



Sponsoring Proposition

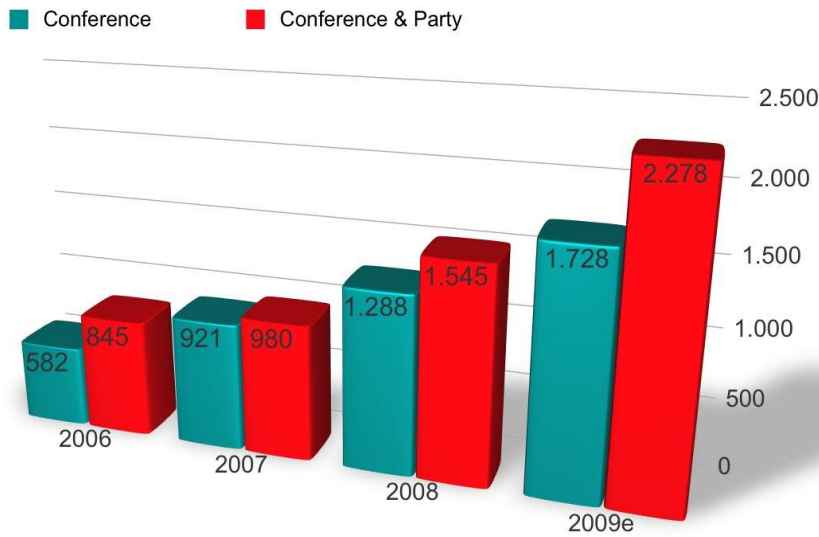
next conference 2009

May 5 and 6, 2009

Kampnagel, Hamburg

www.next09.com





The conference

On May 5 and 6, 2009 **next09** is taking place at Kampnagel and is organized by SinnerSchrader. As its third edition the next conference is already one of the most important networking and trend conferences within the European internet sector especially for marketing decision makers, agencies, service providers and start-ups in Germany. It is as well the only conference in the internet community which combines brands and leading cooperation. At **next09** more than 100 international speakers and 1700 participants from the internet, technology, media and advertising sector are expected to participate.

- _ Parallel Open-Door-Tracks
- _ First class keynotes and presentations
- _ Elevator Pitch for innovative ideas
- _ Single track for start-ups
- _ Lots of time and space for networking
- _ Pre-, live- and post coverage in relevant media
- _ Video integration of presentations & sponsors
- _ Website with programme, speakers, participants, sponsors and conference videos
- _ Evening event





