

MICROSTRATEGY World

2012

Mark your calendar! Join us at InterContinental Miami which will serve exclusively as the headquarters for MicroStrategy World 2012—the preeminent event for building and deploying business intelligence applications.

MicroStrategy provides enterprises with the best Business Intelligence platform in the industry, allowing organizations to build the most advanced BI solutions. In 2012, MicroStrategy World returns to a favorite venue—InterContinental Miami—for four days of learning, networking and fun! Our 1,700 attendees come to MicroStrategy World to learn the latest about the products, services and solutions offered by MicroStrategy and its partners. The technology professionals attending MicroStrategy World 2012 are key decision makers; more than 75% are project managers or above, with about 20% at the executive level. More than 65% of attendees have purchasing authority.

As a key partner to MicroStrategy, we are pleased to offer you a variety of marketing opportunities and sponsorships at MicroStrategy World 2012. Our most high-profile opportunities are the packaged sponsorships: Diamond, Platinum, Gold and Silver. These packages provide the most marketing visibility for your company. To enhance your visibility, select a sponsorship upgrade to maximize your exposure to key decision makers in the Business Intelligence marketplace.

This packet contains full descriptions and details of all sponsorship opportunities and a sponsor contract. Simply select the sponsorship level you desire, complete the contract and return it to Steven Han at MicroStrategy, 1850 Towers Crescent Plaza, Tysons Corner, VA 22182, shan@microstrategy.com, or by fax (703) 852-7157.

Don't miss this important marketing opportunity. To sign up as a sponsor, or obtain additional information regarding sponsorship packages, please call Steven Han at 703-270-2130.

We look forward to seeing you at MicroStrategy World 2012!

Sincerely,

MicroStrategy World 2012 Team



MICROSTRATEGY WORLD 2012 SPONSORSHIP PACKAGES

Diamond Sponsorship 1 Available

Exhibit and Conference Participation elements:

- Premium 10x20 booth space

MicroStrategy will provide:

- Electric
- Lead Retrieval (2 units)
- Booth Cleaning
- 1 Complimentary Internet Connection

Also includes:

- One-hour customer speaking opportunity in track session (Please review MicroStrategy World 2012 Speaking Guidelines document)
- Special signage throughout event
- Option to host networking breakfast on Tuesday or Wednesday (MicroStrategy responsible for room rental; partner responsible for any food and beverage charges)
- (2) Reserved tables during Conference lunches
- Corporate logo on Conference t-shirt
- Corporate logo displayed on show signage and on-site agenda
- Corporate logo included in event marketing e-mail communication
- Corporate logo on MicroStrategy World App
- Hotel room literature drop (1-page collateral piece provided by sponsor; MicroStrategy responsible for hotel room-drop charges)
- Premium placement of 2 full-page, color ads in MicroStrategy World 2012 Program Guide
- 1 Page (single- or double-sided, 8.5in. x 11in) promotional flyer in Conference bag
- Booth location highlighted in MicroStrategy World 2012 Program Guide
- Corporate logo displayed on MicroStrategy World 2012 homepage
- URL link from MicroStrategy World 2012 Web site to sponsor's homepage
- One-time use of pre-show attendee list through MicroStrategy's mail house
- One-time use of post-show attendee list through MicroStrategy's mail house
- Participation in MicroStrategy World 2012 Expo Hall Raffle
- 150-word corporate description in MicroStrategy World 2012 Program Guide
- 25 Conference passes for customers, prospects or employees

**Prior approval required.*

This package is available for \$100,000



MICROSTRATEGY WORLD 2012 SPONSORSHIP PACKAGES

Platinum Sponsorship

Exhibit and Conference Participation elements:

- Premium 10x20 booth space

MicroStrategy will provide:

- Electric
- Lead Retrieval (1 unit)
- Booth Cleaning

Also includes:

- Sponsorship of MicroStrategy World 2012 Welcome Reception
 - Option to provide promotional giveaway to attendees
 - Promotional items with corporate logo
 - Placement of 1 corporate banner at Welcome Reception*
 - Corporate logo displayed on special signage advertising Welcome Reception
 - Designation in MicroStrategy World 2012 Program Guide as Welcome Reception sponsor
- Choice of sponsorship: Luncheon on Tuesday, Wednesday, or Thursday (first come, first served)
- One-hour customer speaking opportunity in track session (Please review MicroStrategy World 2012 Speaking Guidelines document)
- Company highlighted in 2 event marketing e-mail communications
- Corporate logo on Conference t-shirt
- Corporate logo on MicroStrategy World App
- Corporate logo displayed on show signage and on-site agenda
- Hotel room literature drop (1-page collateral piece provided by sponsor; MicroStrategy responsible for hotel room-drop charges)
- Full-page, color ad in MicroStrategy World 2012 Program Guide
- Booth location highlighted in MicroStrategy World 2012 Program Guide
- Corporate logo on MicroStrategy World 2012 homepage
- 1-Page (single- or doubled-sided, 8.5in. x 11in.) promotional flyer in Conference bag
- URL link from MicroStrategy World 2012 Web site to sponsor's homepage
- Participation in MicroStrategy World 2012 Expo Hall Raffle
- 150-word corporate description in MicroStrategy World 2012 Program Guide
- 20 Conference passes for customers, prospects, or employees

**Prior approval required.*

This package is available for \$75,000



**MICROSTRATEGY WORLD 2012
SPONSORSHIP PACKAGES**

Gold Sponsorship

Exhibit and Conference Participation elements:

- Select 10x10 booth space

MicroStrategy will provide:

- Electric
- Lead Retrieval (1 unit)
- Booth Cleaning

Also includes:

