

ARIBALive 2010

Ariba LIVE 2010 is headed to Orlando!



Conference Overview

Ariba LIVE 2010 is an executive-level conference developed for spend management professionals by spend management professionals and provides leading-edge information to senior spend management professionals within Global 2000 companies. The event brings more than 1,100 attendees from all industries and includes Ariba customers, prospects, industry analysts, media, suppliers and partners together in a forum that encourages and enables the sharing of ideas, best practices and insights.

Attendee Profile

Ariba LIVE attendees come from all over the world, and represent a wide range of industries including financial services, industrial manufacturing, retail, pharmaceuticals, insurance, aerospace and defense, consumer products, transportation, automotive and hi-tech. We anticipate more than 1,100 attendees for the 2010 conference with over 50 percent director level and above.

Partner Showcase and Supplier Pavilion

The Ariba LIVE 2010 exhibit pavilion promises to be rich in networking and traffic. We have taken several measures to ensure we provide a great environment not only for our attendees but for our sponsors to feel they are getting the most benefit.

We will include all meals and breaks within the Exhibit Hall, which will encourage all attendees and sponsors to network and enjoy the energy and excitement of the 2010 Partner Showcase and Supplier Pavilion.

Prepare for a New State of Normal



PLATINUM SPONSORSHIP – \$55,000 USD

1 available

- One complimentary 10' x 20' booth space in the Partner Showcase premier location
- Ten (10) complimentary full conference registrations
Other registrations can be purchased at 50 percent off
- One Breakout Session
- Company logo and link on conference website
- Company name and color logo on conference electronic invite
- Company name, color logo, and 100-word company profile in conference program guide
- Pre-conference mailing OR email blast to Ariba database, including mailing of piece in conjunction with Ariba scheduled mailings
- Post-conference email blast to conference attendee database in conjunction with Ariba post mailing
- Daily cleaning
- 1,000-watt electrical outlet
- All of the following sponsorships:
 - a. Ariba LIVE 2010 Reception Sponsor in the Partner Showcase and Supplier Pavilion
– 1 Available
 - b. Conference Padfolio sponsorship – logo in conjunction with LIVE logo embroidered on the bag – 1 Available

GOLD SPONSORSHIP - \$26,500 USD

4 available

- One complimentary 10' x 20' booth space in the Partner Showcase premier location
- Eight (8) complimentary full conference registrations
Other registrations can be purchased at 50 percent off
- One Breakout Session
- Company logo and link on conference website
- Company name and color logo on conference electronic invite
- Company name, color logo, and 100-word company profile in conference program guide
- Pre-conference mailing OR email blast to Ariba database, including mailing of piece in conjunction with Ariba scheduled mailings
- Post-conference email blast to conference attendee database in conjunction with Ariba post mailing
- Daily cleaning
- 1,000-watt electrical outlet
- One of the following sponsorships:
 - a. Room Drop – 1 Available
 - b. Conference Guide Ad – 3 Available

SILVER SPONSORSHIP – \$22,000 USD

4 available

- One complimentary 10' x10' booth space in the Partner Showcase
- Six (6) complimentary full conference registrations
Other registrations can be purchased at 20 percent off
- Company logo and link on Conference website
- Company name and color logo in the electronic invitation
- Company name, color logo, and 75-word company profile in conference program guide
- Pre-conference mailing OR email blast to Ariba database, including mailing of piece
- Post-conference email blast to the Ariba LIVE attendees
- Daily cleaning
- 500-watt electrical outlet
- Choice of one of the following sponsorships:
 - a. Golf Spot Sponsorship (Twosome) – 2 Available
 - b. Breakout Track Sponsor – 2 Available

BRONZE PACKAGE – \$16,500 USD

5 available

- One complimentary 10' x10' booth space in the Partner Showcase
- Four (4) complimentary full conference registrations
Other registrations can be purchased at 20% off
- Company logo and link on conference website
- Company name and color logo in the electronic invitation
- Company name, color logo, and 50-word company profile in conference program guide
- Pre-conference mailing OR email blast to Ariba database, including mailing of piece
- Post-conference email blast to the Ariba LIVE attendees
- Daily cleaning
- 500-watt electrical outlet
- Choice of one of the following sponsorships:
 - a. Conference Bag Insert – 3 Available
 - b. Cyber Station – 1 Available
 - c. Breakout Track Sponsor – 1 Available

Ancillary Sponsorships Descriptions

Please find detailed information regarding the individual sponsorships below. If you have any questions, please feel free to send an email to Mark Plocki at mplocki@ariba.com.

Conference Breakout Track Sponsorship - \$5,000 each

6 Available

Select this sponsorship to have your logo appear on prominent signage for each conference breakout within a specific track. This signage will appear in front of every breakout room. Your logo will appear at the podium in the room and on the screen. You will be able to also place a piece of collateral or gift on the seat within the session room itself. Your logo will also appear on the screen, prior to the start of the session.

Conference Bag Insert - \$4,000 each**8 Available**

Select this sponsorship to have one piece of your company literature placed in the conference bag. This insert will be given to every attendee at the conference. This is a great way to get your company message to everyone.

Conference Guide Advertisement - \$2,500 each**6 Available**

Select this sponsorship to have your company advertisement placed in the conference guide. All attendees at the conference will receive this guide and will use it to navigate through the two-and-one-half-day event.

Connection Café (Cyber Stations) - \$6,000 each**6 Available**

Select this sponsorship to have your company logo and company business cards placed at your own cyber station, within the Connection Café. This high-traffic area will be seen and used by all attendees at the conference.

