

ARIBALive 2011

Ariba LIVE 2011 Is Headed to Nashville!



Conference Overview

Ariba LIVE 2011 is a must-attend event for every person responsible for buying, selling, and managing cash. The leading event for collaborative business commerce, Ariba LIVE brings attendees from all industries from across the globe. Throughout the conference, Ariba buying and selling customers, partners, industry analysts, and media convene to share ideas, best practices, and insights. New in 2011, Ariba LIVE will also be combined with our annual Ariba User Conference to provide you with even more access to buying power.

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 1,400 attendees for the 2011 conference, which will include more than 200 individuals from our user community.

Partner Showcase and Supplier Pavilion

The Ariba LIVE 2011 Partner Showcase and Supplier 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 2011 Partner Showcase and Supplier Pavilion.

Ariba LIVE – A Look Back!

Ariba LIVE has been showcased as the leading business commerce conference since 2000. In 2010, Ariba LIVE had more than 950 attendees from 336 different companies in Orlando and more than 250 from 97 companies in Amsterdam. In 2009, we hosted the first-ever Virtual event with more than 1,500 attendees followed by a six-city world tour that hosted an additional 500 in-person attendees.

In 2011, we again anticipate even more 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 2010		Ariba LIVE 2008		Ariba LIVE 2007	
VP/CxO	111	21%	81	14%	96	16%
Director	125	24%	136	24%	125	21%
Manager	184	35%	218	39%	250	43%
Other	103	47%	130	23%	115	20%
Total	523	100%	565	100%	586	100%

Top 10 Industries Ariba LIVE 2010			<i>(previous year 2009)</i>		
Financial Services	72	14%	Industrial Mfg.	205	18%
Retail	38	7%	Retail	143	12%
Banking	34	7%	Banking	100	9%
Healthcare	31	6%	Business Services	87	8%
Comp. Software & Services	28	5%	Insurance	67	6%
Food & Beverage	27	5%	Comp. Software & Services	58	5%
Aerospace & Defense	21	4%	Media	47	4%
Pharmaceuticals	21	4%	Telecom	36	3%
Industrial Mfg.	19	4%	Financial Services	35	3%
Energy & Utilities	17	3%	Energy & Utilities	34	3%

We have created many sponsorship opportunities designed to maximize your presence and create buzz for your organization at Ariba LIVE 2011, and encourage you to explore them. Questions regarding our packages and how to sign up? Contact the Ariba Channel and Alliance Team at 678.336.2894 or partnerprogram@ariba.com.

PLATINUM SPONSORSHIP - \$55,000 USD

1 available

- One complimentary 10' x 20' booth space in the Partner Showcase and Supplier Pavilion 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 web site
- Company name and color logo on conference electronic invitation
- 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
- Co-Branded Invitation to Prospects for Event
- Lead Retrieval System for Lead Generation at Event
- Video Interview for Post Event Web-site
- Daily cleaning
- 1,000-watt electrical outlet
- All of the following sponsorships:
 - a. Ariba LIVE 2011 reception sponsor in the Partner Showcase and Supplier Pavilion – *1 Available*
 - b. Conference padfolio sponsorship – logo in conjunction with Ariba LIVE logo embroidered on the folder, padfolio or bag – *1 Available*

GOLD SPONSORSHIP - \$26,500 USD

4 available

- One complimentary 10' x 20' booth space in the Partner Showcase and Supplier Pavilion 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 web site
- 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
- Co-Branded Invitation to Prospects for Event
- Lead Retrieval System for Lead Generation at Event
- Video Interview for Post Event Web-site
- 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 and Supplier Pavilion
- Six (6) complimentary full conference registrations
Other registrations can be purchased at 20 percent off
- Company logo and link on conference web site
- 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
- Co-Branded Invitation to Prospects for Event
- Lead Retrieval System for Lead Generation at Event
- Daily cleaning
- 500-watt electrical outlet
- Choice of one of the following sponsorships:
 - a. Golf spot sponsorship (foursome) – 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 and Supplier Pavilion
- Four (4) complimentary full conference registrations
Other registrations can be purchased at 20 percent off
- Company logo and link on conference web site
- 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 – 2 Available

Marketing Sponsorships Descriptions

Please find detailed information regarding the individual sponsorships below. If you have any questions regarding these descriptions, please feel free to call Lynne Gillespie, Global Channel Programs Manager at 678-336-2894 or by email at lgillespie@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 session 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.

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 Sunday, April 10 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. Your logo will be shown throughout the venue and on the conference web site. 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 Sunday, April 10. You will also receive four spots (foursome) 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 four spots (one foursome) for the tournament. You can provide polos/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 7:30 p.m. - 10:00 p.m. on Sunday, April 10.

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 having your trusty water bottle 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 of a massage chair and coffee cart for either Monday or Tuesday 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 Monday or Tuesday of the event. This is your opportunity to showcase your company to all attendees. Past gifts include notebooks, pens, books, USB sticks, etc.