

# 09

## Sponsorship Opportunities

**B/OSS WORLD CONFERENCE & EXPO**  
RIO ALL-SUITE HOTEL CASINO  
APRIL 14-16, 2009  
LAS VEGAS

[WWW.BILLINGWORLDDEXPO.COM](http://WWW.BILLINGWORLDDEXPO.COM)



**B/OSS**  
BILLING & OSS WORLD  
CONFERENCE & EXPO





## **Opening Reception in the Exhibit Hall – April 14, 2009**

- Exclusive positioning as the sponsor of the Opening Reception in the Exhibit Hall
- Hosted bar with hors d'oeuvres inside the exhibit hall
- Company logo on banner in Expo Hall
- Sponsor may provide napkins with their logo to be used at reception
- Company logo included in agenda where the Opening Reception is noted within the official Show Planner, Show Guide, show Web site and other applicable direct-mail promotions.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 8 Full Conference Passes for your service provider/carrier customers and prospects
- 2 Full Conference Passes for your fellow employees
- 25 free exhibit hall passes for you to mail to your customers and prospects
- 50-word corporate profile in the Show Planner which is sent to prospective attendees
- Recognition of the sponsorship in the Show Guide with the 50-word profile, your logo and web address
- 50-word corporate profile, logo and link on the sponsor page of the show web site

**Sponsorship: \$30,000**

## **Networking Happy Hour Sponsorship – April 15, 2009**

- Exclusive positioning as the sponsor of the Networking Happy Hour in the Exhibit Hall
- Hosted bar inside the exhibit hall
- Company logo on banner in Expo Hall
- Sponsor may provide napkins with their logo to be used at Networking Happy Hour
- Company logo included in agenda where the Networking Happy Hour is noted within the official Show Planner, Show Guide, show Web site and other applicable direct-mail promotions.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine

- Within the official Billing & OSS World Expo Show Planner
- Within the official Billing & OSS World Show Guide
- The Expo Hall entrance unit
- The sponsor page of the show web site
- 8 Full Conference Passes for your service provider/carrier customers and prospects
- 2 Full Conference Passes for your fellow employees
- 25 free exhibit hall passes for you to mail to your customers and prospects
- 50-word corporate profile in the Show Planner which is sent to prospective attendees
- Recognition of the sponsorship in the Show Guide with the 50-word profile, your logo and web address
- 50-word corporate profile, logo and link on the sponsor page of the show web site

**Sponsorship: \$25,000**

## **Lunch Sponsorship – April 15, 2009**

- All conference attendees will receive a lunch ticket with sponsor's two-color company logo
- Company logo on banner in lunch area inside Exhibit Hall
- Sponsor may provide napkins with their logo for the lunch
- Sponsor can place literature around lunch venue
- Company logo included in agenda where the lunch service is noted within the official Show Planner, Show Guide, show Web site and other applicable direct-mail promotions.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 4 Full Conference Passes for your service provider/carrier customers and prospects
- 2 Full Conference Passes for your fellow employees
- 25 free exhibit hall passes for you to mail to your customers and prospects
- 50-word corporate profile in the Show Planner which is sent to prospective attendees
- Recognition of the sponsorship in the Show Guide with the 50-word profile, your logo and web address
- 50-word corporate profile, logo and link on the sponsor page of the show web site

**Sponsorship: \$20,000**

## **Hotel Keycards**

- Sponsor's artwork on the front of the hotel key cards, distributed to every conference participant that is in the Billing & OSS World room block at the host hotel.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$15,000**

## **Continental Breakfast Sponsorship**

- Continental Breakfast provided for all Full Conference registrants
- Company logo on billboard sign in breakfast/snack display area
- Sponsor may provide napkins with their logo
- Table provided for sponsor to display literature near breakfast
- Company logo included in any detailed agenda listings where the breakfast is noted within the official Show Planner, Show Guide, show Web site and other applicable direct-mail promotions. In any agenda at-a-glance listings, the sponsor will be recognized by company name in text.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web sit
- 25 free exhibit hall passes for you to mail to your customers and prospects

### **Sponsorships:**

**Tuesday- \$10,000**

**Wednesday- \$10,000**

## **Keynote Speaker**

- Introduction of the keynote speaker by a member of sponsor's staff
- Verbal thank you from keynote and/or PHONE+ staff
- Company logo on podium sign and banner in keynote session room
- Option to display company literature in keynote session
- Mention in Billing & OSS World e-mail blast designated for promoting the keynote session
- Mention in publisher's letter in the Show Planner and Show Guide

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 4 Full Conference Passes for your service provider/carrier customers and prospects
- 2 Full Conference Passes for your fellow employees
- 25 free exhibit hall passes for you to mail to your customers and prospects
- 50-word corporate profile in the Show Planner which is sent to prospective attendees
- Recognition of the sponsorship in the Show Guide with the 50-word profile, your logo and web address
- 50-word corporate profile, logo and link on the sponsor page of the show web site

**Sponsorship: Call for details**

## **Education Program**



- Company logo included in agenda where the Education Program is noted within the official Show Planner, Show Guide, show Web site and other applicable direct-mail promotions.
- Select education sessions will be videotaped and archived on the Billing & OSS World Web site. Lead information will be supplied to sponsor for any viewer of these archived sessions.
- Company logo on all 22" x 28" Education Session boards outside of seminar rooms
- Company logo on podium sign and banner in educational seminar rooms
- Company logo on front cover and spine of Seminar Workbook
- Four-color ad on back of Seminar Workbook (PDF of ad supplied by sponsor)
- Company literature distributed in back of seminar rooms (literature supplied by sponsor)

