



Marketing Partners Program Application

Name

Company

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 Bill Steinbach at +1-312-559-3329.

Customer/Staff Invitations

- Sent customized, electronic Exhibits Pass to customer database
(Date sent _____)
- Included information about the SOFNET 08 Conference and Exhibition in a customer newsletter
(Date sent _____)
Please attach sample newsletter for reference
- Distributed an internal memo to my company including information on the SOFNET 08 Conference and Exhibition 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 Web URL for reference
- Included a listing for the SOFNET 08 Conference and Exhibition on company Web site's calendar of events
(Date posted _____)
Please provide Web URL for reference
- Included the conference logo or banner ad on company Intranet with link
(Date posted _____)
Please provide a print out for reference

-continued on following page-

Other _____

Public Relations Efforts

- Issued a press release outlining company's involvement in the SOFNET 08 Conference and Exhibition
(Date released _____)
Please attach press release for reference
- Issued a media invite to press contacts to attend the SOFNET 08 Conference and Exhibition
(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 SOFNET 08 Conference and Exhibition
Please attach contact list
- Other _____

In exchange for these efforts, I understand my company will be recognized as a SOFNET 08 Conference and Exhibition Marketing Partner and will receive the following benefits:

- Three additional rebook points, which will increase my company's overall point listing and 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.

Signature

Date

Please fax your completed form to Bill Steinbach at +1-312-559-3329.