- Choice of sponsorship: Break or Breakfast (first come, first served, limited quantity)
- One-hour customer speaking opportunity in track session (Please review MicroStrategy World 2012 Speaking Guidelines document)
- URL link from MicroStrategy World 2012 Web site to sponsor's homepage
- Full-page, color ad in MicroStrategy World 2012 Program Guide
- Corporate logo on MicroStrategy World 2012 homepage
- Corporate logo imprinted on coffee sleeves at your selected break or breakfast
- Corporate logo imprinted on candy in every track room
- 1-Page (single- or double-sided, 8.5in. x 11in.) promotional flyer in Conference bag
- Participation in MicroStrategy World 2012 Expo Hall Raffle
- 100-word corporate description in MicroStrategy World 2012 Program Guide
- 15 Conference passes for customers, prospects, or employees

This package is available for \$40,000



MICROSTRATEGY WORLD 2012

SPONSORSHIP PACKAGES

Silver Sponsorship

Exhibit and Conference Participation elements:

- Turn-key exhibit pedestal

MicroStrategy will provide:

- Electric
- Booth Graphics
- Lead Retrieval (1 unit)
- Monitor (1)
- Wastebasket (1)
- Stool (2)
- Booth Cleaning

Also includes:

- One-hour customer speaking opportunity in track session (Please review World 2012 Speaking Guidelines document)
- Corporate logo displayed on MicroStrategy World 2012 homepage
- URL link from MicroStrategy World 2012 Web site to sponsor's homepage
- Participation in MicroStrategy World 2012 Expo Hall Raffle
- 75-word corporate description in MicroStrategy World 2012 Program Guide
- 10 Conference passes for customers, prospects, or employees

This package is available for \$24,000



**MICROSTRATEGY WORLD 2012
SPONSORSHIP PACKAGES**

Exhibitor Sponsorship

Exhibit Participation Elements

- Turn-key exhibit pedestal

MicroStrategy will provide:

- Electric
- Booth Graphics
- Lead Retrieval (1 unit)
- Monitor (1)
- Wastebasket (1)
- Stool (2)
- Booth Cleaning

Also includes:

- Corporate logo displayed on MicroStrategy World 2012 homepage
- URL link from MicroStrategy World 2012 Web site to exhibitor's homepage
- Participation in MicroStrategy World 2012 Expo Hall Raffle
- 50-word corporate description featured in the MicroStrategy World 2012 Program Guide
- 5 Conference passes for customers, prospects, or employees

This package is available for \$11,000



**MICROSTRATEGY WORLD 2012
SPONSORSHIP PACKAGE UPGRADES**

Increase your presence at MicroStrategy World 2012 with a package upgrade!

MicroStrategy World 2012 Conference Party (1 Available) \$30,000

Be the exclusive sponsor for MicroStrategy World's premier social event! The sponsorship includes promotional items at Conference party, placement of 1 corporate banner at Conference party (prior approval required), corporate logo on the Conference party invitation as well as in the MicroStrategy World 2012 Program Guide. In addition, we'll provide a VIP Conference Party package which includes a limo transfer and VIP access for up to 25 guests.

Shuttle Bus Sponsorship (2 Available) \$15,000

Take advantage of this opportunity to put your message in front of attendees as they travel by bus each morning and afternoon between the headquarter hotel and the General Session venue. Sponsor receives a four-color coach banner on each side of the shuttle buses, logo recognition on the shuttle schedule and all shuttle signage at the General Session venue and headquarter hotel.

Relaxation Station Sponsorship (1 Available) \$12,000

After a long day of educational sessions and working the exhibit hall, attendees will appreciate the opportunity for a complimentary upper-body or foot massage courtesy of your company. Therapists can wear your logo apparel (to be provided by the sponsor). Signage with your logo will be provided at the station and you can provide staff to welcome attendees to the station.

Hydration Station Sponsorship (1 Available) \$10,000

Opportunity for creative marketing—please call to discuss

General Session Simulcast Sponsorship (4 Available) \$10,000

Opportunity to display corporate logo with live link to your website during the General Session simulcast.

Internet Café Sponsorship (1 Available) \$10,000

Opportunity for creative marketing—please call to discuss

Lanyard Sponsorship (1 Available) \$8,000

Exclusive co-sponsorship with MicroStrategy

Hotel Keycards Sponsorship (1 Available) \$6,000

Increase your visibility with your custom company design printed on the magnetic room key cards provided to all attendees when they check into the headquarter hotel.

Mobile Device Charging Station Sponsorship (2 Available) \$6,000

Help attendees "get a charge" by sponsorship of a mobile device charging station. The charging stations will be located in high traffic areas of the exhibit hall.

Stair Decal Sponsorship (1 Available) \$5,000

Create custom artwork to create a dramatic presentation on heavily trafficked stairs to the exhibit hall.

Registration Bag Pens Sponsorship (1 Available) \$4,000

Your one-color logo will be on the pen every attendee receives in their registration bag.

Hotel Room Literature or Gift Drop Sponsorship \$4,000

Exhibitor supplies collateral piece; MicroStrategy responsible for hotel room drop charges



MicroStrategy World 2012 Speaking Opportunity Guidelines

(Applicable to Diamond, Platinum, Gold, and Silver Sponsors only)

Sponsors who contract for a Diamond, Platinum, Gold, or Silver sponsorship have the unique opportunity to present in a one-hour track session with a customer.

The presentation **must** feature a customer (selected by the sponsor) to co-present with the sponsor. Each customer/sponsor presentation should outline:

- The business issues and context behind the customer's project
- The alternative considered and the rationale behind the strategy that was adopted
- Details of the customer's actual project and the solution used
- The specific business results attributed to the implementation
- The challenges and lessons learned that the audience can benefit from

Based on audience feedback, the most successful case studies have been presented by an actual user organization. Sales or marketing presentations are not recommended as they are typically not well received by attendees.