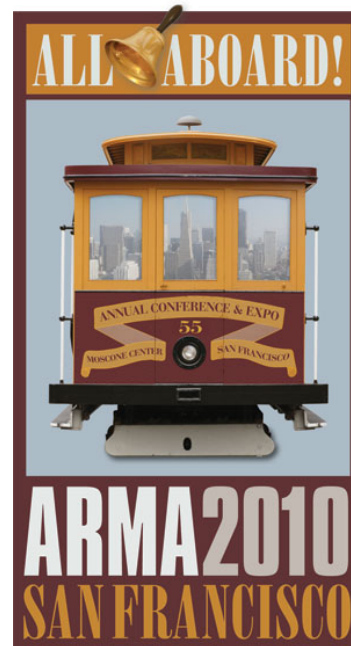


ARMA 2010

Sponsorship & Event

Marketing Opportunities

San Francisco, CA Nov. 7-10, 2010



Engage your audience and enhance your participation and visibility as an exhibitor in the ARMA International 2010 Expo and Conference. As an event sponsor, you have the opportunity to increase your exposure, collect more leads and engage **practioners** in the records and information management profession. **There's no better way** to achieve your marketing and sales objectives than through your sponsorship of ARMA International's annual Conference & Expo. You'll build a presence that will be remembered long after the event.

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ARMA 2010 Event Promotions

A list of available opportunities follows. If you have a sponsorship suggestion not appearing on this list, we are always open to your ideas. Please contact Elizabeth Zlitni, Exposition Manager, at 888-279-7378. Customized packages can be developed to meet your specific promotion goals. Note: many sponsorships are first-right-of-refusal from 2009 sponsoring company.

Welcome Reception and Region Networking Event

Marriott Marquis Atrium

Saturday, November 6, 5 - 7 p.m.

Three sponsors at \$5,000 each

Attended by about 600, ARMA's Networking Reception is the place to meet and greet with region leaders in a social networking environment. The Marriott Marquis atrium offers the perfect networking environment. Sponsor is provided 100 drink tickets to distribute during the event. Light snacks and background music make for the perfect networking event.

- 100 drink tickets for sponsor distribution during the event; additional drink tickets available for increased fee.
- Logo and acknowledgement on event tickets
- Logo and acknowledgement on signage at party
- Logo and acknowledgement on an official e-mail invitation to the Welcome Reception
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site
- 2010 Attendee Pre-show mailing list, no phones, no email
- Only sponsor may provide drink tickets to this event

Bookstore and Shipping Sponsor

Bookstore opens Nov. 7-9 located close to registration and next to expo entry

\$10,000

This sponsorship starts at the show but doesn't end there! You'll be recognized as the bookstore sponsor at the show AND on the ARMA website. Bookstore purchasers will remember you as the company who provided them with free shipping from Nov. – January 2011. They learn more about your company as your product materials (three pages max) are placed inside their shipment in orders at the conference or from the ARMA website. FREE standard domestic shipment promotion continues through January 2011 and shipment inserts continue through May 2011. Avg. monthly shipments: 180 – you'll reach about 1,260 with your product materials.

- Up to three product materials placed inside all bookstore orders until May 2011
- Special card placed inside all shipments acknowledging free shipment courtesy of your company (Nov. 2010 – Jan. 2011)
- Email promoting FREE SHIPPING sent to ARMA members acknowledging your company.
- Logo and acknowledgement on bookstore signage
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site

Recharge Station Sponsor

\$5,500

Your logo is front and center both at the recharge kiosk located in the main lobby close to the bookstore and registration. Attendees see your brand identity as they bring their electronics to recharge in the multi-adaptor plug-in. Provide additional information on your company in distribution bins built into the kiosk as they wait for their power to boost.

- Sponsor logo placed on kiosk
- Sponsor materials distribution from kiosk
- Acknowledgement and logo on Conference & Expo website
- Acknowledgement in *The Conference Guide*.