Internet Kiosks - \$4,000 each**3 Available**

Select this sponsorship to have your company logo and company business cards placed at three remote internet stands inside the Connection Café. This internet kiosk can be used by attendees to log on to their own personal PC.

Registration Sponsor - \$10,000**1 Available**

Select this sponsorship to display your company logo and messaging near the registration desk. Your logo and messaging will be seen by all attendees at the conference. You will be permitted to submit a banner and two posters that display company messaging.

Entertainment - \$8,000 each**1 Available**

Welcome Reception – Select this sponsorship to host the entertainment for the Monday, May 24 Welcome Reception. Your logo will appear on stage with the entertainment.

Hotel Room Drop - \$10,000 each**2 Available**

Select this sponsorship, which provides you with the opportunity to make a room drop to all attendees of the conference. This room drop could include, but is not limited to, literature or a gift of some kind. There will only be one room drop per night.

Lanyard Sponsorship - \$10,000**1 Available**

Select this sponsorship to provide lanyards, displaying your company logo, to all conference attendees. This sponsorship is separate from the Conference Badge Sponsorship, but can be selected together for a special price of \$15,000.

Main Stage Sponsorship - \$2,000**3 Available**

Select this sponsorship to have your company logo displayed as the General Session Sponsor. All attendees will see the signage with your logo displayed and will hear the sponsorship announced from the main stage speaker.

Conference Badge Sponsorship - \$10,000**1 Available**

Select this sponsorship to have your logo printed on the conference name badge. A name badge with your logo will be given to every attendee at the conference. Your logo will appear on the name badge along with the Ariba logo.

Welcome Reception Sponsorship - \$25,000**2 Available**

Select this sponsorship to be one of the only two companies sponsoring this amazing event. Location TBD. Your logo will be shown throughout the venue and on the conference website. This is a great way to show your brand.

Golf Gift Sponsorship - \$10,000**1 Available**

Select this sponsorship to have your company logo printed on the golf bag, golf balls and T's for the Executive Golf Outing on Monday, May 24, 2010. You will also receive two spots (twosome) for the game.

Golf Tournament Sponsor - \$25,000

1 Available

Select this sponsorship to have your company logo branded throughout the event. You will get 4 spots (1 foursome) for the tournament. You can provide polo's/T-shirts for our staff to wear with your company logo on it and give out collateral and gifts at the event.

After Hours Party - \$25,000

1 Available

Select this sponsorship to have your company logo branded throughout the final networking event of the conference. The after hours party will be held from 10:00 p.m. – 12:00 a.m. on Tuesday, May 25.

Drink Sponsorship - \$10,000

4 Available

Select this sponsorship to have a bar set-up at the Welcome Reception or Networking Event at this year's conference. This bar will include napkins with your logo on them and the drink of your choice to be served. You can have staff on hand at the bar to pass out the drinks and network.

Key Card Sponsorship - \$15,000

1 Available

Select this sponsorship to have your logo appear on all hotel room key cards for the days of the event. This is a great way to showcase your logo and tell folks more about your company.

Water Bottle Sponsor - \$15,000

1 Available

Select this sponsorship to have your logo placed on the water bottles given to each attendee for the event. We will only use water stations at this event, so have your trusty water bottle with you. This will be a hit with each and every attendee.

Relaxation Corner/Coffee Retreat - \$10,000

2 Available

Select this sponsorship and you will be the sponsor a massage chair and coffee cart for either Tuesday or Wednesday at the event. You will be permitted to have staff there to network and give out collateral or prizes.

General Session Gift Sponsor - \$15,000

2 Available

Select this sponsorship and have a gift waiting on the chair of every seat in the General Session on either Tuesday or Wednesday of the event. This is your opportunity to showcase your company to all attendees. Past gifts include notebooks, pens, books, USB sticks, etc.

Ariba LIVE – A Look Back!

Ariba LIVE has been showcased as the leading spend management conference since 2000. In 2008, Ariba LIVE had more than 1,100 attendees from 384 companies and in 2009, we hosted the first-ever virtual event with over 1,500 attendees followed by a six-city world tour that hosted an additional 500 attendees in person. In 2010, we are pleased to bring back the in-person event and anticipate well over 1,100 attendees for this event!

As in the past, one of the most successful elements of the conference is the exhibit area, which will include more open hours, more networking opportunities and very strategic placement of all of the booths and floor plan. Feedback from our sponsors has been overwhelmingly positive and we look forward to another great event!

	Ariba LIVE 2009		Ariba LIVE 2008		Ariba LIVE 2007	
VP/CxO	105	9%	81	14%	96	16%
Director	127	11%	136	24%	125	21%
Manager	378	33%	218	39%	250	43%
Other	543	47%	130	23%	115	20%
Total	1,153	100%	565	100%	586	100%

Top 10 Industries Ariba LIVE 2009

(previous year 2008)

Industrial Mfg.	205	18%	Financial Services	70	12%
Retail	143	12%	Retail	49	8%
Banking	100	9%	Industrial Mfg.	36	6%
Business Services	87	8%	Pharmaceuticals	36	6%
Insurance	67	6%	Energy & Utilities	35	6%
Comp. Software & Services	58	5%	Banking	30	5%
Media	47	4%	Comp. Software & Services	30	5%
Telecom	36	3%	Aerospace & Defense	25	4%
Financial Services	35	3%	Insurance	23	4%
Energy & Utilities	34	3%	Federal Government	18	3%