



Sponsorship Opportunities at the Irish Internet Association National Congress & NetVisionary Awards 2009

21st & 22nd May 2009
Crowne Plaza
Northwood Dublin

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CONFIDENTIAL

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IIA Congress/Net Visionary Awards 2009

The Irish Internet Association (IIA) is running its Annual Congress on 21-22 May, 2009 in the Crowne Plaza Conference Hotel, Dublin. The annual Net Visionary Awards will also be held on the first night of the conference. The Net Visionary Awards are unique in that it is based on open and transparent voting by members of the IIA and the wider internet population. This premier event will be attended by over 400 industry professionals.

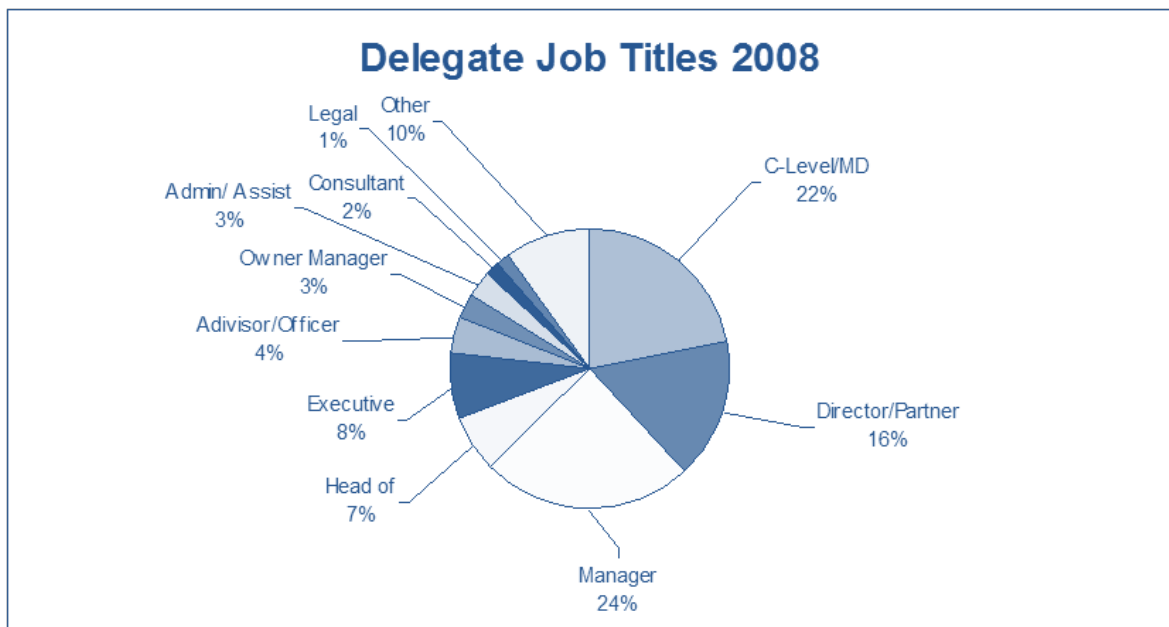
The audience last year comprised senior managers, decision makers and key industry personnel and the event was a complete sell-out. The theme of this year's event is provisionally entitled; **Better Business Online; Monetising, Marketing, Monitoring and Mobile Your Online Presence.**

The IIA Congress is unique in that it provides excellent content in an educational and networking environment. Previous keynote speakers come from companies such as Bebo, eBay, Microsoft, Dell, Google, Yahoo, Aer Lingus and Jupiter Research.

You could be part of this inspirational event, which is fully subscribed every year – both with attendees and sponsors.

Why partner with the IIA for Congress 2009?

Sponsors have unique access to a large audience of business owners & practitioners, press and media, government agencies, SMEs and corporate managers. Our audience demographic is an advertiser's dream.



Congress 2008 Delegate Profile – 38% are C- or Director-level

Partnering with the IIA will:

- Put your business brand in front of a relevant audience
- Promote your business in a variety of targeted channels
- Provide a cost effective way to reach new customers
- Demonstrate that your company is a market leader
- Provide opportunities to speak at dedicated “Break-Out” sessions
- Provide opportunities to distribute marketing collateral through a variety of channels before, during and after the event
- Associate you with a cutting edge knowledge organisation

The IIA Congress is regarded as one of the premier events on the Irish internet calendar. The Congress brings together an excellent range of speakers and is attended by hundreds of industry professionals.