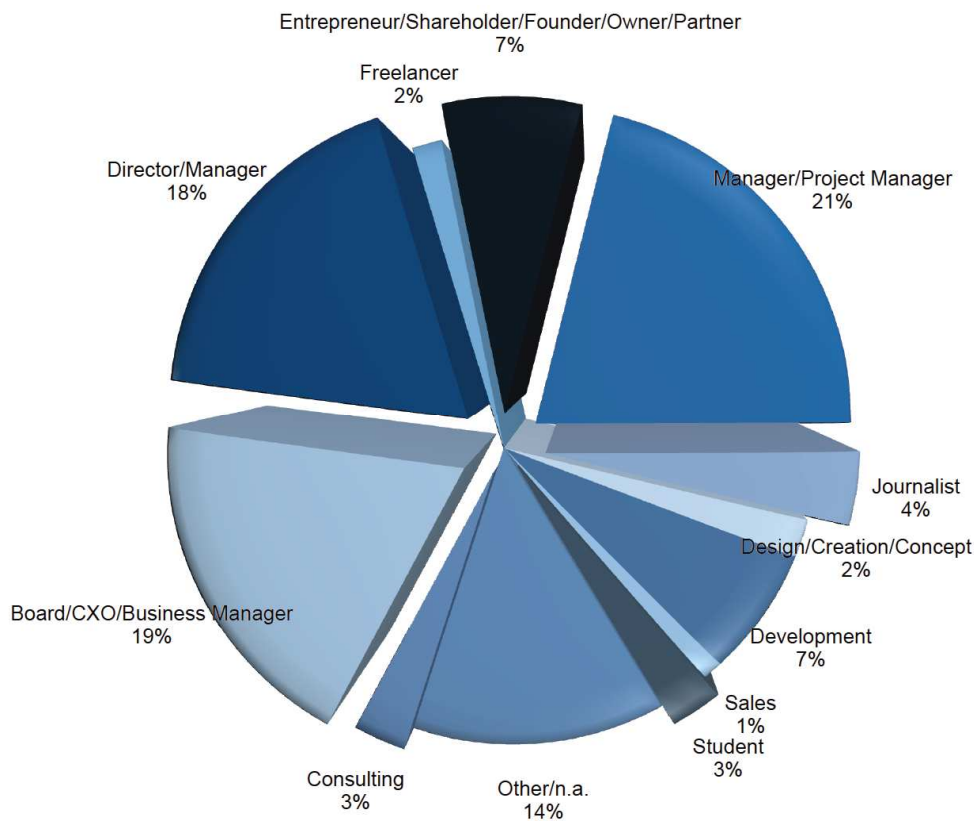
The target group

At **next09** the movers and shakers of the internet meet each other: entrepreneurs, managers, marketing decision makers, consultants, designer, founder, blogger and inverstors. You will reach an unique collection of decision makers, executive managers, opinion leaders, early adopters, replicators, visionaries and trendsetters.

The participants of next08 were

- _ predominately male
- _ 20-49 years old
- _ executive managers and decision makers (more than one third)

The ticket price of at least 390 Euro marks the threshold for a high-class clientele. Within an intimate atmosphere there is still enough space for information exchange, networking and the possibility to discuss topics which are a trend today and mass market tomorrow.





Advantages for your company

As sponsor of **next09**

- _ you position yourself within an unique surrounding without any divergence loss in a top-class target group of decision makers and visionaries,
- _ you profit of the exclusive image of an innovative conference, you can demonstrate the leading position of your corporation on the market and present your products in an optimum way,
- _ you use **next09** as the platform for networking in order to intensify your business relationships:
 - Invite selected customers and partners.

There are various possibilities to get integrated in the event and to get in touch with your target group. Of course we consider your individual ideas as well.

We are looking forward to welcome you as a partner or sponsor of the conference!

/Message - [n:sight] market & technology research - 1000Mikes - 37 Signals - Absolventa- Achtung! Kommunikation - activeGATE - ad publica Public Relations - Adconion - AKRA - Amazee - Amazon - AntTrail - AOL - argonauten G2 - arvato mobile - AutoScout24 - Axel Springer - BANKINGNEWS - Bauer Digital - Bertelsmann - blau Mobilfunk - BRAINPOOL - Brand Science Institute - brands4friends - British Telecom - Burda Social Brands - Carmondo - Carsablanca - Catcap - Cellity - Coca-Cola - comdirect - Commerzbank - Continental - CoreMedia - D. Swarovski & Co. - Daimler - debitel - denkwerk - DerWesten - Deutsche Bank - Deutsche Post - Deutsche Telekom - Deutscher Journalisten Verband - deutsche-startups.de - DIE ZEIT - Docinsider - DPV Gruner+ Jahr - DuMont - eBay - Ecato - ECCO - eco - edelight - Edelman - ekaabo - e-Sixt - Exxplain - Facebook - FAKTOR 3 - Ferrero - Financial Times Deutschland - Focus - FriendScout24 - Gimahhot - Goa Internet Services - Google - Goojet - GoViral - Greenpeace - guentiger.de - Hamburg Messe und Congress - Hamburg@work - Hapag-Lloyd Kreuzfahrten - hiClip - Holtzbrinck - HORIZONT - IBM - ImmobilienScout24 - Informa plc - Institut für Lernsysteme - Internet World Business - InterRent - iVerein Networks - IWW Institut - Jaxtr - jom_com - Juicywalls - Jung von Matt - JupiterResearch - Knallgrau - Kongress Media - kressreport - kununu - Lakshmi - last.fm - LinkedIn - luna-park - Lycos Europe - Manager Magazin - MARKTPRAXIS - McCann Erickson - Meedia - Microsoft - Mister Wong - MLP - MobileMonday - MTV Networks - MySpace - Neue Digitale - Neuhaus Partners - NEUSTA - norisbank - nugg.ad - o2 - Omniture - Otto - PARSHIP - Partech - plazes - Prämie Direkt - projektwerk - ProSiebenSat.1 Produktion - QlikTech - Qype - result - Royal Bank of Scotland - RTL DISNEY - Saatchi & Saatchi - Sal. Oppenheim jr. & Cie. - SALT Solutions - SAS Institute - Scholz & Friends Interactive - Scout24 Holding - sevenload - SevenOne Intermedia - simyo - Six Apart - sixgroups - Soundcloud - Speed-Trap - SPIEGEL ONLINE - spot-media - Spreadshirt - SPV - studiVZ - SYNAXON - TALKLINE - Tchibo - Telekom Austria - The Next Web - Thomas Cook - TIC The Internet Company - Tribal DDB - Triple 5 - TUI - UBS - United Internet Media - Verlagsgruppe Milchstrasse - ViiF Mobile Video - VR-NetWorld - WAZ NewMedia - Web 2.0 Expo - Weber Shandwick - XING - Yahoo - Yves Rocher - ZANOX

