

# MIT Sloan CIO Symposium



May 17, 2007

## BENEFITS OF SPONSORING

- **Partnership:**  
High quality association with an MIT-sponsored executive symposium.  
Limited number of sponsors.
- **Deliver your message:**  
Convey your organization's value to your target audience through online communications and handout collateral.  
Day of event distribution of marketing material.  
Panelist opportunities.
- **Networking:**  
Pre-event VIP networking dinner with sponsors, speakers, panelists and organizers.  
Lead-generation with other symposium participants.
- **Communications and Press:**  
Exposure to 25,000+ information technology executives and decision-makers through extensive direct marketing.  
Logo on event website with links to your website.  
Ad in event program.  
Mention of company in event Podcast.

For symposium updates or information, visit:

[www.mitcio.com](http://www.mitcio.com)

## THE PREMIER CIO EVENT IN THE NORTHEAST

### JOIN OUR COMMUNITY OF THOUGHT LEADERS AND DECISION-MAKERS

This event brings together 500 senior-level IT decision-makers in a day of networking, spirited discussions and informative discourse concerning today's business and technology issues.

Social networks and related technology have gained prominence recently as sources of entertainment. This year's theme: **"Networks for Competitive Advantage: People, Partners and Processes"** addresses among other topics, how businesses can use and analyze social networks related to their organizations. Such networks can assist organizations with learning about the communication patterns of employees and with understanding customer behavior. Businesses look to maximize the potential of such networks to gain advantage.

### BE A DRIVING FORCE AT THE 2007 MIT CIO SYMPOSIUM

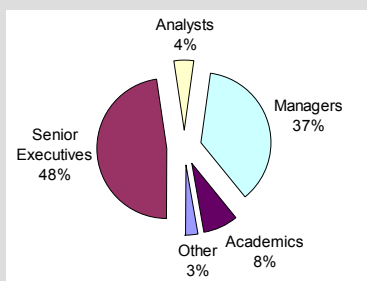
Sponsoring puts you front and center with an experienced audience of CIOs, VPs, and thought leaders. You will be able to influence and capitalize on an array of panels on key topics of vital concern to these high-caliber, qualified, decision-makers.



# MIT Sloan CIO Symposium



## Attendee Demographics from the 2006 MIT CIO Symposium



## Sample Attendee Organizations

Aegis Metrics  
AgilePath Corporation  
ARAMARK Corporation  
Boston Celtics  
Chubb Specialty Insurance  
Dana-Farber/ Partners  
Draper Laboratory  
Dunkin' Brands Inc.  
Fidelity Bank  
Ford Motor Company  
GAO  
Gillette  
Google  
International Flavors & Fragrances  
Johns Manville  
Lehman Brothers  
Microsoft Corporation  
Neighborhood Health Plan  
Partners HealthCare System  
Pegasystems Inc.  
Quest Diagnostics Incorporated  
Staples Inc.  
State Street Corp  
Stride Rite Corporation  
Thomson Financial  
TJX Companies  
Welch's  
Wise Construction Corporation  
WorldCare

Plus many more...

## LIMITED NUMBER OF SPONSORS

1 Platinum Sponsor, and up to 6 Gold and 9 Silver Sponsors.

## EXTENSIVE PRESS COVERAGE

Past press attendees have included reporters from such publications as eWeek, CIO Magazine, Mass High Tech, The Boston Globe, Information Week, CIO Insight, Optimize Magazine and Search CIO, and resulted in over a dozen articles being written about the event and its speakers. Our podcast of each session is hosted by ZDNET, reaching a potential audience in the millions.

## HIGH QUALITY AUDIENCE

We provide a highly focused and manageable conference for sponsors and attendees. The 2006 MIT Sloan CIO Symposium was a rousing success with CIOs and senior level decision-makers from 250+ companies both speaking and attending the event. **Two sponsors signed up for the 2007 Symposium on the spot.** This year's Symposium promises to deliver the same high quality content and C-Level participation and attendance.