Conference Attendee Bag Sponsor

\$12,000

Your logo is printed alongside the ARMA Conference logo on 2,200 conference attendee bags, distributed to each full-registration attendee. This sponsorship has long-term use as the conference bags are used after the show by attendees for both personal and work purposes. These totes are GREEN made of recycled materials. Keep your image in front of the attendee during and after the show.

- Logo printed on outside of conference bag along with ARMA International Conference logo
- Sponsor-provides a one-page insert placed inside the conference bag
- Acknowledgement in *the Conference Guide*
- Acknowledgement and logo on Conference & Expo website

Grand Opening Luncheon Sponsor

\$6,000 per sponsor, 2 sponsors

Generously co-sponsored by Perceptive Software; one co-sponsorship opportunity available.

All full-conference attendees flock to the Expo Hall for the Grand Opening luncheon. ARMA distributes a luncheon coupon with sponsor names on the ticket, to be redeemed on the show floor on opening day. Seen as the first big splash of the Expo Hall Opening, about 2000 attendees enter the show floor for the first time and purchase lunch with their coupon compliments of the Sponsoring companies. Sponsors receive all promotional acknowledgement around this luncheon.

- Luncheon sponsorship acknowledged on signage in Expo Hall in food distribution area
- Acknowledged with a Luncheon Sponsorship ribbon for booth personnel
- Sponsors to distribute table signs in the food seating area
- Acknowledged on luncheon tickets handed to all full-conference attendees
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site
- Acknowledgement in Thank-you page of *The Conference Guide*

Pre-Conference Sessions Sponsor

Title sponsor for Pre-Conference Track

Nov. 5-6, 2010 Moscone Center West

\$6,500

As the titling sponsor of the 2010 Pre-Conference event, your organization is front and center with an expected 300+ attendees focusing on the following educational tracks:

- Records and Information Management: The Fundamentals Nov. 5 & 6
- Leveraging GARP® to Achieve Organizational Excellence Nov. 6
- Enterprise-wide Electronic Discovery for Reduce Costs and Risk: Nov.6
- Governance and Compliance Using Today's Technology, Nov. 6

You'll be acknowledged in each Pre-Conference session, acknowledged on signage outside the session room, and during walk-in slide loops. You bring this sponsorship full-circle by providing session presentation folders for attendees (be sure to include a note pad and pen) and pre-insert your corporate promotional information.

- Sponsor logo on Pre-conference bag
- Acknowledged in door signage outside the session rooms
- Acknowledged in walk-in slide loops at each session
- Acknowledged verbally and in written materials as the Pre-conference Session sponsor
- Acknowledgement in promotions
- Sponsor-provided folders/materials for pre-conference attendees distributed in Pre-conference rooms
- Acknowledged in signage at the Pre-Conference beverage breaks
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Mailing list of Pre-conference attendees (no phones, no e-mail)

Beverage Break Sponsorship

\$3,500

All beverage breaks are on the show floor during the following times:

- Afternoon, Nov. 7, 2:30-3:00 p.m.
- Morning, Nov. 8, 9:30-10:00 a.m.
- Afternoon, Nov. 8, 2:30-3:00 p.m.

Attendees appreciate refreshment breaks as they visit the show floor between their education sessions. Morning breaks consist of coffee, tea and water while afternoon breaks are lemonade, iced tea and water. Create a good-will feeling with attendees as you provide them with a much needed pick-me-up.

- Acknowledgement in signage at the distribution area
- Acknowledgement in *The Conference Guide*
- Sponsor may distribute materials or promotional items outside their booth at a designated table near the break area.
- A Break can be set up in sponsor's booth, space permitting
- Acknowledgement and logo on Conference & Expo website

Dessert Court

Expo Hall

Monday, Nov. 7, 12:00 – 12:45 p.m.

\$6,500

Combining a sense of euphoria and your corporate image as attendees are treated to premium miniature dessert selections in an elegant setting on the show floor. With a dessert variety, this elegant display is sure to raise eyes to your logo placed on signage around the selection area. Dessert Court can be set up close to your exposition booth, space permitting.

