



SOFNET

Marketing Partners Program

The SOFNET Marketing Partners Program is designed to reward exhibitors and sponsors that actively promote the SOFNET 08 Conference and Exhibition. To qualify as a Marketing Partners exhibitors and sponsors are required to complete at least one task in each category:

Customer/Staff Invitations

- Send your customized, electronic Exhibits Pass to your customer database extending invitations to attend the exhibition at no charge, or to enjoy a 30 percent discount off the paid conference programming
- Include information about SOFNET 08 in a newsletter sent to your customers with a link to your customized Exhibits Pass and/or the event Web site ([www.iec.org/event](http://www.iec.org/events/2008/sofnet))
- Distribute an internal company memo including information about SOFNET 08 with a link to your customized, electronic Exhibits Pass

Web site Recognition

- Include conference logo or a banner ad from the SOFNET Logo Library on your company Web site with a link to your customized, electronic VIP Registration Exhibits Pass or to the event Web site (www.iec.org/events/2008/sofnet)
- Include a listing for SOFNET 08 on your company Web site's calendar of events
- Include the conference logo or a banner ad from the SOFNET 08 Logo Library on your company Intranet with a link to your customized, electronic VIP Registration Exhibits Pass or to the event Web site ([www.iec.org/event](http://www.iec.org/events/2008/sofnet))

Public Relations Efforts

- Issue a press release outlining your involvement in the SOFNET 08 Conference and Exhibition
- Issue a media invite to your press contacts to attend the SOFNET 08 Conference and Exhibition
- Provide the IEC with a list of press contacts so that we can issue invitations

In exchange, your company will be recognized as a SOFNET 08 Marketing Partner and will receive the following benefits:

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

For more information on the Marketing Partners program, please contact Bill Steinbach at +1-312-559-3301 or bsteinbach@iec.org.