

Present the:



Union League Club New York, NY

## SPONSORSHIP OPPORTUNITIES

*The FAO Forum Conference is an event bringing together more than 150 senior executives to exchange views and experiences on how to transform finance/accounting and procurement activities within complex organizations. This event is designed for executives, including those in general management, finance, procurement, sourcing, IT and operations, and provides answers on the what, how and when of finance transformation.*

*Brought to you by FAO Today and the SharedXpertise Finance Forum (formerly SBPOA), the leading, independent, global body for shared services and business process outsourcing (BPO), representing practitioners and services providers around the world.*

*Leading F&A and procurement executives from companies who set the trends will be there to share their winning strategies and best practices to help participants achieve business goals.*

## AN EVENT FOR EXECUTIVES TRANSFORMING THEIR ORGANIZATIONS

### Who will attend?

The FAO Forum Conference brings together over 150 senior executives transforming their finance and procurement operations. They include:

CFO'S  
Heads of finance improvement/transformation  
Financial Directors  
Directors of shared services centers  
Directors of business service centers  
Heads of shared accounting and financial services  
Operations managers

Financial Controllers  
Purchase to pay managers  
Heads of credit & collections  
Heads of accounts receivables  
Heads of treasury  
Business & financial analysts  
Operations managers  
Investment researcher/analysts

**Why our events are different:**

- Organized, researched and managed by the partnership of the SharedXpertise Finance Forum and FAO Today, the leading, independent, global body for shared services and BPO.
- Focus on actual customer experience, rather than theory, primarily from senior executives of Global 1000 organizations and government
- Superior level of networking with peers
- High degree of interactivity and learning quality--both using the latest technology during presentations and by ensuring informality and true networking opportunities

**About SharedXpertise**

SharedXpertise is a global, independent, membership-based community of professionals focused on transforming their business processes and functions via shared services and outsourcing. Through our Research, Training, Events and Forums (previously known as the SBPOA), we arm organizations with the knowledge, tools, expertise and insights they require for successful business process transformation. Hundreds of thousands of professionals in both the private and public sectors rely on us every year to impart the knowledge they need to significantly increase the efficiency and effectiveness of enterprise-wide delivery of HR, Finance, Procurement and other business processes.

SharedXpertise hosts a number of high-level strategic events for leaders and practitioners in the shared services and BPO community. We offer companies a highly targeted platform to position your company as a leading service provider in the shared services and business process outsourcing business.

**About FAO Today**

FAO Today is the leading magazine addressing F&A outsourcing and process transformation. It's read by over 22,000 executives.

**Sponsorship will:**

- Provide global exposure for your business to a targeted audience of senior executives via the SharedXpertise community and the pages of FAO Today.
- Strengthen your brand image/awareness amongst senior executives looking at or already engaged in shared services and BPO
- Allow you to demonstrate your expertise to key decision-makers through speaking opportunities
- Allow you to develop the face-to-face relationships crucial to any business

**Below are the levels of sponsorship available:**

Type	Number	Branding	Speaking	Exhibition	Passes	Cost
Marquis	1	* * * * *	Case Study + Panel	YES (Prime)	10	\$31,200
Platinum	6	* * * *	Case Study + Panel	YES	7	\$23,490
Gold	6	* * *	Panel spot	YES	5	\$16,850
Rankings Sponsor	1	* *	NO	NO	1	\$9,500
Networking Lunch	1	* *	At Lunch	NO	1	\$9,000
Cocktail reception	1	* *	NO	NO	1	\$7,000
Exhibitor	5	* *	NO	Yes	1	\$6,000
Lanyard	1	* *	NO	NO	1	\$5,000
Delegate Bags	1	* *	NO	NO	1	\$5,000

**Participant profile:**

Senior executives from across industries, commerce and government come to the Finance Forum Conference to learn more about how best to transform their organizations through shared services and BPO.

**Job Titles**

C-Levels, MDs, GMs	25%
VPs, Directors	42%
Managers	29%
Other	4%

## MARQUIS SPONSOR

### BENEFITS

#### PRESENTATION

- The Sponsor will contribute to the event with a **45-minute interactive presentation** in the form of a case study delivered by a client (unless otherwise agreed). The presentation can be co-presented by the Sponsor and the client. Prime spot in program for this presentation.
- The Sponsor's case study presentation will be delivered to **plenary audience**. If the presentation is not delivered by a client as a case study, the presentation will be delivered to a stream session audience.
- In addition, The Sponsor will get one **panel slot** on the Presidential Debate Panel (CEO/President of firm only).

