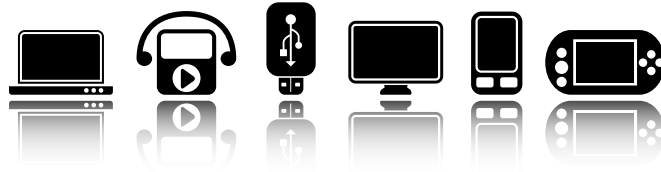


# digital home summit

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Walt Disney World Swan & Dolphin Resort  
September 27 - 28, 2011 | Orlando, FL

Get Ready for **iEverything**



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

telecompetitor  
**live**  
a telecompetitor live event

Now in its third year, the Digital Home Summit provides a fabulous opportunity for supporters of digital home technologies to demonstrate their digital home leadership with the broadband carrier, home networking, and digital home ecosystems. The Digital Home Summit is co-located with the FTTH Conference and Expo, providing sponsors added exposure with the FTTH community.

### **Why Sponsor?**

- Position your brand and company as a leader in enabling broadband carriers to leverage the exploding digital home business opportunity
- Gain valuable sales leads through our networking and lead retrieval tools
- Enhanced sponsorship return on investment – our co-location with the FTTH Conference and Expo provides your company and guests with a ‘two-for-one’ sponsorship value proposition.

### **Who Attends?**

- Broadband carriers from North America, including telco, cable, and integrated communications carriers
- Enablers and suppliers of digital home solutions
- Broadband carrier consultants and business partners

### **Sponsorship Benefits**

#### *Brand Awareness and Lead Retrieval*

- Your company and brand will receive great exposure across our integrated marketing campaign, providing you thousands of marketing impressions across web, email, print, and on-site.
- The Digital Home Summit will be cross marketed with the FTTH list, providing additional exposure for Digital Home Summit sponsors to the FTTH ecosystem.
- All sponsors gain valuable lead retrieval resources from our sponsorship packages

#### *Thought Leadership Recognition*

- Your company and brand will be positioned not only as an enabler of the digital home experience, but as a leader within the ecosystem.
- Most sponsorships offer speaking or panel opportunities, providing you with exposure well beyond just brand and company awareness.

#### *Power Networking*

- The Digital Home Summit will attract key decision makers from leading North America broadband carriers, providing your company excellent networking opportunities.
- The Digital Home Summit sponsors will be provided complimentary admission to the FTTH EXPO and breakout sessions on Wednesday, September 28th, providing our sponsors additional networking opportunities.

## Sponsorship Opportunities



### Platinum Sponsor (One Exclusive Sponsor - \$10,000) **Sold**

- Exclusive opportunity to provide a 30-minute keynote address at the summit
- Four complimentary registrations staff/clients, in addition to speaker pass
- Company logo and prominent identification as Platinum sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions, providing thousands of impressions with a targeted audience of broadband carriers
- 50-word company description and link on event website
- Prominent exposure with company logo on event signage
- 50-word company description and logo in event program guide
- Full-page 4-color inside front cover ad in event program guide
- 1x use of post-conference email database (executed by Pivot Media)
- 1x use of post-conference attendee mailing list (executed by third party, bonded mail house)
- Exclusive opportunity to provide a company logo gift/premium and one-piece of literature to all registered attendees

### Gold Sponsors (Only 3-2 Available \$7,500 net) Alcatel-Lucent

- One prominent panel speaking opportunity
- Two complimentary registrations staff/clients, in addition to speaker pass
- Company logo and prominent identification as Gold Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 50-word company description and link on event website
- Prominent exposure with company logo on event signage
- 25-word company description and logo in event program guide
- ½ page 4-color ad in event program guide
- 1x use of post-conference email database (executed by Pivot Media)
- 1x use of post-conference attendee mailing list (executed by third party, bonded mail house)

### Lunch Sponsor (Only 1 Available \$6,000 net) **Sold**

- Opportunity to address the audience during lunch with a 20 minute presentation
- Two complimentary registrations staff/clients
- Company logo and prominent identification as Lunch Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 25-word company description and link on event website
- Prominent exposure with company logo on event signage during lunch
- 25-word company description and logo in event program guide.

### Silver Sponsors (Only 4 Available \$5,000 net)

- Two complimentary summit passes for sponsor staff/clients
- Company logo and prominent identification as Silver Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 25-word company description and link on event website
- Prominent exposure with company logo on event signage
- 25-word company description and logo in event program guide
- 1x use of post-conference attendee mailing list (executed by third party, bonded mail house)

### Reception Sponsor (Only 1 Available \$3,500 net)

- Opportunity to address the audience during the reception with a 10 minute speech (no PowerPoint)
- Sponsor provided audio free PowerPoint presentation running in continuous loop during length of reception.
- Two complimentary summit passes for sponsor staff/clients
- Company logo and prominent identification as Silver Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 25-word company description and logo in event program guide
- Prominent exposure with company logo on event signage during reception
- 25-word company description and link on event website

### Digital Home Summit Pavilion Display (10 available \$2,000 net)

- Digital Home Summit Pavilion will be located on the FTTH Conference EXPO floor, providing you great visibility with North America's largest FTTH Expo
- Table-top display with table, carpeting and drape provided.
- 1 complimentary pass to Digital Home Summit and FTTH EXPO (does not include FTTH Conference registration)
- 25-word company description and logo in event program guide
- Logo, link and 50 word description on [www.digitalhomesummit.com](http://www.digitalhomesummit.com)
- Logo and 50 word description in onsite program guide

### Program Ad (\$500)

- ½ page 4-color ad in on-site program guide (sponsor provides finished artwork)

**Sponsorship Contract****September 27 – September 28 – Orlando, FL**

This contract states that my company will purchase the below chosen sponsorship for the Digital Home Summit.

**Sponsorship Options ( check all that apply )**

- Platinum Sponsor – \$10,000
- Gold Sponsors – \$7,500
- Lunch Sponsor – \$6,000
- Silver Sponsor – \$5,000
- Reception Sponsor – \$3,500
- Digital Home Summit Pavilion Display – \$2,000
- Program Ad – \$500

**Contact Information**

Contact: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Web Address: \_\_\_\_\_

**Billing Information**

Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please choose one of the below payment options.**

- Check enclosed \$ \_\_\_\_\_
- Bill me
- Credit Card – Call Bernie Arnason at 240-450-2161

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

**Payment Information**

1. By signing this agreement you accept that Pivot Media will invoice you for the above sponsorship. All invoices terms are based on net 15 days.

2. Make checks payable to:

**Pivot Media LLC**

Mail to:

Pivot Media c/o Digital Home Summit  
P.O. Box 306  
Forest Grove, OR 97116

3. Questions?

Contact Scott Oser (sponsorship questions) at 301-279-0468 or Tocia Johnson (event questions) at 240-482-8130