



# Marketing Partners Program Application

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Name

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Company

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Phone

E-Mail Address

To qualify as a Marketing Partner, you must complete one task in each category. Please check the task that you have completed and provide a sample where applicable.

Once complete, please fax this form to Michelle Klein at +1-312-559-3308.

## Customer/Staff Invitations

- Sent customized, electronic Exhibits Pass to customer database  
(Date sent \_\_\_\_\_)
- Included information about the Broadband World Forum Europe in a customer newsletter  
(Date sent \_\_\_\_\_)  
*Please attach sample newsletter for reference*
- Distributed an internal memo to my company, including information on the BBWF Europe and a link to Exhibits Pass  
(Date sent \_\_\_\_\_)  
*Please attach sample memo for reference*
- Other \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Web Site Recognition

- Included conference logo or banner ad on Web site with link  
(Date posted \_\_\_\_\_)  
*Please provide URL for reference*
- Included a listing for the Broadband World Forum Europe on company Web site's calendar of events  
(Date posted \_\_\_\_\_)  
*Please provide URL for reference*
- Included the conference logo or banner ad on company Intranet with link  
(Date posted \_\_\_\_\_)  
*Please provide a printout for reference*
- Other \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Public Relations Efforts

- Issued a press release outlining company's involvement in the Broadband World Forum Europe  
(Date released \_\_\_\_\_)  
*Please attach press release for reference*
- Issued a media invite to press contacts to attend the Broadband World Forum Europe  
(Date sent \_\_\_\_\_)  
*Please provide sample invitation for reference*
- I am providing IEC with a list of press contacts so that IEC may issue a press invitation to attend the Broadband World Forum Europe  
*Please attach contact list*
- Other \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In exchange for these efforts, I understand my company will be recognized as a Broadband World Forum Europe Marketing Partner and will receive the following benefits:

- Three additional rebook points, which will increase my company's overall point listing and potentially provide me with an earlier time to choose my space for the 2009 event
- One additional complimentary full conference registration for use by one of my customers or colleagues
- Logo recognition as a Marketing Partner on the event Web site and during the keynote thank-you announcements at the event.

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Signature

Date

Please fax your completed form to Michelle Klein at +1-312-559-3308.