- Acknowledgement on floor signage
- Acknowledgement on signage hung in the restaurant seating area
- Acknowledgement in *The Conference Guide*
- Sponsor may distribute materials or promotional items outside their booth at a designated table near the dessert area.
- Break can be set up close to sponsor's booth, space permitting
- Acknowledgement and logo on Conference & Expo website
- Free pre-conference registration list

Grand Prize Giveaway Sponsor

Monday, Nov. 8, 5:15 p.m. Expo Hall

\$4,000

Sponsored in conjunction with ARMA International, this cash giveaway game gives attendees reason to travel the show floor looking for exhibitor stamps. Their game card features your logo, acknowledging your sponsorship of the game. Attendees collect "stamps" from participating exhibitors and are entered into a drawing for a chance to win cash prizes before the show floor closes on Saturday. Your representative will select and announce the winners.

- Acknowledgement and logo placement on game card
- Acknowledgement and logo on signage
- Acknowledgement in *The Conference Guide*
- Sponsor to select and announce winners over the PA system
- Acknowledgement and logo on Conference & Expo website

Signage Sponsor

\$8,500 SOLD OUT

Generously Sponsored by Huron Consulting Group

No other sponsorship comes as close to titling the event as the signage sponsor. Your company logo is placed on about 75 signs* throughout the Expo and Conference. Your branded image is seen by an average of 4,000+ people about 20 times throughout the four day event. This includes aisle signs in the expo hall, directional and informational sign and electronic session signs. Don't miss this **exclusive opportunity** to build brand awareness to the Records and Information Management audience.

*excludes signs acknowledging sponsored events.

- Logo placement on aisle, directional, and informational conference signs (excluding signs for specific sponsored events)
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo Conference & Expo website

Podcast Sponsor

\$10,000

You are front and center both visually and audibly as the sponsor of ARMA's conference podcast series. Your company is recognized on podcast opening and closing audio tags. You'll be recognized online as your logo is placed on the podcast page. See www.arma.org/podcast to view prior year sponsors. Open the page and hear how the sponsor recognition. Imagine your organization at this level of visibility. Plus, the podcast series touches more than 3,000 additional visitors via online visits, extending your reach months after the actual event.

- Two 15-second podcast sponsorship tags, one to appear at the beginning and one at the end of each audio podcast
- Logo placement and description on all launch promotions (ads, e-mail blasts, etc.)
- Banner advertisement on the podcast channel's page with links to advertiser's site
- An audio interview with a sponsor representative about how the sponsor is solving some of the problems discussed in the podcast / details about their exhibit.
- Rights to link from the sponsor site to the ARMA International podcast page. ARMA provided podcast logo denoting you as an official sponsor.
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo Conference & Expo website

Education Session Notebook

\$7,000

Your four-color advertisement is printed on the inside front, inside back and back cover of a notebook for all attendees to use throughout the conference. Because our conference is paperless, this spiral-bound notebook is used by attendees for note-taking during sessions. As an added bonus, sponsor may supply a promotional pen to be inserted into the conference bag at no additional cost.

- Full-color, full-page ad on inside front cover
- Full-color, full-page ad on inside back cover
- Full-color, full-page ad on back cover
- Acknowledgement in Thank-you page of the Expo Guide
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site

Water Cooler Sponsor

\$8,500

Your logo is seen on three sides of a water cooler stations acknowledging you as the Water sponsor. Four cooler stations in total; three stations are strategically placed on the show floor and one station in the registration lobby. Each station has three large water jugs and cups. As an added bonus, Sponsor may provide an empty sports bottle with your logo on it and ARMA will distribute to attendees.

- Acknowledgement and logo on water cooler station signage
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Optional: Sponsor may provide empty sports bottle with logo, ARMA will distribute to attendees at no charge.

Badge Holder Sponsor

\$7,500 SOLD OUT

Generously Sponsored by Recall

Your logo rides along on every attendee at the conference. Attendees receive their badge at registration and are given a badge holder containing your branded logo. This is a great opportunity to get your name in front of all attendees who keep the badge holders as a conference memento of their great time in San Francisco.

