

SHARE
Sponsorship
and
Exhibit
Program

*Impacting the future
of the enterprise
technology
ecosystem*

Impacting the future of the enterprise technology ecosystem

SHARE
EDUCATE • NETWORK • INFLUENCE

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Exhibit at SHARE

By purchasing booth space at the SHARE Technology Exchange Expo, your organization will have the opportunity to reveal new product and service offerings to key influencers in the enterprise technology community.

Each 10' x 10' space includes:

- Two (2) chairs
- One (1) 500-watt electrical outlet
- One (1) identification sign (7' x 44")
- One (1) 6' skirted display table
- 3' draped division side rails
- 8' draped back wall
- Four (4) exhibitor registration badges (with the ability to purchase additional exhibitor badges for \$200 each)
- Discount towards purchase of one (1) full-conference registration badge at \$1,380

Total investment: \$3,675 per 10x10 booth *SHARE offers a discount for exhibitors who pay with cash, check or wire transfer.

Exhibit Benefits

As an Exhibitor at SHARE, your company receives the following recognition:

- Company listing including hyperlink to company website, on the SHARE event website
- Complimentary marketing tools to use to invite your customers and prospects including an email template, Customer Guest Pass, web banners and event listings

Act Now

Fill out your Exhibitor Contract online today!

www.SHARE.org/ExhibitorPortal

Contact SHARE Sales at 312.673.5883 or sales@SHARE.org

SHARE Sponsorship and Exhibit Program

Exhibitor Discounts Available

- **5% discount off the cost of Booth Space if purchasing space for two events:**
 - 2.5% discount off the cost of Booth Space at each event if purchasing space for two events for a total of 5%
 - Available to any exhibitor who purchases booth space for two consecutive events in the same order.
 - No limitation or constraints on booth sizes.
 - **NOTE:** This discount is automatically applied when making your selections below and will be immediately visible.

- **3% discount off the total invoice amount for paying by cash, check or wire transfer.**
 - Available to any exhibitor/sponsor who pays by cash check or wire transfer.
 - No limitation on order size.
 - **NOTE:** This discount is automatically applied as an alternate amount on the invoice generated by the system after placing your order.

SHARE Sponsorship and Exhibit Program

Exhibitor Booth Space Selection Rules

- Exhibit booth space can be purchased for up to the next two consecutive events, regardless of the year in which each event occurs.
- Booth Space Selection will occur on a date defined by SHARE with at least 1 weeks' notice provided to all Exhibitors via email or phone.
- Booth Space will be selected by Exhibitors in the following order –
 - Premier Sponsors will be the first group to select booths in order from Platinum to Bronze
 - Within each Premier Sponsor Group, the order of selection will be determined by priority points
 - Priority points are awarded for longevity and as part of the base benefits for Premier Sponsors.
 - Premier Sponsor Groups will be given specific dates and times to participate in the space selection process with at least 1 weeks' notice.
 - If an Exhibitor is not available at that time they must let SHARE know ahead of time and understand they may not be able to select their booth space in order or before any other Exhibitors.
 - Once all Premier Sponsor Groups have selected their booth space, all other Exhibitors will be able to select booth space in order based on number of priority points.

Single Event Pricing

Platinum	Gold	Silver	Bronze
\$28,000	\$16,000	\$8,500	\$5,500

Two Event Pricing

Platinum	Gold	Silver	Bronze
\$50,000	\$28,000	\$15,000	\$10,000

Exclusive Premier Sponsor Benefits

Platinum	Gold	Silver	Bronze
Base Benefits	Base Benefits	Base Benefits	Base Benefits
1 Item per event from Tier 1 included in Premier Sponsor Package Price	2 Items from Tier 2 included in Premier Sponsor Package Price	3 Items from Tier 3 included in Premier Sponsor Package Price	2 Items from Tier 3 included in Premier Sponsor Package Price
2 items per event from Tier 2 included in Premier Sponsor Package Price	3 Items from Tier 3 included in Premier Sponsor Package Price	Option to swap up one tier included in Premier Sponsor Package Price	"Premier Pricing" for a la carte items Average Savings over 30%
2 items per event from Tier 3 included in Premier Sponsor Package Price	Option to swap up one tier included in Premier Sponsor Package Price	"Premier Pricing" for a la carte items Average Savings over 30%	
Option to swap up one tier included in Premier Sponsor Package Price	"Premier Pricing" for a la carte items Average Savings over 30%		
"Premier Pricing" for a la carte items Average Savings over 30%			

