

**Sponsorship Opportunities  
XBRL US National Conference 2009**

***XBRL Financial Reporting: Advancing Transparency, Transforming the Dialogue***

Marriott Marquis

New York City

November 17-18, 2009

**Platinum Level Sponsorship - \$40,000**

**Prior to the Conference**

- MEDIA AWARENESS
  - **NEW!** Two Podcast interviews by XBRL US of Sponsor representative to be sent out through all distribution channels (XBRL US website, twitter, press release, media list) the week prior to the conference
  - Your company included in press release announcing Platinum and Gold Sponsors
  - Your company included in pre-conference media advisory
- BRANDING
  - **NEW!** Your company to be included in spotlight feature on XBRL US website starting two weeks prior to the conference. Running loop of sponsors with quote and photo. Platinum sponsor as the initial impression
  - Your company logo and link presented on the conference Web site in the most prominent sponsor position
  - Your company name/logo on all conference marketing materials in the most prominent sponsor position (all artwork to be supplied by sponsor, deadlines apply)
- BUSINESS DEVELOPMENT
  - Receive a full list of registered conference attendees (as of that date) twice prior to the conference including mailing addresses
  - Two e-mails will be sent by XBRL US on your company's behalf to all registered attendees before the conference (message subject to approval by XBRL US)

**At the Conference**

- **NEW!** FEATURED IN "XBRL FOR ISSUERS AND INVESTORS" GUIDE
  - Distributed in the conference bag, electronic version on XBRL US website and through press release
  - Ability to write byline article (800 words, non-commercial copy only, XBRL US reserves right to approve topic and content)
  - Logo, 50 word boilerplate and company name included in guide as sponsor

*Platinum Package – At the Conference cont’d*

- ACCESS TO PRIVATE MEETING ROOM
  - Access all day Wednesday, November 18, to a private meeting room
  - Water/coffee will be provided throughout the day
- **NEW!** CONFERENCE PROGRAM & BADGE SPONSOR
  - Branded with your logo (note: XBRL US will develop program content)
- VENDOR DEMO FEATURED ON CONFERENCE WEBSITE
  - Your Vendor demo will be featured on conference Web site (demo provided by sponsor)
- MEDIA AWARENESS
  - Receive a copy of the attending media list three days prior to the conference
  - Participation in on-site joint press conference with key spokespeople
- BRANDING
  - Hotel Key Cards with Company Logo
  - Your company logo on all conference program materials
  - **NEW!** Inclusion in running loop of sponsor logos during session breaks, as well as a short 15 second video clip to be included in the loop (video provided by sponsor)
  - Your company logo on the conference bag
  - Company-provided insert for the conference bag, to be approved by XBRL US
  - Your company logo on conference backdrops, signage in the most prominent location
  - Full page B/W ad in Conference Program
  - 250 -word company write up in Conference Program
- COMPLIMENTARY REGISTRATIONS
  - 3 Full Conference registrations for company personnel, plus 5 full conference registrations for company clients or potential clients
- EXHIBIT SPACE
  - If your company elects to take exhibit space:
    - Prime exhibit space - choice of location based on sponsorship contract date
    - Highest -traffic area
    - Two Exhibit Hall passes for exhibit table personnel (Exhibit Hall passes do not grant access to conference sessions and functions)
    - Note: Due to limited space, large shipments and shipments over 100lbs. are subject to a fee of \$99/100lbs. by the Marriott Marquis.
- PRIORITY SELECTION FOR NEXT CONFERENCE
  - Ability to reserve sponsorships for the next conference before any other sponsors

## After the Conference

- MEDIA AWARENESS
  - Your company included in media advisory and/or press release issued outlining major milestones of the conference
  
- BUSINESS DEVELOPMENT
  - Final, full list of registered conference attendees including mailing addresses
  - A post conference e-mail message will be sent to attendees on your behalf (message subject to approval by XBRL US)