- Approximately 3500 Badge holders distributed.
- One-color logo prints on premium quality badge holder with pockets and pen holder.
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website

Relaxation Station Sponsorship

\$4,500 per sponsor, 2 sponsors, one available

Generously co-Sponsored Perceptive Software

Everyone loves to be pampered. Exhibitors love booth traffic. This sponsorship satisfies all. Attendees visit your booth to have their massage coupon stamped by our two sponsors – an excellent opportunity to engage attendees at your booth and scan their badge for future follow-up. Create goodwill as attendees receive a chair or foot massage during the show.

- Sponsors provided printed page for game stamp; ARMA inserts into conference bag
- Sponsor name on relaxation station signage and directional signage
- Acknowledgement in Thank-you page of *The Conference Guide*
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site

Session Handouts Sponsor

provided on CD and in Job Aid
\$6,500

Speaker educational sessions are easily accessible to attendees. Placed inside all conference bags, the CDs can contain sponsor-provided papers as well. Select ARMA sessions will feature Job Aids – a physical hand-out to session attendees for them to set up a plan to utilize the valuable information taught during their session. Job Aids feature your printed company logo – further reinforcement of your company's brand.

- Sponsor provided papers included on CD
- Sponsor logo and acknowledgement on outside label along with ARMA 2010 Conference & Expo logo
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Sponsor logo printed on Job Aid handouts where available.

Hotel Room Key

\$5,000 SOLD OUT

Generously Sponsored by Access Information Management

Your company name and message printed in four-color on the front of the hotel entry keys. As the exclusive company for this key, your name will be in front of about 2,000 conference attendees every time they enter their hotel room. Hotel guests look at their key an average of 10 times per day – excellent for brand awareness.

- 4-color logo/message printed on hotel room key
- Keys are distributed to attendees in the ARMA room block during the conference.

Press Room Sponsor

\$4,500

Be top-of-mind with the press as the titling sponsor on the Press Room. Your company's banner ad with link is featured on the virtual pressroom page of the Conference & Expo website, you are recognized in a boilerplate message on the press invitation and your company logo is featured on directional signage leading to the press room. Bloggers and print press are invited to this event and ARMA will provide a blogging computer inside the pressroom and Internet connectivity all carrying your brand identity.

- Acknowledgement in *The Conference Guide*
- Boilerplate message on press invitation
- Online banner ad on Pressroom page of the conference website
- Your company screensaver on the blogging computer inside the press room
- Your homepage featured as the default on the blogging computer screen
- Acknowledgement and logo on Conference & Expo website
- Sponsor may provide small promotional items inside pressroom such as candies, mints, etc. with sponsor's name imprinted on items.

Pub Crawl / Cocktail Party Participant

Expo Hall, Monday, Nov. 8, 3:30 – 5:30 p.m.

[Click here for details and reservation form](#)

Choose a theme, the amount you want to spend and let's have a networking party! Attendees flock to the show floor with a special pub crawl invitation pointing them to the participating exhibitors. Social networking face-to-face is the way to do business. Scan attendee information before the drinks are served and you will serve up leads to your sales staff. Pub Crawl packages are for every budget and booth size – select the option best for you. Make the event more exciting by decorating your booth and providing specialty giveaway items (not included in cost but suggestions provided!)

- Be a part of the party and collect valuable leads in this social networking party.
- Packages developed for every budget
- Serve 50, 100, 200, 300 or more.

Conference Newsletter E-Mail Sponsor

\$2,500 per newsletter, general audience, 15,000 qty.

\$1,800 per newsletter, conference registrants, est. qty. 1,500

A great way to reach the ARMA audience via e-mail, your company will be front and center as ARMA corresponds with our members and non-members through e-mail newsletters on details about the upcoming conference. Your company's headline, logo, and 35-word information with URL link can be a part of this e-mailed newsletter as the exclusive sponsor of a single correspondence.

- Company logo, headline and 30-word message
- Text or vertical banner ad is acceptable
- Links to your webpage or offer
- ~~9 general audience opportunities; 3 conference registrant opportunities~~, all sold separately.
Update: 8 general audience available; 1 conference registrant available.