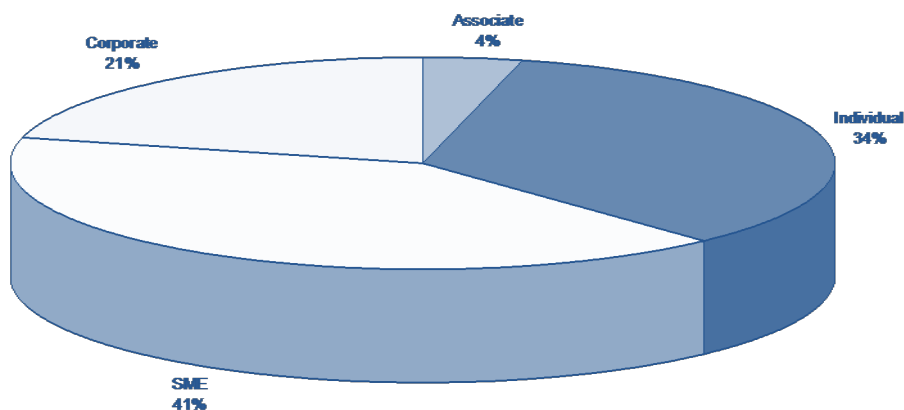
About the IIA

The Irish Internet Association is the professional body for those conducting business via the internet from Ireland. It has been and remains one of the driving forces behind the adoption of the medium. Established in 1997, the IIA provides leadership to enterprises and society conducting business in Ireland.

Membership of the association includes suppliers of internet products and services as well as those using the medium for communications, marketing and commerce. As the IIA is a not for profit organisation it relies on sponsorship, membership fees and events to fund its extensive range of activities. A breakdown of our membership base is shown in Table 1 below.

The IIA is a strong voice for its 500 plus membership. The aim of the Association is to Connect, Inform and Promote. To this end in 2007 we ran events throughout the country promoting topics such as eBusiness, Online Marketing, Blogging and Podcasting – presenting to over 3,000 people. A full list of upcoming events is available at our website www.ia.ie (go to Events section).

Breakdown of IIA membership base



Sponsorship Opportunities

Platinum Sponsor

There will be only one (1) Platinum Sponsor for these events. The Platinum Sponsor of the IIA Congress/Net Visionary Awards 2009 will avail of the following:

Platinum Sponsor is in effect the Headline Sponsor of BOTH the IIA Congress and Net Visionary Awards

Speaking slot on the first day of Congress in the main hall during the plenary session (300-400 attendees)

Full branding on all marketing, publicity and advertising material relating to the Congress Sponsorship of and Presentation of Overall Net Visionary Award on the night of the Awards Name Association with the Awards; the IIA and Your Company Name Net Visionary Awards

Four (4) Full Tables of 10 for clients, staff & guests at the Net Visionary Awards

Advertising on the IIA website and Digital Digest relating to the Congress and Net Visionary Awards

Branding across signage, brochures, delegate packs distributed during the Congress

Branding on backdrops for the Congress and Awards

Opportunity to include promotional material in delegate packs

An exhibition stand in the lobby of the venue for the two days of Congress and entrance foyer of the Net Visionary Awards

Five (5) delegate passes to Congress

Exclusive 20% Discount on Congress Tickets to pass on to any of their customers

Cost: €45,000

Gold Sponsors

There will be a maximum of three (3) Gold Sponsors. The packages available include:

Speaking slot on the first day of Congress in one of the three strands during the afternoon sessions

Full branding on all marketing, publicity and advertising material relating to the Congress Sponsorship of and presentation of Category Winner for Net Visionary Awards

Two (2) Full Tables of 10 for clients, staff & guests at the Net Visionary Awards

Advertising on the IIA website and Digital Digest relating to the Congress and Net Visionary Awards

Branding across signage, brochures, delegate packs distributed during the Congress

Branding on backdrops for the Congress and Awards

Opportunity to include promotional material in delegate packs

An exhibition stand in the exhibition areas of the venue for the two days of Congress

Three (3) delegate passes to Congress

Exclusive 15% Discount on Congress Tickets to pass on to any of their customers

Cost: €19,500

Silver Sponsors

There are a limited number Silver Sponsor packages available, each will avail of the following:

