$5,900
Executive keynote speaking opportunity in the general conference session.	✓		
Joint press release opportunity with BigMachines, announcing Sponsorship	✓	✓	
Platinum 10'x10' display space in the <i>Ideas Expo</i> for showcasing partner solution. Sponsor may choose to provide a display booth, or BigMachines will provide two (2) turn-key display stands, each with mounted sign, internet access, and a monitor hookup for laptop.	✓		
Turn-key display stand in the <i>Ideas Expo</i> for showcasing partner solution. Includes freestanding display stand with mounted sign, internet access, and a monitor hookup for laptop.		✓	✓
Participate in a best practice or customer success conference session together with a BigMachines Customer and/or BigMachines Team Member.	✓	✓	
Posting of one white paper (that you provide) on BigIdeas website.	✓	✓	
Logo placement & click-through on BigIdeas website and in all event marketing materials.	✓	✓	✓
On-site conference guide inclusion with partner logo and description of partner products and services.	✓	✓	
Opt-in lead service includes list of attendees that would agree to be contacted.	✓	✓	
Pre-conference emails, sent to BigMachines installed customer base, will include all partner sponsor logos with web links.	✓	✓	✓
Presentation to BigMachines sales, service, and executive teams on partner solution.	✓	✓	
Printed brochure/collateral (to be provided by sponsor) to be distributed at conference check-in.	✓	✓	
BigIdeas Sponsor Passes (value \$699 each), includes admission to BigIdeas conference sessions, including meals and social networking events. Additional passes can be purchased at a 50% discount.	5	3	2



SPONSORSHIP APPLICATION

Company Name: _____

Sponsorship Package: (select one) Platinum (\$20,900) Gold (\$8,900) Exhibitor (\$5,900)

Discount Rate - valid through 3/31/10

Name: _____

Phone: _____

Email: _____

Date: _____

Signature: _____

Event Logistics Contact Information:

Name: _____

Phone: _____

Email: _____

Please complete the payment method form (next page), then submit completed application by fax to

Accounts Payable at: (847) 282-1662 or by email to wwiegler@bigmachines.com

For additional information, please contact marketing@bigmachines.com



SPONSORSHIP APPLICATION

Payment Method: (Please check one)

Invoice My Company/ P.O.# Provided

Billing Contact Name: _____

Billing Contact Email: _____

Billing Address: _____

Billing Phone: _____

P.O.#: _____

Invoice Dispatch Method: Email Print Both

Wire/EFT

EFT Contact Name: _____

EFT Contact Email: _____

EFT Contact Phone: _____

Credit Card

I understand that my credit card will be charged for the options I have selected

Credit Card Type: Master Card Visa American Express

Card Number: _____

3 Digit Security (CVV2) code (4 digits if AMEX): _____

Expiration date: _____

Cardholder's Name: _____

Billing Address: _____

Billing City/State/Zip: _____

Signature: _____

PAYMENT: Payment of the Fee shall be made in U.S. currency by credit card payment, by check or by bank transfer payable to "BigMachines, Inc." according to the following schedule: The Sponsor Fee shall be due and payable within thirty (30) days up until 9/1/2010, then become payable upon receipt.