Sponsoring package	XL	L	M	S	XS	Start-up
Number of Sponsors	1	3	5	open	open	open
Price in th. € plus VAT	60	40	20	10	5	2
Performance						
Free tickets for two conference days	60	40	20	10	5	2
Logo on speakers' desk in main panel	x					
Logo on lanyard	x					
Sponsor of Speakers' Dinner	x					
Sponsor of party	x					
Banner in main room	x	x				
Exhibition booth incl.	30m ²	20m ²	12m ²	6m ²		4m ²
Sponsor of a conference break	x	x				
Participants at Speakers' Dinner	3	2	1			
Slot in programme	x	x	x			
Presentation in start-up track						x
Promotion articles for goodie bag	x	x	x	x		
Logo integration						
Badge	x	x				
Conference videos	x	x	x			
Mailings	x	x	x	x		
Press (Flyer)	x	x	x	x		
Conference programme flyer	x	x	x	x	x	x
Wall with logos at the conference	x	x	x	x	x	x
Website Logo/Link	x	x	x	x	x	x
Prices in € plus VAT for						
Additional conference tickets (2 days)	590					
Exhibition booth 6m ²	1.500					
Blogger meeting	2.500					
Blogger area	2.500					
Total package Blogger meeting and area	4.000					
Catering break	2.500					
Routing	on request					
WLAN	on request					
Video production	ca. 20.000					



Performances

Free tickets: Every sponsor is entitled with free tickets for the two-day conference respective to the sponsoring package. On option, there is the opportunity to obtain more tickets at a price of 590 € plus VAT.

Logo on speakers' desk: Exclusive and eye-catching logo presence of XL-sponsor on the speakers' desk in main panel (800 seats).

Logo on lanyard: The XL-sponsor has the opportunity to place his logo on the key chain together with the next09 logo and consequently receives the highest visibility on pictures.

Sponsor Speakers' Dinner: On May 5th 2009 the Speakers' Dinner is taking place. The XL-sponsor (all together represented by 3 people) is presenting this high-class evening on an exclusive basis.

Sponsor of party: Included in the XL-package is the exclusive sponsoring of the evening event on May 6th 2009 (next08: more than 1500 guests)

Banner in main panel: The XL and L-sponsor can, if desired, place self-provided banners in the main panel and obtain additional presence that way.

Exhibition booth: All sponsors receive an exhibition booth (excluding the XS-package), which is equipped according to its size with cubes, cushions and desks (not including branding).

Sponsor of conference break: Included in the XL and L-package is the sponsoring of a conference break (not including promotion articles).

Presentation in programme: Content-related integrations of sponsors in the conference programme are possible in agreement with the organizer for XL, L, M and start-up sponsors.

Promotion articles in goodie bag: Sponsors can contribute promotion articles or information material for conference participants.

Badge: XL and L-sponsors are going to be presented with their logo on the badge of the conference participants.

Conference videos: The videos are going to be provided on iTunes after the conference; in the video intro the logo of the XL, L and M sponsors will be integrated.

Mailings: At in time booking and delivery logos will be integrated in mailings (next08: 7th mailings).