## EXPECTED ATTENDEE PROFILE

(BASED ON PAST EVENTS)

- 200 - 250 CIOs
- 25% Information Technology executives and managers from Fortune 500 Companies
- 50% Northeast IT Executives and Managers
- 10% Academics (professors, researchers, etc.)
- 15% others

# MIT Sloan CIO Symposium



## SYMPOSIUM THEME SUMMARY

In an increasingly connected world, in the office, on the road, at home, companies have unprecedented access to information and ideas from their employees, partners, and even seemingly-unrelated industries. Business leaders are looking for ways to leap ahead of their competitors by leveraging these ideas into truly disruptive product and customer service innovations.

Simultaneously, the IT infrastructure is evolving towards open standards, with more easily connected building blocks. How will CIOs impact strategic plans and how can key information technology investments improve the competitive positions of firms?

## PANEL TRACKS

The 2007 MIT CIO Symposium will be discussing the impact of recent IT developments along three themes: "Leveraging Collective Insights to Enhance Value", "Trends in the Ever-changing CIO's Technology Toolkit", and "On the Horizon - Trends and Opportunities".

Within the first theme we will look at the impact of using IT as the template for social networks on the enterprise. In our first track, "The Global KnowledgeForce" answers: How are social networks being used to improve productivity and innovation? In the second track, "Knowing the Wants and Needs of the Customer", details: How is IT being used to adapt the customer experience to improve conversion and retention? How does this data allow for more accurate customer segmentation models? What knowledge can be gleaned about the customer ownership cycle and emerging, possibly disruptive, market trends?

The second theme considers trends impacting the tools at the CIO's disposal. In Track 1, "Is IT becoming 'ComponentWare'" considers the following questions: Is IT evolving towards standard, easily-connected building blocks? What are the risks and benefits of using 3<sup>rd</sup> party services and "openware"? Track 2, "Trends in IT Infrastructure" considers the impact of ITIL on infrastructure management, new technologies and their rates of adoption, and virtualization tools impacting data storage and delivery.

As an extra bonus, our third track will be introducing attendees to the latest thinking from some of the Institute's leading professors and practitioners, as well as emerging technologies from MIT spin-offs. How are firms using these technologies? What kind of returns are they seeing? Are your competitors gaining or losing ground through innovations that you have not considered?

## QUICK DETAILS

**Event date:** May 17, 2007

**Venue:**  
MIT Kresge Auditorium,  
77 Massachusetts Avenue  
Cambridge, Massachusetts

**Organizers:**

- MIT Sloan Alumni Club of Boston (SACB)
- MIT Center for Digital Business, in association with the,
- Society for Information Management (SIM)



# MIT Sloan CIO Symposium



## SCHEDULE OF THE DAY (SUBJECT TO CHANGE)

8:30 – 10:30 AM

**Keynote Speaker/Plenary**

10:30 – 11:00 AM

**Networking**

11:00 AM – 12:00 PM

**Panels 1 & 2**

12:00 – 1:30 PM

**Luncheon**

1:30 – 2:30 PM

**Panels 3 & 4**

2:30 – 3:00 PM

**Networking**

3:00 – 4:00 PM

**Panels 5 & 6**

4:00 – 5:00 PM

**Keynote Speaker/Closing Panel**

5:00 – 7:00 PM

**Reception & Networking**

## SPONSORSHIP MATRIX

The MIT CIO Symposium offers three levels of sponsorship, Platinum, Gold and Silver. As you can see on the sponsorship packages listed, each level offers an attractive opportunity for your company to reach this audience at an investment level that works best for you.

We are also offering additional a la carte sponsorship opportunities to get your message out. These include the Coffee/Networking breaks, Lunch and the Cocktail reception. There are limited places for these sponsorships as you will have that slot exclusively for your company.