Advertising / Messaging Opportunities

Conference Banner Signage

Rates vary dependent on banner size and placement. [Click here for pricing and pictures](#)

Secure the most visible ad position for your company through hanging signage located in the Lobby foyer, show entrance and escalator passage. Attendees view your message while passing between sessions and to the expo hall. Make your presence known, build brand awareness and drive traffic to your booth. Space is limited – call today!

- ARMA produces and hangs sign from your provided design.
- Request rate card for location, sizes and prices

Hotel Room Distribution

\$4/room, at-door distribution
To reserve your room distribution, contact 888-279-7378 or email exposales@armaintl.org

Distribute printed materials, giveaways or marketing games to conference attendees at their room door at the ARMA 2010 official hotel. A great way to engage your audience, consider delivering exclusive invitations to your booth or promotional games to draw traffic. In-room distribution helps you connect with attendees at the conference.

- You provide materials, ARMA International coordinates with hotel for distribution.
- Minimum quantity: 600
- Maximum quantity: 2,000

Mailing lists

Pre-show mailing list - \$350

Post-show mailing list - \$550

[Click here for reservation form.](#)

Mail directly to ARMA attendees before the event and after. Our pre-show mailing lists is available mid-August and features attendees who signed up under our “early bird” rate. This is a must-have list for pre-event marketing and will help increase your booth traffic with the right promotion. A post-show list is also available after the event and will include all attendees who have not opted out. A great way to keep your name in front of attendees, don’t miss out of this important communication. All lists include physical mailing addresses only – no phones and no email. See separate order to reserve your list.

Grand Prize Giveaway participating exhibitor

Participation fee - \$350

[Click here for reservation form.](#)

ARMA makes it easy to have attendees visit your exhibit booth Participating exhibitors are placed on a list on the “game card.” Full-conference attendees visit the participating exhibitors booths to get their game card stamped – ARMA provides you with the stamp. Attendees take their completed stamped card to the ARMA membership booth to be eligible for the Grand Prize Cash Giveaway on the final day of the expo.

What’s in it for you? Leads, leads, leads. For attendees to receive a stamp from the participating exhibit, the exhibitor may ask one question of the attendee. This is your chance to accumulate information about prospective customers, engage them in conversation and scan their badge with the lead retrieval system (the only way to collect email and phone info). Attendees get to see your booth offering, recognize your brand and remember you! Call to participate today.

Website Advertising

\$3,000 flat, Ad runs now – December 2010 Update, only five ad positions available

Market to conference attendees months before the conference begins with a banner ad/live link on the Conference & Expo webpage. A prominent 150 (pw) X 300 (ph) banner ad with animated features is placed on the website and is run-of-site for the Conference & Expo sections. One ad shared in a rotation with only six other advertisers, virtually assuring your ad is seen more than once during a visit. With an average of 250 visitors per day, your promotional message starts early and continues until the end of the year.

Bag Insert

\$1 per single sheet insert, 2,200 conference bags

[Click here to order.](#)

Your single-sheet insert is placed inside the conference bag. Every full-conference attendee receives your marketing insert. Bring traffic to your booth as you advertise your daily booth promotions. At \$1 each, this is a great promotion for getting your materials to attendees.

The Conference Guide Print Advertising

Full Page advertising available. Add a logo to your exhibitor listing in the Conference Guide

[Click here for pricing and deadlines](#)

The official publication of the 2010 Conference, *The Conference Guide* is the attendee's only print publication outlining daily educational sessions, exhibitor listings and special events. This publication is the guide for everything happening at the show, used daily onsite and as a reference after the show. Bring traffic to your booth with an ad outlining your promotions, and build brand awareness about your product. This is the best publication for your print advertising.