Opportunity to provide consultant for Web Clinics on second day of Congress
Full branding on all marketing, publicity and advertising material relating to the Congress
Sponsorship of and presentation of Category Winner for Net Visionary Awards
One (1) Full Table of 10 for clients, staff & guests at the Net Visionary Awards
Advertising on the IIA website and Digital Digest relating to the Congress and Net Visionary Awards
Branding across signage, brochures, delegate packs distributed during the Congress
Branding on backdrops for the Congress and Awards
Opportunity to include promotional material in delegate packs
An exhibition stand in the exhibition areas of the venue for the two days of Congress
Two (2) delegate passes to Congress
Exclusive 10% Discount on Congress Tickets to pass on to any of their customers

Cost: €9,500

Bronze Sponsors

There are a limited number of Bronze Sponsor packages available, each will avail of the following:

Opportunity to provide consultant for Web Clinics on second day of Congress
Limited branding on marketing, publicity and advertising material relating to the Congress
6 tickets for clients, staff & guests for the Net Visionary Awards
Advertising on the IIA website and Digital Digest relating to the Congress and Net Visionary Awards
An exhibition stand in the exhibition areas of the venue for the two days of Congress
Two (2) delegate passes to Congress
Exclusive 10% Discount on Congress Tickets to pass on to any of their customers

Cost: €4,500

Exhibitor Space - Congress

There will be an exhibition area in the Networking Area where tea and coffee breaks will be served for IIA member companies, Congress sponsors and Congress delegates. There are **10** exhibition spaces available. A floor plan will be available in advance of the event.

Exhibitors will receive the following:

Exhibition stand space at the Congress venue (Standard pop-up, trestle table and 2 chairs)
Inclusion into marketing material and press announcements
Publicity on IIA website and as part of overall media campaign
Access to attendee list (not including email addresses as we do not divulge these on privacy grounds)

Cost: €2,950

Break-out sessions

There will be **6** Break-Out Sessions held in the afternoon of 21st May. These will be sessions are related to the content of the main congress, hosted by sponsor companies in dedicated business rooms. The sessions comprise of a panel of 3 or more speakers, each lasts 45 minutes and rotate 3 times to give Congress delegates a chance to attend as many as possible and ensuring maximum exposure for the sponsor.

Sponsors of these Break-Out sessions may provide speakers to host the session and will receive:

Branding of marketing material within the session
Opportunity to provide promotional material to delegates within the session
2 delegate passes

Cost: €2,500

Web Strategy Clinics

A series of web strategy clinics will be held during the second day of Congress. These will be one-on-one sessions with industry experts across a range of web strategy related topics. Each session will last 40 minutes and attendees will pre-book in advance of the Congress via the IIA website.

Clinic sponsors will receive the following:

Exclusive supply of experts to meet with prospective clients via clinic
Inclusion into marketing material and press announcements
Publicity on IIA website and as part of overall media campaign
Access to attendee list (not including email addresses as we do not divulge these on privacy grounds)
2 delegate passes

Cost: €1,950

Congress 2009 Podcast

The IIA will professionally podcast the Congress 2009 presentations. There will also be interviews on the day of the event with key industry individuals. This podcast is available to one exclusive sponsor.

A Podcast is an audio file (MP3) that can be played on any computer or iPod at a time that suits the listener. The key content from the event will be Podcast to further the reach beyond attendees and participants. The IIA will provide all of the equipment and software to produce the Podcast professionally.

Cost: €2,950

Congress 2009 Video Streaming and Vidcasts

The IIA plan to stream and broadcast the plenary and breakout sessions and awards ceremony to the web this year. This package would include:

- The logo of the sponsors of this service would be included on screen throughout the streaming.
- Intro and Outros in subsequent broadcast
- Advertisement in subsequent broadcast
- 2 Delegate tickets to congress

Cost: €3,500

Congress 2009 - Day 1 Lunch Sponsor

The IIA Congress lunch will be served to our 300-400 delegates and is an ideal branding opportunity for any company who would like to raise their profile and network amongst the Internet industry that will attend the event. One full hour is allowed for lunch and it will be a seated lunch with buffet stations dotted around the lunch areas.

The lunch sponsorship package includes the following:

- Sponsor logo on each delegate table and at the buffet stations
- One piece of A4 Literature included in the delegate packs
- Publicity on the IIA Congress website and as part of the pre-event marketing

Cost: €1,500

Congress 2009 - Tea & Coffee Break Sponsor

The IIA Congress will host four tea & coffee breaks – three on Day 1 and one on Day 2. Day 1 breaks take place on arrival, mid morning and mid afternoon. Day 2 break takes place mid morning. All Congress delegates attend all breaks and this is an ideal branding opportunity to get in front of 400 plus members of the Irish Internet industry that attend the event. The breaks will take place immediately adjacent to the main conference room, in the Networking & Exhibition Area. This ensures that the break sponsor has visibility hits with all the Congress delegates.