Base Benefits

Platinum	Gold	Silver	Bronze
Priority booth selection	Priority booth selection	Priority booth selection	Priority booth selection
5 priority booth selection points for future booth selection	5 priority booth selection points for future booth selection	5 priority booth selection points for future booth selection	5 priority booth selection points for future booth selection
Platinum Premier Sponsor recognition, including company logo on walk-in slide at the SHARE General Sessions	Gold Premier Sponsor recognition, including company logo on walk-in slide at the SHARE General Sessions	Silver Premier Sponsor recognition, including company logo on walk-in slide at the SHARE General Sessions	Bronze Premier Sponsor recognition, including company logo on walk-in slide at the SHARE General Sessions
Platinum Premier Sponsor recognition in the SHAREnews Daily Online Blog and SHARE mobile app	Gold Premier Sponsor recognition in the SHAREnews Daily Online Blog and SHARE mobile app	Silver Premier Sponsor recognition in the SHAREnews Daily Online Blog and SHARE mobile app	Bronze Premier Sponsor recognition in the SHAREnews Daily Online Blog and SHARE mobile app
Company listing, including contact information and description on SHARE website event page	Company listing, including contact information and description on SHARE website event page	Company listing, including contact information and description on SHARE website event page	Company listing, including contact information and description on SHARE website event page
Company recognition through logo on the SHARE website Partners page	Company recognition through logo on the SHARE website Partners page	Company recognition through logo on the SHARE website Partners page	Company recognition through logo on the SHARE website Partners page
Official SHARE partner logo	Official SHARE partner logo	Official SHARE partner logo	Official SHARE partner logo
Two (2) Lunch & Learns	One (1) Lunch & Learns	One (1) Lunch & Learns	One (1) Passport to Prizes sponsorship
One (1) Passport to Prizes sponsorship	One (1) Passport to Prizes sponsorship	One (1) Passport to Prizes sponsorship	All other items purchased a la carte but at "Premier Pricing"
One (1) Vendor Sponsored Presentation (VSP)	One (1) Vendor Sponsored Presentation (VSP)	All other items purchased a la carte but at "Premier Pricing"	Participation in Bronze Premier Partner group meeting with SHARE Board members
One (1) registration bag insert	One (1) registration bag insert	Participation in Silver Premier Partner group meeting with SHARE Board members	
One (1) email marketing opportunity	All other items purchased a la carte but at "Premier Pricing"		
One (1) sponsored tweet from @SHAREHQ during each event	Participation in one on one meeting with SHARE Board members		
All other items purchased a la carte but at "Premier Pricing"			
Participation in one on one meeting with SHARE Board members			

SHARE Sponsorship and Exhibit Program

Premier Event Sponsorship Discounts Available

- **20% discount for the first purchase of a Premier Sponsorship package:**
 - One time discount offered to anyone who purchases a Premier Sponsorship for the first time.
 - Sponsors can only receive this discount once.
 - Applies to either a single or double event purchase.
 - Moving from a single event purchase to a double event purchase would not be considered a first-time purchase.
 - **NOTE:** Contact us to determine eligibility and to have discount applied.
- **20% discount off the package price when a sponsor upgrades to a higher Premier Sponsorship package:**
 - Available to any sponsor who upgrades to a higher level of Premier Sponsorship.
 - Available only for the first time a sponsor purchases each higher package.
 - Applies to either a single or double event purchase.
 - Moving from a single event purchase to a double event purchase would not be considered a first time package upgrade.
 - **NOTE:** Contact us to determine eligibility and to have discount applied.
- **Premier Pricing for A' La Carte Sponsorship Items:**
 - Offered to any sponsor who purchases a Premier Sponsorship package at any level.
 - **NOTE:** A' La Carte Sponsorship items are shown below with Standard (non-Premier) Pricing - Premier Pricing Discounts will be applied once Premier Sponsorship is confirmed by contacting SHARE Show Management (or SHARE Headquarters) as mentioned above.
- **Double Event Premier Sponsorship Package Pricing:**
 - Available to any exhibitor who purchases a Premier Sponsorship package for two consecutive events at the same level in the same order. (e.g. two consecutive events both at Platinum level)
 - **NOTE:** This discount is automatically applied when making your selections below and will be immediately visible.
- **3% discount off the total invoice amount for paying by cash, check or wire transfer.**
 - Available to any exhibitor/sponsor who pays by cash check or wire transfer.
 - No limitation on order size.
 - **NOTE:** This discount is automatically applied as an alternate amount on the invoice generated by the system after placing your order.

