

Present the:

2009 FAO SUMMIT EUROPE

The Commonwealth Club 25 Northumberland Avenue, London
19th May 2009, Networking Dinner 18th May

SPONSORSHIP OPPORTUNITIES

As a finance operations leader, your clients are being asked to do more with less. 2009 is a time to consolidate and act in what will undoubtedly be a challenging environment – not least for the Finance and Administration part of the organisation. Finance and Administrative Outsourcing (FAO) is one of your clients' options, but so is the overwhelming need for the Finance function to guide the organisation. Being armed with the right information in a timely fashion, at a convenient location is paramount.

Please join 70 of target customers in the year's most-important conference on the FAO topics of the day:

- *Reducing cost*
- *Navigating the recession*
- *Enterprise-level FAO*
- *Understanding offshoring skills*
- *The finance impact to the organisation*

AN EVENT FOR EXECUTIVES TRANSFORMING THEIR ORGANIZATIONS

Who will attend: -

FAO Summit Europe will bring together a qualified group of around 70 senior executives transforming their Finance operations. They will include:

CEOs, COOs, General Managers

CFOs

Financial Directors

Financial Controllers

Heads of Finance Improvement/Transformation

Purchase to Pay Managers

Heads of Credit & Collections

Heads of Accounts Receivables

Heads of Treasury

Heads of Process Improvement

Heads of Shared F&A Services Operations
Managers

Directors of Shared Services Centres

Directors of Business Service Centres

Business & Financial Analysts

Investment Researchers/Analysts

Why our events are different:

- Organized, researched and managed by the leading independent networks for executives engaged in business transformation
- 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

Organizers: SharedXpertise:

SharedXpertise is an independent, global membership-based community of professionals focused on transforming business processes and functions. Our process and sector-specific events produces a variety of strategic, highly interactive events -- delivered by globally-recognized peers and industry experts -- for executives, managers and practitioners in the business transformation, shared services and business process outsourcing communities. We collect, share and advance peer-to-peer knowledge of business process transformation amongst our buyer/practitioner and provider members with the goal of helping all interested parties realize the greatest benefit possible from the collective industry knowledge through Industry Networking & Events, and Publishing & Research. We also partner with other leading conference organizers around the world to ensure our members are aware of other knowledge-based, thought-provoking events.

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
Premier	1	*****	Introduces Opening Address	Table top	3	€ 12,500
Stream	2	****	Customer nomination	Table top	2	€ 8,500
Lunch	1	****	Panel inclusion	Table top	2	€ 7,500
Case Study	1	****	Customer nomination	Table top	2	€ 7,500
Panel	2	****	Customer nomination	Table top	2	€ 7,500
Closing	1	****	Customer nomination	Table top	2	€ 7,500
Dinner	2	****	Host the welcome drinks Introduce the evening host	Table top	2	€ 7,500
Break	1	****	Sponsor the conference refreshments	Table top	1	€ 5,000

PREMIER SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will introduce the key note speaker.

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 2009
- 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 **space within the refreshment area**
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **3** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- The **delegate list with contact details** will be provided to the Sponsor after completion of the Conference.

COST

€12,500

STREAM SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will drive the content and presentation of one of the 2 streams either directly or with the incorporation of a client (preferred)

BRANDING

- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- One-Page Executive Profile in FAO Today Magazine in 2009
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **2** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees

COST

€8,500

LUNCH SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will secure a position on the panel group. This position can be used by the sponsor or they may assign a client.

BRANDING

- The Sponsor's **name and logo will be featured** as a lunch sponsor in the program next to the networking lunch
The Sponsor's **logo** will appear on all signage related to the lunch
- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **2** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees.

COST

€7,500

CASE STUDY SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will sponsor the assigned case study section and introduce the speaker. If a customer speaker has not been identified, the case study sponsor may make relevant nominations for consideration

BRANDING

- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **2** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees

COST

€7,500

PANEL SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will secure a position on the panel group for one of its clients or an independent advisor in the field.

BRANDING

- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **2** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees

COST

€7,500

CLOSING SESSION SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will sponsor the assigned closing address and introduce the speaker. If a customer speaker has not been identified, the sponsor may make relevant nominations for consideration.

BRANDING

- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **2** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees

COST

€7,500

DINNER SPONSOR

BENEFITS

SPONSORSHIP

- There are 2 types of sponsorship
 - Sponsor the welcome reception drinks
 - Sponsor the evening's host and introduce them

BRANDING

- The Sponsor's **name and logo will be featured** as a dinner sponsor in the program next to the networking dinner
The Sponsor's **logo** will appear on all signage related to the dinner
- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **2** passes for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees

COST

€7,500

BREAK SPONSOR

BENEFITS

SPONSORSHIP

- This sponsor will cover the morning and afternoon conference refreshments.

BRANDING

- The Sponsor's **name and logo will be featured** as a break sponsor in the program next to the 2 conference breaks (morning and afternoon)
- The Sponsor's **logo** will appear on all signage related to the breaks
- The Sponsor's **name and logo will be featured** as a sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- The Sponsor's logo **posted on the event website** with click-through to sponsor's website
- The Sponsor will be allocated a 6' tabletop **space within the refreshment area**
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- **1** pass for Sponsor staff.

NEW BUSINESS GENERATION

- **Five complimentary** passes to the conference for your clients (not company representatives)
- A targeted post event emailing to the attendees

COST

€5,000

For more information contact:

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