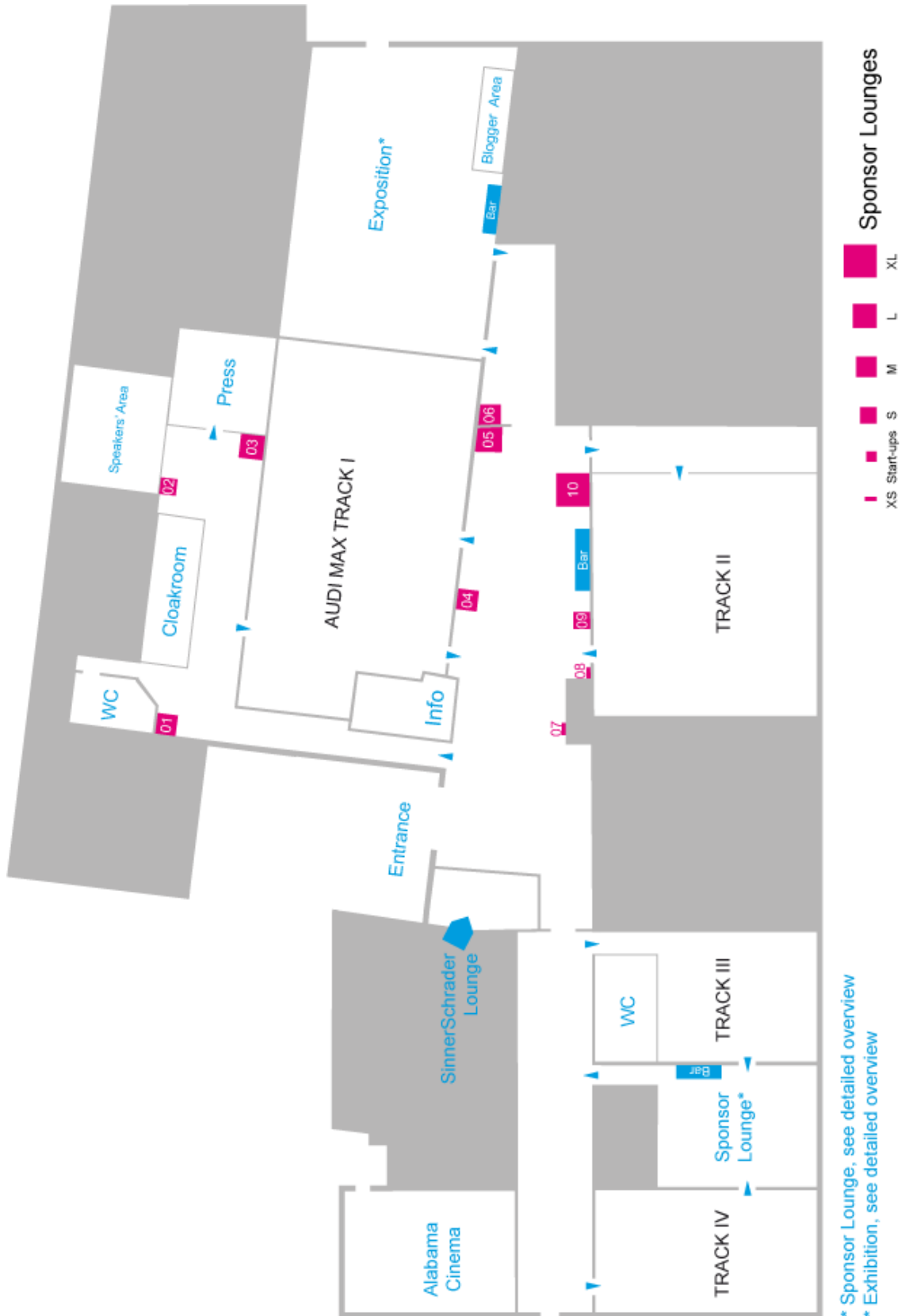
Press: At in time booking and delivery logos will be integrated in the communication, ads, flyer and journals. (next08: 68th inserts)

Conference programme flyer: Integration of logos in conference programme flyer (next08: more than 1500 flyers, see below).

Wall with logos at the conference: Logo presence on logo wall at the entrance and during the conference.

Presentation conference website: The logos of the sponsors are going to be integrated with a link on the conference website www.next09.com (next08: 165th Page Impressions).

Individual requests: Of course we consider your individual ideas and requests as well. Just talk to us!



Sponsor Lounge