SHARE Sponsorship and Exhibit Program

Tier 1

Sponsorship items within the Tiers are available first to Premier Sponsors for selection based on package purchased. Any items remaining after Premier Sponsorship Selection ends will be made available to all exhibitors for purchase.

Item	Quantity Available	Premier Pricing	Standard Pricing
Emcee	1	\$9,000	\$13,000
Keynote Commercial (Monday/Tuesday)	2	\$8,000	\$10,000
Registration Bags	1	\$7,200	\$10,000
Sunday Open House (Entertainment)	1	\$8,300	\$10,000
Sunday Open House (Food, Decor, Name)	1	\$9,000	\$15,000
Sunday Open House (Specialty Beverage)	1	\$8,300	\$10,000
Sunday Open House (Specialty Food Item)	1	\$8,300	\$10,000
Thursday Farewell Happy Hour (Entertainment)	1	\$8,300	\$10,000
Thursday Farewell Happy Hour (Food, Decor, Name)	1	\$6,500	\$15,000
Thursday Farewell Happy Hour (Specialty Beverage)	1	\$8,300	\$10,000
Thursday Farewell Happy Hour (Specialty Food Item)	1	\$8,300	\$10,000

**Sponsorship items with minimal quantities are available on a first-come, first-serve basis. See Sponsorship Selection Rules for details.*

**SHARE is responsible for final decisions regarding reception themes and food selections.*

**Sponsorship items list subject to change.*

SHARE Sponsorship and Exhibit Program

Tier 2

Sponsorship items within the Tiers are available first to Premier Sponsors for selection based on package purchased. Any items remaining after Premier Sponsorship Selection ends will be made available to all exhibitors for purchase.

Item	Quantity Available	Premier Pricing	Standard Pricing
Badge Lanyards	1	\$3,600	\$5,000
Coffee Break Stations – Exclusive	1	\$5,400	\$7,500
Hosted Specialty Beer Bar (STE - Monday)	Unlimited	\$4,000	\$4,500
Hosted Specialty Beer Bar (STE - Tuesday)	Unlimited	\$4,000	\$4,500
Hosted Specialty Cocktail Bar (STE - Monday)	Unlimited	\$4,500	\$5,000
Hosted Specialty Cocktail Bar (STE - Tuesday)	Unlimited	\$4,500	\$5,000
Hosted Specialty Wine Bar (STE - Monday)	Unlimited	\$4,000	\$4,500
Hosted Specialty Wine Bar (STE - Tuesday)	Unlimited	\$4,000	\$4,500
Hotel Room Drop	Unlimited	\$4,000	\$6,000
Hotel Room Key Cards	1	\$2,900	\$5,000
Laptop Charging Stations – Exclusive	1	\$4,300	\$5,000
Mobile App – Exclusive	1	\$5,400	\$10,000
Monday Welcome Reception (STE)	1	\$4,000	\$5,000
Staff Shirts & Fleecees	1	\$2,900	\$3,500
Sunday Open House (Beer & Wine)	1	\$5,400	\$6,500
Thursday Farewell Happy Hour (Beer & Wine)	1	\$5,400	\$6,500
Tuesday Evening Reception (STE)	1	\$4,000	\$5,000

**Sponsorship items with minimal quantities are available on a first-come, first-serve basis. See Sponsorship Selection Rules for details.*

**SHARE is responsible for final decisions regarding reception themes and food selections.*

**Sponsorship items list subject to change.*



#SHAREorg

**SHARE offers a discount for exhibitors who pay with cash, check or wire transfer.*

10/31/2018

SHARE Sponsorship and Exhibit Program

Tier 3 Sponsorship items within the Tiers are available first to Premier Sponsors for selection based on package purchased. Any items remaining after Premier Sponsorship Selection ends will be made available to all exhibitors for purchase.