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 8 Full Conference Passes for your service provider/carrier customers and prospects
- 5 Full Conference Passes for your fellow employees
- Insert in Show Tote Bag
- Full-page ad insert in Seminar Workbook
- 25 free exhibit hall passes for you to mail to your customers and prospects
- 100-word corporate profile in the Show Planner which is sent to prospective attendees
- Recognition of the sponsorship in the Show Guide with the 100-word profile, your logo and web address
- 100-word corporate profile, logo and link on the sponsor page of the show web site

**Sponsorship: \$30,000**

## **Branding & Literature Sponsorship**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- Inclusion in three vendor email blasts
- Expo Bag insert
- Literature Bin insert
- Entrance Billboard (approx. 3'w x 8'h dedicated ad space)

**Sponsorship: \$8,000**

## **Conference Break Sponsorship**

- Conference Break provided for all Full Conference registrants on April 16
- Company logo on billboard sign in snack display area
- Sponsor may provide napkins with their logo
- Table provided for sponsor to display literature near snack display
- Company logo included in any detailed agenda listings where the snack break is noted within the official Show Planner, Show Guide, show Web site and other applicable direct-mail promotions. In any agenda at-a-glance listings, the sponsor will be recognized by company name in text.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$10,000**

## **Conference and Expo Tote Bag**

- Tote bag with two-color company name and logo printed on one side of bag, to be distributed at registration counters. Tote bags will contain promotional items and literature from other sponsors. Bags will also have the Billing & OSS World logo.
- Expo bag insert (inserts supplied by sponsor)

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 4 Full Conference Passes for your service provider/carrier customers and prospects
- 1 Full Conference Passes for your fellow employees
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$25,000**

## **Badge Lanyards**

- Two-color imprinted "O" ring lanyard, printed end to end with company logo, to be distributed at registration counters.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$15,000**

## **Cyber Café**

- Located inside the exhibit hall where attendees can check their email. The Cyber Café will be open during exhibit hours.
- Sponsor's artwork displayed on a 3'w x 8'h billboard, placed in the Cyber Café.
- Sponsor may have two employees greet guests
- Attendees will log onto the service using their email address and show management will provide the sponsor with a CD of all of the leads that are generated from the Cyber Café.

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 2 Full Conference Passes for your service provider/carrier customers and prospects
- 1 Full Conference Passes for your fellow employees
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$15,000**

## **Conference Badge Advertising**

- Four-color artwork printed on the back of attendee badges (artwork to be supplied by sponsor)

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$10,000**

## **Pocket Show Guide**

- Official exhibit hall maps and conference agenda printed with sponsor logo on front of map and map sleeve. One side will contain the floor map and the reverse side will feature the agenda-at-a-glance. Each side will feature your company's logo and booth number.
- Exhibit hall maps to be distributed at entrance to the exhibit hall, with sponsor's logo featured on distribution bin

### **Plus,**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Sponsorship: \$10,000**

**Any combination of the items below that exceeds \$10,000 will also receive the following sponsor benefits:**

- Branding of your company logo on:
  - All sponsor signage at the event
  - Advertisements in Billing & OSS World magazine
  - Within the official Billing & OSS World Expo Show Planner
  - Within the official Billing & OSS World Show Guide
  - The Expo Hall entrance unit
  - The sponsor page of the show web site
- 25 free exhibit hall passes for you to mail to your customers and prospects

**Aisle Sign Advertising**

- Exclusive advertising panel suspended from each aisle sign in the exhibit hall. Approximate size is 6' wide x 2' tall. Sponsor to design artwork.

**Sponsorship: \$8,500**

**Luggage Tags**

- Luggage tags imprinted with two-color company logo to be distributed in the Tote Bags.

**Sponsorship: \$6,000**

**Lip Balms**

- Lip balms with custom label featuring your two-color company logo to be distributed at the entrance to the exhibit hall.
- Distribution bin will also prominently feature your company logo.

**Sponsorship: \$6,000**

**Pens**

- Pens imprinted with two-color company logo to be distributed at the registration counters and in the meeting rooms.

**Sponsorship: \$5,000**

**Hospitality/Private Meeting Options**

- Only paid exhibitors at the Billing & OSS World Expo are eligible to reserve a meeting room.
- There are a limited number of meeting rooms & hospitality suites available.

**Sponsorship: Call for details**

**Billboard Advertisement**

- Located outside the exhibit hall entrance, in registration or near the seminar rooms, your company's ad will be prominently displayed on a free-standing billboard approximately 3' x 8' (sponsor to supply artwork)

**Sponsorship: \$3,000**

**Video Wall Advertising**



- Promote your company on a large display of monitors immediately adjacent to the exhibit hall entrance.
- Approximate total size of image is 10'x10'.
- This opportunity is exclusive to one company.
- Jpeg image shall be submitted to show management.

**Sponsorship: \$7,000**

**Vendor Presentations**

- Meeting room for 50 minutes on April 16
- Room will be set with theatre style seating, podium, microphone and LCD projector (sponsor supplies laptop computer)
- Company logo on 22" x 28" sign outside of seminar room
- Insert in attendee confirmation mailing promoting sponsor's presentation (insert provided by sponsor)
- Session description included in agenda of the Billing & OSS World Expo official Show Planner, Show Guide, and Web site

**Sponsorship: \$3,500**

**Expo Bag Insert**

**Sponsorship: \$5,000**

**Literature Bin Insert**

**Sponsorship: \$1,200**

**Seminar Workbook Ad Insert**

**Sponsorship: \$2,000**

**Hotel Room Drop Insert**

**Sponsorship: \$2,500**

**Attendee Badge Mailing Insert**

**Sponsorship: \$2,000**