Private Meeting Rooms

For large events, small gatherings or private product demos, ARMA's meeting space options are available for any occasion. Don't see the room size or set-up for your needs? *Just call and we'll review the options.*

- Private Meeting room on the show floor
20x20 hard-walled meeting room located at the back of the hall on the show floor. Includes round skirted table with chairs to seat 10, 6 ft. skirted table for material or food distribution (food is separate order through catering), electric, carpeting and door with key. ARMA will provide signage at the door indicating the private room with your company name. This room is available for your usage during expo hours only, Nov. 7 & 8.
Price: \$5,000
- Hospitality Suite, Convention Center, 3rd Floor; ~~six rooms available~~. **Update, only 3 rooms remain**
A hospitality suite is available for four full days, Nov. 7-10, available at your leisure for entertaining, business functions or meetings. Located on the third floor of Moscone Center West, suites are set with covered rounds and chairs based on your projected numbers (maximum 150 seating), podium with microphone and riser. Includes standard electrical and door signage; AV and catering needs are additional.
Price: \$5,000
- Hospitality Overlook, Convention Center 3rd Floor
Entertain or meet with clients in a hospitality area illuminated by natural window lighting. This overlook is reserved in three-hour increments. Note this function space has three walls with one long wall open to a hallway. Upon your request, ARMA can add 8 ft. draped divider for visual privacy. Located on the third floor of Moscone Center West, this space is ideal for a luncheon or client meeting. Set with covered rounds and chairs for up to 80, Podium (no microphone) standard electrical and signage. AV and catering are additional. Note, for meetings requiring projection this room's natural lighting is NOT the ideal location.
Price: \$1,500

ARMA 2010

Conference Sponsorship Recognition Program Platinum, Gold, Silver and Contributing levels

A RMA International recognizes your organization for your level of support of our annual event . Your unique business needs dictate how and where you promote. Select from the available opportunities list (attached). Your total contribution is recognized in the following manner, above and beyond your selected promotion:

Sponsorship details

Sponsorship levels are based on total dollars spent with ARMA 2010 Conference & Expo, excluding exhibitor booth space fees. Sponsorship and event marketing opportunities are outlined on the following pages. Many opportunities are on a first-come basis.

Platinum Level Sponsorship

Commitment: \$40,000+

- Recognized as a Platinum level sponsor in *The Conference Guide*, ARMA's official show guide, including four-color logo.
- Recognized on Conference & Expo website as Platinum level sponsor, with logo and live link.
- Recognized in *The Conference Guide* standard listing with specialized Platinum Sponsor Icon next to company name.
- Company's four-color logo (logo stopper) printed above *The Conference Guide* standard listing.
- Platinum sponsor ribbons provided for exhibit personnel
- Pre- and post-conference mailing list at no charge
- 5 additional priority points for ARMA 2011 space selection
- One-sheet insert placed inside conference bag (sponsor provides insert)
- Online *Conference Guide* listing also contains product and category search and keyword search
- Unlimited online press release posting
- Unlimited upload of product sheets online, pdf format
- Your company logo listed on the Conference Web site main page in a rotation with Silver, Gold and Platinum sponsors

Gold Level Sponsorship

Commitment: \$30,000 - \$39,999

- Recognized as a Gold level sponsor in *The Conference Guide*, ARMA's official show guide, including four-color logo.
- Recognized on Conference & Expo website as Gold level sponsor, with logo and live link.
- Recognized in *The Conference Guide* standard listing with specialized Gold Sponsor Icon next to company name.
- Company's four-color logo (logo stopper) printed above *The Conference Guide* standard listing.
- Gold sponsor ribbons provided for exhibit personnel
- Pre- and post-conference mailing list at no charge
- 4 additional priority points for ARMA 2011 space selection
- Online *Conference Guide* listing also contains product and category search and keyword search
- Upload up to three (3) product sheets online, pdf format
- Your company logo listed on the Conference Web site main page in a rotation with Silver, Gold and Platinum sponsors

Silver Level Sponsorship

Commitment: \$20,000 - \$29,999

- Recognized as a Silver level sponsor in *The Conference Guide*, ARMA's official show guide, including four-color logo.
- Recognized on Conference & Expo website as Silver level sponsor, with logo and live link.
- Recognized in *The Conference Guide* standard listing with specialized Silver Sponsor Icon next to company name.
- Silver sponsor ribbons provided for exhibit personnel
- 3 additional priority points added for ARMA 2011 space selection
- Online *Conference Guide* listing also contains product and category search and keyword search
- Your company logo listed on the Conference Web site main page in a rotation with Silver, Gold and Platinum sponsors