## Gold Level Sponsorship - \$20,000

## Prior to the Conference

- MEDIA AWARENESS
  - **NEW!** One Podcast interview by XBRL US of Sponsor representative to be sent out through all distribution channels (XBRL US website, twitter, press release, media list) the week prior to the conference
  - Your company included in press release announcing Platinum and Gold Sponsors
  - Your company included in pre-conference media advisory
  
- BRANDING
  - **NEW!** Your company to be included in spotlight feature on XBRL US website starting two weeks prior to the conference. Running loop of sponsors with photo and quote.
  - Your company logo and link presented on the conference Web site in a prominent sponsor position
  - Your company name/logo on all conference marketing materials in a prominent sponsor position (all artwork to be supplied by sponsor, deadlines apply)

## At the Conference

- **NEW!** FEATURED IN "XBRL FOR ISSUERS AND INVESTORS" GUIDE
  - Distributed in the conference bag, electronic version on XBRL US website and through press release
  - Ability to write byline article (800 words, non-commercial copy only, XBRL US reserves right to approve topic and content)
  - Logo, 50 word boilerplate and company name included in guide as sponsor

## Gold Package – At the conference cont'd

- ACCESS TO PRIVATE MEETING ROOM
  - Scheduled access half day Wednesday, November 18, to a private meeting room
  - Water/Coffee will be provided throughout the day
- **NEW!** EXCLUSIVE WIRED INTERNET STATION SPONSOR
  - Your company signage and logo to be displayed at wired internet station
  - Your company logo to be displayed on splash page
- VENDOR DEMO FEATURED ON CONFERENCE WEBSITE
  - Your Vendor demo will be featured on conference Web site (demo provided by sponsor)
- MEDIA AWARENESS
  - Receive a copy of the attending media list three days prior to conference
  - Participation in on-site press conference
- BRANDING
  - Your company logo on all conference program materials
  - **NEW!** Inclusion in running loop of sponsor logos during session breaks, as well as a short 15 second video clip to be included in the loop (video provided by sponsor)
  - Your company logo on the conference bag/folder
  - Company-provided insert for the conference bag/folder , to be approved by XBRL US
  - Your company logo on conference backdrops, signage in a prominent location
  - Half-page B/W ad in Conference Program
  - 250-word company write up in Conference Program
- COMPLIMENTARY REGISTRATIONS
  - Two Full Conference registrations for company personnel, plus three Full Conference registrations for company clients or potential clients
- EXHIBIT SPACE
  - If your company elects to take exhibit space:
    - Prime exhibit space - choice of location based on sponsorship contract date
    - Two Exhibit Hall passes for exhibit table personnel (Exhibit Hall passes do not grant access to conference sessions and functions)
    - Note: Due to limited space, large shipments and shipments over 100lbs. are subject to a fee of \$99/100lbs. by the Marriott Marquis.
- PRIORITY SELECTION FOR NEXT CONFERENCE
  - Ability to commit to sponsorships for the next conference

## After the Conference

- MEDIA AWARENESS
  - Your company included in media advisory and/or press release issued outlining major milestones of the conference

- BUSINESS DEVELOPMENT
  - Full list of registered conference attendees including mailing addresses (for member sponsors only; if sponsor is a non-member, please see policy)
  - A post conference e-mail message will be sent to attendees on your behalf (message subject to approval by XBRL US)

## Silver Level Sponsorship - \$12,000

### Prior to the Conference

- BRANDING
  - **NEW!** Your company to be included in spotlight feature on XBRL US website starting two weeks prior to the conference. Running loop of sponsors with quote and photo.
  - Your company logo and link presented on the conference Web site in a prominent sponsor position
  - Your company name/logo on all conference marketing materials in a prominent sponsor position (all artwork to be supplied by sponsor, deadlines apply)