#### BRANDING

- The Sponsor's **name and logo will be featured** as the lead sponsor (prime size and location) on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken.
- **2 One-Page Executive Profiles** in FAO Today Magazine in 2008.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a 6' Tabletop **prime display space within the Ballroom** for their own exhibition stand.
- The Sponsor's company literature will be **inserted in all delegate packs**.
- The Sponsor's **Full page 4color ad and a company description** will be included in the conference program
- The Sponsor will be **mentioned in press releases** that features the event

#### NEW BUSINESS GENERATION

- **Ten complimentary** passes to the conference for your clients or company representatives
- An **additional 5 complimentary passes** will be available to the Sponsor to be allocated to the Sponsor's clients or potential clients provided these are buyer/practitioner firms
- The **delegate list with contact details** will be provided to the Sponsor after completion of the conference
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

#### COST

- \$31,200
- \$26,520 (SharedXpertise Finance Forum Corporate Member Rate (15% discount))

## PLATNIUM SPONSOR

### BENEFITS

#### PRESENTATION

- The Sponsor will get one **35 minute Case Study** to be presented by or with a client.
- The Sponsor will get one **panel slot** on the Presidential Debate Panel (CEO/President of firm only).

#### BRANDING

- The Sponsor's **name and logo will be featured** as a platinum sponsor (prime size and location) on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken.
- **1** One-Page Executive Profiles in FAO Today Magazine in 2008.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a 6' Tabletop **prime display space within the Ballroom** for their own exhibition stand.
- The Sponsor's company literature will be **inserted in all delegate packs**.
- The Sponsor's **Full page 4color ad and a company description** will be included in the conference program
- The Sponsor will be **mentioned in press releases** that features the event

#### NEW BUSINESS GENERATION

- **Seven complimentary** passes to the conference for your clients or company representatives
- An **additional 3 complimentary passes** will be available to the Sponsor to be allocated to the Sponsor's clients or potential clients provided these are buyer/practitioner firms
- The **delegate list with contact details** will be provided to the Sponsor after completion of the conference
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

#### COST

- \$23,490
- \$20,000 (SharedXpertise Finance Forum Corporate Member Rate (15% discount))

## GOLD SPONSOR

### BENEFITS

#### PRESENTATION

- The Sponsor will get one **30 minute Case Study** to be presented by or w/client.

#### BRANDING

- The Sponsor's **name and logo will be featured** as a gold sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken.
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a 6' Tabletop **display space within the Lobby** for their own exhibition stand.
- The Sponsor's company literature will be **inserted in all delegate packs**.
- The Sponsor's **½ page 4-color ad** will be included in the conference program and
- The Sponsor will be **mentioned in press releases** that features the event

#### NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients or company representatives
- An **additional 1 complimentary pass** will be available to the Sponsor to be allocated to a client or potential client provided these are buyer/practitioners
- The **delegate list with contact details** will be provided to the Sponsor after completion of the conference
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

#### COST

- \$16,850
- \$14,323 (SharedXpertise Finance Forum Corporate Member Rate (15% discount))

## NETWORKING SPONSOR - LUNCH

### BENEFITS

#### PRESENTATION

- Brief welcome to lunch and thank you remarks during lunch

#### BRANDING

- The Sponsor's **name and logo will be featured** as a lunch sponsor in the program next to the networking lunch. Logo on all signage related to the lunch
- The Sponsor's logo will be prominently **posted in the program on the event website** with link to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- Sponsor may hand out literature or branded item to all lunch attendees
- Sponsor may brand lunch room as desired (free standing only)
- The Sponsor's **¼ page 4-color ad** will be included in the conference program

#### NEW BUSINESS GENERATION

- **1 complimentary** passes to the conference
- The **delegate list with contact details** will be provided to the Sponsor after completion of the conference
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

#### COST

- \$9,000
- \$7,650 SharedXpertise Finance Forum Corporate Member Rate (15% discount)

## EXHIBITOR

### BENEFITS

#### BRANDING

- The Sponsor will be allocated a 6' table. Exhibition space will be allocated on a first-come first served basis. This space will be in the Library where all meals and breaks will take place.
- The Sponsor's **name and logo will be featured** as an exhibitor sponsor on select conference materials including the program
- The Sponsor's **¼ A4 color ad** will be included in the conference program

#### NEW BUSINESS GENERATION

- **Two complimentary** passes to the conference for your clients or company representatives
- The **delegate list with contact details** will be provided to the Sponsor after completion of the conference
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

#### COST

- \$6,000
- \$5,100 SharedXpertise Finance Forum Corporate Member Rate (15% discount)

## OTHER SPONSORSHIP OPPORTUNITIES

### LANYARDS

**Benefits:**

- Corporate identity on the lanyards, given to each delegate upon registration (Sponsor to provide lanyards)
- Links to home page from conference web site
- ¼ page ad in Conference Program
- **One Complimentary pass**

**Cost:**

- \$5000 (\$4,250 SharedXpertise Finance Forum Corporate Member Rate)

### DELEGATE BAGS

**Benefits:**

- Corporate identity on conference bags, given to each delegate upon registration
- One page company profile inserted into all delegate bags
- Links to home page from conference web site
- ¼ page ad in Conference Program
- **One Complimentary pass**

**Cost:**

- \$5000 (\$4,250 SharedXpertise Finance Forum Corporate Member Rate)

Other ideas regarding sponsorship opportunities are welcome. For more information contact:

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