The Tea & Coffee Break sponsorship package includes the following:

- Sponsor logo on each of the tea & coffee serving stations and on the tables available for networking
- One piece of A4 Literature included in the delegate packs
- Publicity on the IIA Congress website and as part of the pre-event marketing

Cost: €950

Congress 2009 - Day 2 Networking Breakfast Sponsor

The IIA Congress networking breakfast will be served to delegates attending the second day and is an ideal branding opportunity for any company who would like to raise their profile and network amongst the Internet industry that will attend the event. It should be noted that the second day is made up of Web Strategy Clinics and therefore attendance may be reduced.

The breakfast sponsorship package includes the following:

- Sponsor logo on each delegate table and at the buffet stations
- One piece of A4 Literature included in the delegate packs
- Publicity on the IIA Congress website and as part of the pre-event marketing

Cost: €1,500

Congress 2009 Day 1 Formal Close Drinks

The IIA Congress will host drinks at the end of the event. The drinks will take place in the main conference area after the event.

The Drinks sponsorship package includes the following:

- Sponsor logo on each of the serving stations and on the tables available for seating
- One piece of A4 Literature included in the delegate packs
- Publicity on the IIA Congress website and as part of the pre-event marketing

Cost: €1,950

Net Visionary Category Sponsors

There are 17 additional Category Sponsor packages. Please contact events@iia.ie to find out what categories are available to be sponsored. Each category sponsor will avail of the following:

- Presentation of Category Award on the night of the event
- Co-branding on all marketing, publicity and advertising material
- Advertising on the IIA website and Digital Digest
- Dedicated IIA Internet Net Visionary subsite
- Table of 10 included in the price
- Sponsors can pass on a 10% ticket reduction to any of their customers

Cost: €5,950

Net Visionary Drinks Reception Sponsor

The IIA Net Visionary Awards will host over 350 delegates at a drinks reception in the Royal Hospital Kilmainham, before the gala black-tie event. This is an ideal branding opportunity for any company who would like to raise their profile and network amongst the Internet industry that will attend the event.

The drinks reception sponsorship package includes the following:

- Sponsor logo exclusively featured in drinks reception area
- Publicity on the IIA website and as part of the pre-event marketing

Cost: €2,500

Sponsorship Cost Structure

Each sponsorship element is costed separately below. A tailored package combining a number of these elements can be provided on application.

Sponsor Element	Unit Cost (€)
Platinum Sponsor	45,000
Gold Sponsor	19,500
Silver Sponsor	9,500
Bronze Sponsor	4,500
Congress Exhibitor	2,950
Break-out Sessions	2,500
Web Strategy Clinics	1,950
Congress Podcast	2,950
Congress Lunch (Day 1)	1,500
Congress Tea & Coffee Break	950
Congress Drinks	1,950
Networking Breakfast (Day 2)	1,500
Video Streaming and Vidcasts	3,500
Net Visionary Category Sponsors	5,950
Net Visionary Drinks Reception Sponsor	2,500

Notes to Fee Structure:

- A tailored package can be developed for any sponsors requirements. Please contact us for a specific quote.
- If two companies vie for the same sponsorship slot, preference is given to fully paid up IIA members. Thereafter it is on a strictly first come basis.
- All Sponsors will get a signed contract that will detail exact what the deliverables are and what the sponsor is entitled to.
- VAT is not charged by the IIA as a not for profit organisation

Feedback from IIA Congress 2008

What past attendees said about IIA Congress and Net Visionary Awards:

“Up to the minute topics as always and well chosen speakers.”

- Catherine Fanning, Online Marketing Executive, Enterprise Ireland

“Social networking (the conference) was very interesting and informative.”

- Sarah Timoney, Vhi Healthcare

“Good mix of speakers; interesting for a wide range of people”

- Rachel Neylin, Internet/Intranet Co-Ordinator, Waterford County Council

“Such a good day. Great speakers.”

- Noelle Murray, Business Development, Ingage

“The talks were very interesting and highly relevant.”

- Alice O’Brien, IE Domain Registry

“Very informative presentations.”

- Paul Gillick, Matheson Ormsby Prentice