

WTN MEDIA
FUSION2017
CEO - CIO Symposium

March 22-23, 2017
 Monona Terrace ~ Madison WI
 Fusion2017.com

as of 01/25/17
 and subject to change

RATES	PLATINUM \$24,000	GOLD \$20,000	SILVER \$15,000	BRONZE \$11,000	SUPPORT \$8,000
CUSTOMER CASE STUDY OR KEYNOTE Present to entire audience in auditorium	✓				
HIGH TOUCH CUSTOMER EXPERIENCE See Page 2 for Option details - Choose one: Meet the Experts, Customer Roadmap Briefings, Focus Group, Breakfast Townhall, Reserved Lunch Table, Customer Case Study Meetings with Clients or others.	✓				
OPPORTUNITY TO RENT MEETING/BREAKOUT ROOM Additional Expense - \$500 per day - limited availability	✓	✓	✓		
STRATEGIC BRIEFING Meet with at least 20-30 key attendees in a two-way strategic dialog on day one		✓ 45 Minutes	✓ 30 Minutes		
ADVISORY BOARD/SPEAKER DINNER Dinner will be Wednesday, March 22, 2017	✓ 3 people	✓ 2 people	✓ 2 people	✓ 2 people	
CONFERENCE PROGRAM AD	Full Page	Full Page	Full Page	Half Page	
BRANDING Logo on signage, website and program	✓	✓	✓	✓	✓
CONFERENCE REGISTRATIONS	6 Company Passes 3 Client	5 Company Passes 2 Client	4 Company Passes	3 Company Passes	2 Company Passes
ATTENDEE CONTACT INFO Includes email where attendee has opted in	✓	✓	✓	✓	✓

ALA CARTE OPPORTUNITIES

Sponsor attendee lounge ~ have logo and presence in the attendee lounge ~ \$2,000
 Registration sponsor ~ logo on name badges, presence at registration ~ \$3,000

SEE PAGE 2 FOR ALL BENEFIT INFORMATION, DETAILS, AND DEADLINES

For additional information, check Fusion2017.com. Information is as of 01/25/17 and is subject to change.
 Contact sales@wtnmedia.com or call (608) 438-1006 to speak with Deb Klein.

as of 01/25/17
and subject to change

BENEFIT DETAILS AND DEADLINES

CUSTOMER CASE STUDY OR KEYNOTE ~ PLATINUM

Present to entire audience in auditorium

- Present a customer case study or relevant topic ~ topic may be chosen by Advisory Board
- Speaker must be Company Executive or Customer ~ See Speaker Guidelines
- Presentation must be non-commercial
- Initial speaker selection and topic (session abstract) must be submitted and approved by 12/16/16.
- Mandatory input call with speaker/advisory board prior to 1/27/17
- Slides (if used) limited to 10 due by 1/27/17
- Final slides, discussion questions, and review call with speaker/advisory board due 02/17/17
- *If deadlines are missed, your session will be cancelled*

CUSTOM CUSTOMER EXPERIENCE ~ PLATINUM

Choose one of the following options:

- Meet the Experts - Customer meetings with subject matter to address specific client needs
 - Series of pre-arranged customer roadmap briefings *Requires Meeting Room Rental
 - Focus Group *Requires Meeting Room Rental
 - Breakfast Town-Hall Meeting *Requires Meeting Room Rental
 - Reserved breakfast or lunch table meeting
 - Customer Case Study Meetings with clients *Requires Meeting Room Rental
- (We can also work with you to customize a different opportunity. *These opportunities must be planned by January 27th*)

OPPORTUNITY TO RENT ON-SITE MEETING ROOM ~ PLATINUM

- Rent a private meeting/breakout room that holds 18-22 people
- \$500 per day
- First option goes to Platinum and then seniority by level of sponsorship

STRATEGIC BRIEFING ~ GOLD (45 MINUTES), SILVER (30 MINUTES)

Meet with at least 20-30 key attendees in a two-way strategic dialog on day one

- Present a customer case study or relevant topic ~ topics may be assigned by Advisory Board
- Speaker must be Company Executive ~ See Speaker Guidelines
- Presentation must be non-commercial
- Initial speaker selection and topic (session abstract) must be submitted and approved by 12/16/16.
- Mandatory input call with speaker/advisory board prior to 1/27/17
- Slides (if used) limited to 5 due by 1/27/17
- Final slides, discussion questions, and review call with speaker/advisory board due 02/27/17
- *If deadlines are missed, your session will be cancelled.*

ADVISORY BOARD/SPEAKER DINNER ~ PLATINUM, GOLD, SILVER, BRONZE

Dinner is invite only and takes place on Wednesday, March 22, 2017

CONFERENCE PROGRAM AD ~ PLATINUM, GOLD, SILVER, BRONZE

- Full Page - 8.5" x 5.5"
- Half Page - 4" x 5.5"
- Deadline: 02/28/17

CONFERENCE REGISTRATIONS ~ PLATINUM, GOLD, SILVER, BRONZE, SUPPORTING

- Any company speaker or panelist is included in this number
- Client passes are optional - Used for Clients only (Clients do not include your partners.)
- Registrations not used by 03/03/17 are forfeited.
- Registrations can not be shared. (Even if someone will only be able to attend one day or a half day, etc.)

ATTENDEE CONTACT INFO ~ PLATINUM, GOLD, SILVER, BRONZE, SUPPORTING

- Name, Company, Title, Address, Phone ~ will also include attendee email for those attendees who opt in