

Present the:



Saddlebrook Resort, Tampa, Florida
October 21, 2009

SPONSORSHIP OPPORTUNITIES

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

CFO'S	Financial Controllers
Heads of finance improvement/transformation	Purchase to pay managers
Financial Directors	Heads of credit & collections
Directors of shared services centers	Heads of accounts receivables
Directors of business service centers	Heads of treasury
Heads of shared accounting and financial services	Business & financial analysts
Operations managers	Operations managers
	Investment researcher/analysts



Why our events are different:

- Organized, researched and managed by the partnership of the SharedXpertise Finance Forum, the leading, independent, global body for shared services and BPO and FAO Today magazine.
- 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, 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
HRO/FAO Lunch	SOLD	* *	Intro of Keynote Lunch speaker	No	2 to both events	\$20,000
HRO/FAO Breakfast	1	* *	Intro of Breakfast speaker	No	2 to both events	\$18,500
Cocktail reception (HRO & FAO)	SOLD	* *	No	No	2 to both events	\$17,000
Exhibitor	5	* *	NO	Yes	1	\$6,000
Lanyard	1	* *	NO	NO	1	\$5,000
Delegate Bags	1	* *	NO	NO	1	\$5,000
Supporting	10	*	NO	NO	10 Buyer 2 staff	\$3,000



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.
- **1 One-Page Executive Profiles** in FAO Today Magazine in 2009 (editorial coverage of speaker)
- **1 Full page ad in FAO Today Magazine** must run 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 **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 (FAOA Corporate Member Rate (15% discount))



PLATINUM 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 (FAOA Corporate Member Rate (15% discount))



GOLD SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will get one **panel spot** on the main stage during the conference

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 (FAOA Corporate Member Rate (15% discount))



HRO/FAO Keynote – LUNCHEON Sponsor (Oct 21st) – SOLD to ACS BENEFITS

PRESENTATION

- Brief welcome and thank you remarks during luncheon

BRANDING

- The Sponsor's **name and logo featured** as a lunch sponsor in the programs next to the luncheon and logo on all signage related to the luncheon
- Sponsor's logo prominently **posted in the program on event Web site** with link to sponsor's site
- The Sponsor will be **acknowledged at the opening** and the end of the event
- Sponsor may hand out literature or branded item to all luncheon attendees and brand luncheon room as desired (free standing only)
- The Sponsor's **½ page 4-color ad** will be included in the conference program
- **2 complimentary** conference passes for clients or company representatives to each event
- **2 invitations to the Cocktail Reception on Day One**

COST

- \$20,000

HRO/FAO Breakfast Sponsor (Oct 21st) Frank Casale – Founder Of Outsourcing Institute to speak

BENEFITS

PRESENTATION

- Brief welcome and thank you remarks during breakfast

BRANDING

- The Sponsor's **name and logo featured** as a breakfast sponsor in the programs and logo on all signage related to the breakfast
- Sponsor's logo prominently **posted in the program on event Web site** with link to sponsor's site
- The Sponsor will be **acknowledged at the opening** and the end of the event
- Sponsor may hand out literature or branded item to all breakfast attendees and brand breakfast room as desired (free standing only)
- The Sponsor's **½ page 4-color ad** will be included in the conference program
- **2 complimentary** conference passes for clients or company representatives to each event
- **4 invitations to the Cocktail Reception on Day One**

COST

- \$18,500



COCKTAIL RECEPTION SPONSOR (HRO SUMMIT AND FAO SUMMIT) (OCT 20th) - SOLD TO TPI

BENEFITS

BRANDING

- Sponsor's **name and logo featured** as a cocktail reception sponsor in the programs next to the reception listing and logo on all signage related to the reception
- Sponsor's logo **posted in the program on bot event Web sites** with link to sponsor's site
- Sponsor **acknowledged at the opening** and the end of each event
- Sponsor may hand out literature or branded item to all reception attendees and brand reception room as desired (free standing only)
- The Sponsor's ½ **page 4-color ad** included in the conference program
- 2 complimentary conference passes and reception for clients or company representatives to each Summit

COST

- \$17,000



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 $\frac{1}{4}$ **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 (FAOA 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 FAOA Corporate Member Rate)

SUPPORTING SPONSOR

Benefits:

- 10 Tickets for current clients or prospects. Must be practitioners (Buyers)
- 2 Tickets for your staff/company representative
- Company logo listed in event brochure as a supporting sponsor

Cost:

- \$3,000

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

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SHAREDXPRTISE

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