Item	Quantity Available	Premier Pricing	Standard Pricing
Directional Footprints - Co-Sponsored	3	\$1,500	\$3,000
Enhanced Mobile App Listing	Unlimited	\$350	\$500
Event T-Shirt - Co-Sponsored	15	\$350	\$500
Exhibit Hall Tote Bags	1	\$2,600	\$5,000
Keynote Chair Drop (Monday)	Unlimited	\$1,800	\$4,000
Keynote Chair Drop (Tuesday)	Unlimited	\$1,800	\$4,000
Koozies (Thursday Farewell Happy Hour)	Unlimited	\$1,800	\$2,500
Mobile App Rotating Banner	Unlimited	\$1,800	\$2,500
Pre-show Mailing	Unlimited	\$300	\$350
Passport to Prizes	30	N/A Base Benefit for All Premiers	\$800
Registration Bag Insert	Unlimited	\$800	\$1,800
Registration Counters	1	\$2,200	\$4,500
Sponsor Banner	Unlimited	\$1,500	\$1,700
Sponsored Cups	Unlimited	\$1,800	\$3,500
Technical Session Signs	1	\$2,500	\$3,000
Vendor Sponsored Presentation	Venue dependent quantity	\$875	\$950
Webcast	Unlimited	\$2,200	\$3,100
Wednesday Afternoon Dessert Break - Co-Sponsored	3	\$2,200	\$4,000

*Sponsorship items with minimal quantities are available on a first-come, first-serve basis. See Sponsorship Selection Rules for details.

*Sponsorship items list subject to change.

Sponsorship Selection Rules

- Premier Event Sponsorship packages can be purchased for up to the next two consecutive events, regardless of the year in which each event occurs.
- Full payment of both Sponsorship and Booth must be received prior to the date defined by SHARE to be eligible to select items.
 - Any Premier Sponsor who has not paid will only be able to participate in the selection process once full payment is received, and is not guaranteed any exclusivity window for item selection regardless of their Premier Sponsor Group.
- Premier Sponsors who have paid in full will be given instructions on how to select items from their respective Tiers.
 - Specific selection dates and times will be published in advance.
 - Each Premier Sponsor Group will have at least a 24 hour exclusive window to select their items.
 - Selection order will be as follows:
 - Platinum Premier Sponsors select first
 - Gold Premier Sponsors select second
 - Silver Premier Sponsors select third
 - Bronze Premier Sponsors Select fourth
 - Once your Premier Sponsor Group exclusive window ends, if you have not selected all of your items, you will not be able to finish your selections until the remaining Premier Sponsor Groups have selected.
 - Within the selection windows for each Sponsorship Group, items are first-come first-served to all Premier Sponsors at that level.
 - If a Sponsor wishes to relinquish all their items from one tier for the privilege of selecting one additional item from the next highest tier, they may do so within the online system.
- After all Premier Sponsor Groups have selected their items, the remaining items from all tiers will become available for purchase at Premier Pricing on a first-come first-served basis.
- Items will be available for 48 hours exclusively to Premier Sponsors before being made available for purchase to ad-hoc or Contributing Sponsors.
- If an ad-hoc or Contributing Sponsor chooses to upgrade to Premier Sponsorship, any items they previously purchased for that event will be adjusted to Premier Pricing.

Year-Round Opportunities

SHARE Webcasts

SHARE webcasts are a great opportunity for visibility, allowing your company the ability to offer quality, on-demand content to the SHARE community. It's also the perfect solution to reach customers who have conflicts with off-site training sessions, budget restrictions or cannot schedule time out of the office.

Webcast:

Sponsor and present a live educational webcast for SHARE Members. What better way to reach potential customers than to provide a learning experience directly to them? Webcast sponsorship includes exposure to SHARE Member contacts, sponsor logo and company listing in SHARE webcast email promotions, post-webcast attendee list and your webcast recording will be posted on the SHARE Webcast archives page. Sponsor to provide speaker and content. SHARE will promote each webcast via email blasts, social media and on the SHARE website.

Standard Pricing = \$3,100

Premier Pricing = \$2,200

Note: Content must be educational in nature and approved by SHARE. Webcasts are scheduled on a first-come, first-served basis.

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SHARE Sponsorship and Exhibit Program

Online Exhibit and Sponsorship Portal

No more paper contracts!

Use our online Exhibit and Sponsorship Portal to purchase booth space, premier event sponsorship packages, and a la carte sponsorship items.

www.SHARE.org/ExhibitorPortal