## SPONSORSHIP COMMUNICATIONS

In addition to the CIO Symposium, the MIT Sloan Alumni Club of Boston has cross-marketing agreements with leading New England chapters of business school alumni clubs, affinity clubs, such as the MIT Enterprise Forum and industry organizations, such as the Society for Information Management, enabling us to effectively reach our target audience.

This enables your marketing message to reach more than 25,000 New England business executives and decision-makers on a monthly basis. This year's CIO Symposium expects to attract CIO's, CEO's, and other senior professionals from that community.



# MIT CIO Sloan Symposium



SPONSORSHIP PACKAGES	GOLD	SILVER
<b>Sponsor fee:</b>	\$16,000	\$10,500
<b>Expected limit:</b> This will ensure a high profile for your sponsorship	6	9
<b>Industry exclusivity:</b> Gold sponsorship entitles you to name two competitors who will be excluded from sponsoring this event. This is on a first-come first-served basis.	✓	
<b>Pre-event sponsor, speaker and organizer dinner party:</b> Kickoff the event with an exclusive dinner the speakers, other sponsors and organizers. Gold sponsors receive two invitations, Silver sponsors receive one invitation. This is in addition to the speaker, panelists, or moderator from your company.	2	1
<b>EVENT PRESENCE</b>		
<b>Banner at Symposium:</b> Your banner will hang prominently at event venues	✓	✓
<b>Panelist opportunity:</b> Influence panel discussions as well as have the opportunity to be a panel member, if appropriate.	✓	✓
<b>Logo/name on event program:</b> Include your logo in the program guide. This is distributed to all the symposium attendees and is the primary onsite piece used by attendees to plan their schedules and networking opportunities.	✓	✓
<b>Distribution of sponsor marketing material at check-in:</b> Your company promotion or collateral delivered to all attendees. Provide 1 collateral piece and a promotional item in the carry-bag distributed at registration (needs to be shipped in advance)	✓	✓
<b>Sponsor Table:</b> Distribute marketing collateral at your sponsor table. Distribute topic-related whitepaper or thought-leadership piece in breakout sessions.	✓	✓
<b>Promotion in Symposium Program:</b> In addition to your logo in the event program, your company can include a one-page or half-page description or promotional message inside the program.	1 page with logo/name inside	1/2 page with logo/name inside
<b>Complimentary Symposium admissions:</b> Network with Symposium speakers, sponsors, attendees and press. Gold sponsors receive four complimentary passes, Silver receive two complimentary passes, in addition to your table staff.	4	2
<b>Sponsor Badge:</b> Your support of the MIT CIO Symposium is further rewarded by a special color coded and clearly labeled badge, unique to sponsors.	Gold	Silver
<b>Whitepapers:</b> Distribute topic-related whitepaper or thought-leadership piece in breakout sessions.	✓	✓
<b>Full page ad in program:</b> In addition to the logo and company description or promotion, Gold sponsors get a full page ad in the program to really target your audience and deliver your message.	✓	
<b>Sponsor Logo/name on attendee give-away:</b> Place your company logo or branding on the bag provided to all MIT CIO Symposium registrants upon check-in.	✓	

# MIT Sloan CIO Symposium



OUTBOUND PROMOTION	GOLD	SILVER
<b>Web site publicity:</b> Your company name is displayed on the event website with click through to sponsor company website, or other designated landing page. The symposium website is the primary source for attendees to view agenda, content, and register for the 2007 MIT CIO Symposium and is promoted in all communications.	✓	✓
<b>Identification as sponsor:</b> In marketing material we use, you will be identified as a valued sponsor.	✓	✓
<b>Pre-symposium emails to attendees:</b> Your logo will be included in all pre-conference emails and newsletters.	✓	✓
<b>Event logo for sponsor Web site:</b> We will provide you with a logo for the event with the designation that you are a sponsor. This can drive more of your attendees to the event.	✓	✓
<b>Preferred marketing listing order:</b> The Gold sponsorship provides an opportunity to have top billing in our marketing material.	✓	
<b>Mention in track podcasts:</b> As a Gold sponsor, you will receive mention in our podcast which will be distributed to attendees and will be made available on the website seen by our more than 25,000 New England business executives and decision-makers, as well as distributed over the Internet.	✓	

