



Georgia Tech & Revenue Analytics present the
6th Annual Revenue Management & Price Optimization Conference
Oct. 14–15, 2010 | Georgia Tech Global Learning Center | Atlanta

Sponsorship and Exhibitor Opportunities

Georgia Tech and Revenue Analytics are honored to host the Sixth Annual Revenue Management and Price Optimization Conference, October 14 – 15, 2010.

The Revenue Management and Price Optimization (RMPO) conference provides a unique opportunity for business leaders, service providers and researchers to exchange thoughts about the latest developments in the application of best practices and new technology to drive profitable revenue growth.

We anticipate that this year's attendees will again come from multiple demographics including business executives with substantial RMPO achievements, technologists implementing new RMPO solutions and academics that have advanced research in RMPO topics. The conference provides a showcase for achievement and a forum for the dissemination of ideas.

The conference organizing committee invites you to maximize your organization's visibility before, during and after the 2010 conference in Atlanta, Georgia through sponsorship and exhibitor opportunities. Participating not only allows your company to reach the 200+ Pricing and Revenue Management professionals who attend the conference, but also many individuals who visit the conference website and receive our promotional materials.

General Sponsor/Exhibitor Benefits

All corporate sponsors and exhibitors receive the following recognition, in addition to any specific benefits associated with their particular level of sponsorship:

- Listing with logo on the sponsor page of conference website.
- Logo and acknowledgment in the printed conference program, distributed to all attendees.
- Signage in the meeting hall and/or at the sponsored event.
- Acknowledgment in the sponsor recognition display, located in a high-traffic area at the conference site.
- Ability to register attendees for special "past participant" rate through July 1, 2010.

**Due to privacy concerns, the conference organizing committee will not provide a list of attendees and their contact information to anyone. However, we do encourage ways of soliciting business cards for networking and marketing purposes.

LEADERSHIP SPONSORS

Limited to five at \$10,000

These premier donors provide leadership support and are considered partners in the success of the conference. They are accorded high-level recognition and visibility on a continuing basis, including:

- Company logo with hyperlink on the home page of the conference website.
- Logo on print and electronic promotional pieces for the conference.
- Logo and formal acknowledgment from the Conference Committee in a full-page tribute in the printed conference program, distributed to all attendees.
- Prominent placement in the sponsor recognition display, located in a high-traffic area at the conference site.
- Acknowledgment of support in the opening remarks of morning session.
- Right of first refusal for limited exhibitor space.
- Ability to conduct a conference raffle with prize of your choice awarded during a 5 minute presentation during opening remarks, lunch or closing remarks.
- ½ page ad in the printed conference program.
- Ability to distribute marketing materials/giveaways to conference attendees.
- Complimentary registration to conference (Day 1) for up to 6 company personnel valued at \$5,370.

SUPPORTING SPONSORS

No limit at \$2,500

Supporting sponsors are eligible to receive the general sponsor benefits listed on page 1 plus complimentary registration to the conference (Day 1) for 2 company personnel valued at \$1,790.

Other Standout Sponsorship Opportunities

Conference Breakfast (Day 1)

Limited to one at \$4,000

The formal opening of the conference, the breakfast offers attendees the chance to network while getting oriented to the day's events. A full continental breakfast consisting of muffins, Danish, fresh fruit and a hot item like sausage biscuits will be provided along with coffee, juice, soda and water.

Recognition: In addition to the general sponsor benefits listed on page 1, the breakfast sponsor will receive prominent signage at food stations and the opportunity for company representatives to greet guests on arrival. Sponsor may provide marketing materials or branded goods for breakfast such as logo napkins or cups. This opportunity also includes complimentary conference (Day 1) registration for 3 company personnel valued at \$2,685.

Conference Luncheon (Day1)

Limited to one at \$6,000

The conference luncheon will be an affair catered by the Georgia Tech Hotel Dining Room and served buffet style in the atrium of the Learning Center. This sit-down meal will be the ultimate occasion to reach all speakers and attendees.

Recognition: In addition to the general sponsor benefits listed on page 1, the luncheon sponsor will have the ability to display prominent signage at the event and the opportunity for company representatives to present welcome remarks of approximately 2 minutes prior to luncheon break. The luncheon sponsor will also have a specified table

for lunch to use as a networking station. Sponsor may provide marketing materials and branded goods for lunch such as logo napkins or cups. This opportunity also includes complimentary conference (Day 1) registration for 4 company personnel valued at \$3,580.

Conference Cocktail Reception (Day 1)

Limited to one at \$8,000

The cocktail reception will be an excellent opportunity for conference attendees to interact before leaving the conference site. A sponsor choosing to host this event early enough may have input into the arrangements.

Recognition: In addition to the general sponsor benefits listed on page 1, the reception sponsor will receive prominent signage at the event, the opportunity for company representatives to greet guests on arrival and the ability to present welcome remarks and toast of approximately 2 minutes. Sponsor may provide marketing materials and branded goods for the reception such as logo napkins or cups. This opportunity also includes complimentary conference (Day 1) registration for 5 company personnel valued at \$4,475.

Careers and Cocktails Reception (Day 1)

\$7,500 (Deadline to register for this opportunity is September 1, 2010)

Hold a special reception for students interested in working in the Pricing and Revenue Optimization field. A sponsor choosing to host this event will have input into the arrangements.

Recognition: General sponsor benefits listed on page 1, plus opportunity for a company representative to meet and talk with high quality students. The package includes a resume book of the interested students and complimentary conference (Day 1) registration for 4 company personnel valued at \$3,580.

Exhibitors

Limited to five at \$5,000 (Exhibition is set for Day 1 only)

Each exhibitor will be assigned a 10x10 space in the common areas adjacent to the conference rooms. A booth set up consisting of one 6-foot table, two chairs and one power cord will be provided.

Recognition: In addition to the general sponsor benefits listed on page 1, exhibitors receive complimentary conference (Day 1) registration for 2 company personnel valued at \$1,790 and 2 exhibitor passes for personnel to occupy the booth.

Inquiries

For more information on any of our Sponsorship or Exhibitor opportunities, please contact Joanna Roy with Revenue Analytics at (770) 661-1446 or jroy@revenueanalytics.com.