### At the Conference

- **NEW!** “XBRL FOR ISSUERS AND INVESTORS” GUIDE
  - Distributed in the conference bag, electronic version on XBRL US website and through press release
  - Logo and URL to be displayed on the back cover of the guide
- VENDOR DEMO FEATURED ON CONFERENCE WEBSITE
  - Your Vendor demo will be featured on conference Web site (demo provided by sponsor)
- BRANDING
  - Your company logo on all conference program materials
  - Inclusion in running loop of sponsor logos during session breaks
  - Your company logo on conference backdrops, signage (all artwork to be supplied by sponsor, deadlines apply)
  - Your company logo on the conference bag/folder
  - Company-provided insert for the conference bag/folder , to be approved by XBRL US
  - Quarter page B/W ad in Conference Program
  - 250-word company write up in Conference Program

- COMPLIMENTARY REGISTRATIONS
  - One Full Conference registrations for company personnel, plus two full conference registrations for company clients or potential clients
  
- EXHIBIT SPACE
  - If your company elects to take exhibit space:
    - Exhibit space - choice of location based on sponsorship contract date
    - Two Exhibit Hall passes for exhibit table personnel (Exhibit Hall passes do not grant access to conference sessions and functions)
    - Note: Due to limited space, large shipments and shipments over 100lbs. are subject to a fee of \$99/100lbs. by the Marriott Marquis.

## **After the Conference**

- BUSINESS DEVELOPMENT
  - Full list of registered conference attendees including mailing addresses (for member sponsors only; if sponsor is a non-member, please see policy)
  - A post conference e-mail message will be sent to attendees on your behalf (message subject to approval by XBRL US)

### **Exhibit Space - \$4,000**

*(First come first served while space is available)*

## **Prior to the Conference**

- BRANDING
  - Company logo to appear on conference website (artwork supplied by exhibitor)
  - Company name included in emails to registrants

## **At the conference**

- Table Top Exhibit
- Two Exhibit Hall passes for exhibit table personnel (exhibit hall passes to not grant access to conference sessions and functions)
- All breaks and meals will be served in the exhibit area
- Note: Due to limited space, large shipments and shipments over 100lbs. are subject to a fee of \$99/100lbs. by the Marriott Marquis.

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**MAJOR SPONSORSHIP BENEFITS AT A GLANCE**  
***See Sponsorship Package descriptions for additional opportunities***

BENEFITS	PLATINUM US\$40,000	GOLD US\$20,000	SILVER \$US12,000	EXHIBIT OR US\$4,000
<b>NEW!</b> Conference Program Sponsor	Yes			
<b>NEW!</b> Badge Holder Sponsor	Yes			
Logo on Hotel Key Cards	Yes			
<b>NEW!</b> Wired Internet Station Sponsor		Yes		
<b>NEW!</b> Podcast interview of Sponsor prior to conference	2	1		
<b>NEW!</b> Video Clip during session breaks	Yes	Yes		
Scheduled access to private meeting room	Full Day	Half Day		
Pre-conference registration list	Yes	Yes		
Pre-conference e-mail to registrants	2	1		
Pre-Conference Media List (3 days prior to conference)	Yes	Yes		
Participation in on-site media briefing(s)	Yes	Yes		
Mention in post-conference press release	Yes	Yes		
<b>NEW!</b> Sponsor featured in spotlight on XBRL US Web site	Yes	Yes	Yes	
<b>NEW!</b> Featured in "XBRL for Issuers and Investors" Guide	Byline Article	Byline Article	Listing	
Vendor showcase demo featured on Conference Web site	Yes	Yes	Yes	
Complimentary Conference registrations	8	4	3	
Priority selection of exhibit space	Yes	Yes	Yes	
Mention in pre-conference press release	Yes	Yes	Yes	
Mention in pre-conference media advisory	Yes	Yes	Yes	
Logo included in conference marketing materials	Yes	Yes	Yes	
Ad in Conference Program	Full Pg	Half Pg	Quarter Pg	
250 word Write up in Conference Program	Yes	Yes	Yes	
Logo on conference bag	Yes	Yes	Yes	
Insert in conference bag	Yes	Yes	Yes	
Post-conference attendee list	Yes	Yes	Yes	
Post-conference e-mail to attendees	Yes	Yes	Yes	
Mention in pre-conference press release	Yes	Yes	Yes	
Mention in pre-conference media advisory	Yes	Yes	Yes	
Logo on Conference Mailings to registrants	Yes	Yes	Yes	Yes
Logo included on conference Web site	Yes	Yes	Yes	Yes
Listing on Conference Web site	Yes	Yes	Yes	Yes
Complimentary Exhibit Hall passes	2	2	2	2
Exhibit space	Yes	Yes	Yes	Yes
On-site branding and signage	Yes	Yes	Yes	Yes
Listing in Conference Program	Yes	Yes	Yes	Yes