## A LA CARTE SPONSORSHIP OPPORTUNITIES

(available only in addition to Gold or Silver sponsorship)

<b>Coffee/Networking break sponsor:</b> Opportunity to be exclusive sponsor of a coffee/networking break. There are two break opportunities, with only one sponsor in each break. Sponsorship includes acknowledgment in event program and signage at the event venue.	\$775
<b>Lunch Sponsor:</b> Opportunity to be the exclusive sponsor of the lunch meal break. Sponsorship includes acknowledgment in event program and signage at the event venue. Sponsors receive two reserved tables at the lunch break, giving you a secure place to pursue networking opportunities or just continue a fascinating conversation. You will have a brief speaking opportunity at the event welcoming the attendees. (The organizers reserve the right to preview comments and make changes if deemed appropriate.) This is available to one sponsor only.	\$1,850
<b>Cocktail Party Reception:</b> Opportunity to be the sponsor, along with MIT, of the evening reception and networking event. Sponsorship includes acknowledgment in event program and signage at the event venue. You will have a brief speaking opportunity at the event welcoming the attendees. (The organizers reserve the right to preview comments and make changes if deemed appropriate.) This is available to one sponsor only.	\$2,200

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Accenture  
Akamai Technologies Inc.  
Akibia  
Bank of America  
Bayer Pharmaceuticals Corporation  
BJ's Wholesale Club  
Bose Corporation  
Boston Consulting Group  
BT Group  
Chubb Specialty Insurance  
Control Solutions  
COX  
Dell Inc.  
Demandware  
Draper Laboratory  
Dunkin' Brands  
EMC Corp.  
ESPN  
Fast Search & Transfer  
Fidelity Investments  
Ford Foundation  
France Telecom  
Haemonetics Corp.  
Hewlett-Packard Company  
Hitachi Consulting  
Hyperion  
Intel Corporation  
Ipswitch Inc.  
Iron Mountain  
Johns Manville  
Microsoft Corporation  
Millennium Pharmaceuticals  
Monitor Group  
Monster Worldwide  
NASCAR  
New England Patriots  
Novell  
Nuance  
Orange Business Services  
Partners Healthcare System  
Pfizer Global R&D  
Red Hat  
RSA Security  
SAP  
Staples Inc.  
State Street Financial Center  
Symantec Corporation  
The Boston Red Sox  
The Procter & Gamble Company

Plus many more...

**Dave Girouard**, VP & GM, Google Enterprise  
**Tim Berners-Lee**, Director, World Wide Web Consortium, MIT  
**Richard A. Clarke**, Former National Security Advisor  
**Russ Daniels**, VP & Chief Technology Officer, Hewlett-Packard  
**Paul Neilson**, CIO, Monster  
**Louis Gutierrez**, CIO, The Commonwealth of Massachusetts  
**Jamie Gylden**, Head of Global Networking, Accenture  
**Daryl Morey**, Senior Vice President of Operations and IT, The Boston Celtics  
**Werner Vogels**, Chief Technology Officer, Amazon.com  
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**Michael Cusumano**, Professor, MIT Sloan School of Management  
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**Jana Eggert**, GM, Intuit Quickbase  
**Mary Finlay**, Deputy CIO, Partners Healthcare  
**Gary Fromer**, SVP SAP Managed Services  
**Maryfran Johnson**, VP & CIO Decisions Media Group  
**Brad Lovell**, Managing Director of IT, NASCAR  
**Steve Morin**, CIO, TAC Worldwide  
**Bjorn Olstad**, CTO, Fast Search & Transfer  
**Maria Pardee**, CIO, BT Retail  
**Michael Reddy**, Managing VP, Hitachi Consulting  
**Stephan Schambach**, Pres. & CEO, Demandware  
**Rebecca Schechter**, Managing Director, State Street Global Markets  
**Michael Schrage**, Co-Director, MIT Media Lab E-Markets Initiative  
**Brad Shipp**, VP for Information Technology, COX New Engl&  
**Donna Slyster**, SVP & CIO, CHEP  
**Damian Smith**, Managing VP, Hitachi Consulting  
**Lorraine Spadaro**, VP of Technology & eBusiness, TD Banknorth Garden  
**Brian Stevens**, CTO, Red Hat  
**Bob Suh**, Chief Technology Strategist, Accenture  
**Mack Teece**, Pres., Orange Business Services  
**Gerard Wilson**, CIO, RSA Security



# MIT Sloan CIO Symposium



## MIT CIO SYMPOSIUM SPONSOR AGREEMENT – PART A

**Company Name:** \_\_\_\_\_

**Sponsorship Package:**  
(Select one)

Gold (\$16,000)

Silver (\$10,500)

**A la Carte Sponsorship terms:**

(Subject to availability)

Coffee/Networking Morning Break (\$775)

Coffee/Networking Afternoon Break (\$775)

Lunch Sponsorship (\$1,850)

Cocktail Party Reception Sponsorship (\$2,200)

**Payment Method:**

I will pay by check

Please make checks payable to:

“MIT Sloan Alumni Club of Boston, Inc.”

c/o David M. Dozor

3i3 Pleasant St.

Belmont, MA 02478

Invoice my company

Billing Contact Name:

Billing Contact Email:

Address:

City, State, Zip Code

P.O. # (required)

**Payment Terms:** This contract is exclusively between the MIT Sloan Alumni Club of Boston and the Company listed in Part A above. Sponsorship is not confirmed until payment is made in full. Payment is due within 15 days of application acceptance. For applications submitted within 30 days of the event, full payment is due at time of application.

**Cancellation Policy:** For cancellations received on or before March 15, 2006, 50% of the total sponsorship package fees will be charged. For cancellations received after March 15, 2006, 100% of the total sponsorship package fees will be charged.

In the event of fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which the MIT CIO Symposium organizers (the organizers) have no control, or should the organizers decide that because of any such cause it is necessary to cancel, postpone or re-site the event, or reduce the installation time, show time, or move-out time, the organizers shall not be liable to indemnify or reimburse sponsors in respect of any damage or loss, direct or indirect arising as result thereof. Furthermore, there will be no refund or cancellation of any fees paid or due. The organizers reserve the right to change the symposium content as deemed necessary with notice to sponsors. If this application/ contract is accepted by the organizers, we agree to be bound by the terms and conditions above. The signer is fully authorized to commit his/her company to all terms and conditions of this contract. An unsigned contract will not be processed.





# MIT Sloan CIO Symposium



## MIT CIO SYMPOSIUM SPONSOR AGREEMENT - PART B

### Primary Company Contact Information:

Name:

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Phone:

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Email:

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### Primary Logistics Contact Information:

Name:

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Phone:

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Email:

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### Sponsorship Agreement:

I agree to the Payment Terms and Cancellation Policy.

Name:

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Signature:

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Company:

---

Date:

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**Please sign and fax your completed application, Part A and Part B, to: 1-484-315-3273  
or send to: David M. Dozor  
313 Pleasant St.  
Belmont, MA 02478**

For further questions or inquiries, please contact:  
David Dozor, MIT CIO Symposium Sponsorship Chair  
Email: [d\\_dozor@sloan.mit.edu](mailto:d_dozor@sloan.mit.edu) Phone: 1-617-797-0019

The MIT Sloan CIO Symposium is part of the MIT Sloan Alumni Club of Boston's *CXO* event series that includes the *"CFO Summit"*, and *"Women in Business and Technology Symposium"*. Sponsorship of the MIT CIO Symposium allows companies to become part of this event and market to the Sloan Club and other affinity groups with their extensive network of technology senior decision makers. We look forward to your participation.