**XBRL US NATIONAL CONFERENCE · NOVEMBER 17-18 · NEW YORK CITY  
SPONSORSHIP/EXHIBITOR APPLICATION**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**SPONSORSHIP PACKAGES**

Please check the event(s) that you would like to sponsor and fax completed application to Angela Rose at 866-516-6923. Sponsorships are available on a first-come, first serve basis.

- Platinum Sponsor                      US \$40,000
- Gold Sponsor                                US \$20,000
- Silver Sponsor                              US \$12,000
- Exhibitor                                      US \$ 4,000

The undersigned company agrees to participate as a Sponsor and/or Exhibitor, as indicated below, and to comply with all the terms and conditions as outlined in this application, including the Rules and Regulations. It is understood that, once accepted by XBRL US, this application shall become a binding legal obligation.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

My check for US\$ \_\_\_\_\_ payable to "XBRL US" is enclosed.

OR, Please bill my credit card (Check one):  American Express  Discover  MasterCard  Visa

Please complete the following information:

Card # \_\_\_\_\_

Expiration Date (Month/Year): \_\_\_\_\_/\_\_\_\_\_ Amount: US \$ \_\_\_\_\_

Security Code : \_\_\_\_\_ (3 or 4 digit code on the back side of your credit card)

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Once your application and payment are received, we will contact you with additional information about submitting company logos and other material, registration information and a code for complimentary conference registration (if applicable).

## Rules and Regulations

**Sponsorship:** Acceptance as a sponsor in no way implies endorsement of the sponsor's/exhibitor's products and/or services by XBRL US.

**Exhibit Space Assignment:** Assignment of space will be made on a first-come, first-serve basis with priority given to Platinum, Gold, and Silver Sponsors. XBRL US reserves the right of final decision and the right to amend floor plans to relocate exhibits in the best interest of the show.

**Character of Exhibits:** Exhibits are subject to the approval of the XBRL US. The show is intended to be a serious and dignified offering of products and services. XBRL US may take any action it deems appropriate (including, but not limited to, expulsion from the show) against an exhibitor for conduct detrimental to the show, as determined in the sole discretion of XBRL US.

**Cancellation:** Should the show be cancelled for any reason, the sole extent of liability of XBRL US shall be a refund to the exhibitor/sponsor of amounts previously paid.

**Insurance:** The exhibitor/sponsor shall secure comprehensive general liability insurance coverage, include for bodily injury and property damage. In addition, exhibitor/sponsor acknowledges that XBRL US does not maintain insurance covering the exhibitor's/sponsor's property and that it is the sole responsibility of the exhibitor/sponsor to obtain business interruption and property damage insurance covering such losses.

**Fire Regulations, etc.:** All exhibits must conform to the fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations.

**Indemnification/Hold Harmless:** Exhibitor/sponsor shall indemnify, hold harmless, and defend XBRL US, and its members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims and expenses on account of personal injury, death or damage to or loss of property or profits arising out of or contributed to by any act or omission of the exhibitor/sponsor or its employees, agents, contractors, patrons and invitees, unless due to the sole gross negligence of XBRL US.

**Limitation of Liability:** XBRL US, its members, officers, directors, agents and employees shall not be liable for any injury, loss, or damage to any person or property, and the exhibitor/sponsor expressly releases XBRL US, its members, officers, directors, agents and employees from liability for the same. Notwithstanding any other provision, under no circumstances shall the liability of XBRL US, its members, officers, directors, agents, or employees to the exhibitor/sponsor exceed amounts paid by the exhibitor/sponsor to XBRL US, regardless of the nature of the claim.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_