



SHEPHARD'S NIGHT VISION/EOS 2009 CONFERENCE & EXHIBITION
30 September – 1 October 2009
Gaylord National Hotel & Convention Center,
Maryland, USA

Partnership Opportunities

*** Speakers' Dinner – at the end of Day One OR the Day before the Conference**

The Speakers' Dinner is a prime opportunity to present your company's message to all of the guests. It is a private dinner (invite only) and will take place either at the end of Day One or the Day before the Conference, following the Speakers' Briefing and will start at approximately 19.30 and finish at 22.30. All speakers & one representative from each conference sponsoring company will be invited to attend on a complimentary basis. The dinner sponsoring company will have the opportunity to invite one company representative to host each table. Representatives from The Shephard Group will also attend to help you host your guests.

Partnership includes:

- Official "Speakers' Dinner" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 12 m² exhibition booth space (6m x 2m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Invitations to the Speakers' Dinner – one person per table – 4 - 5 invitations in total
- Company logo on signage at Speakers' Dinner
- Company logo on menus at Speakers' Dinner
- Opportunity to give out company gifts at Speakers' Dinner
- Opportunity to make a speech at Speakers' Dinner

Partnership fee is US \$30,000

* Official Drinks Reception – at the end of Day One

The Official Drinks Reception is a prime opportunity to present your company's message to all of the participants. It will take place in the exhibition hall area at the end of day one. It will start at approximately 17.30 and run for an hour and a half and is one of the event's important social occasions.

Partnership includes:

- Official "Drinks Reception" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 12 m² exhibition booth space (3m x 4m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at Official Drinks Reception
- Company logo on napkins at Official Drinks Reception
- Opportunity to make speech / toast at Official Drinks Reception
- 1 invitation to the Speakers' Dinner (subject to Speakers Dinner taking place)

Partnership fee is US \$30,000

* Delegate Lanyards

Presented to every delegate attending the conference, the delegate lanyard offers a long-term promotional opportunity. In particular the inclusion of the partner's logo makes this an attractive souvenir item. Every single participant at the event will be carrying your company logo around with them.

Partnership includes:

- Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3mx2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on delegate lanyards
- 1 invitation to Speakers' Dinner (subject to Speakers Dinner taking place)

Booked by DRS Technologies



* Internet Area

A vital source of contact and information for speakers, delegates and attendees, conveniently located outside the conference room for ease of access.

Partnership includes:

- Official "Internet Area" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3m x 2m)
- 2 complementary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Internet area with the partner's logo as a screensaver, and the area clearly signed and branded with the partner's logo
- Opportunity to distribute branded mouse mats / pens by the internet area (provided by partner)
- 1 invitation to Speakers' Dinner (subject to Speakers Dinner taking place)

Partnership fee is US \$20,000

* Delegate Folders

Presented to every delegate attending the conference, the delegate folder, containing a pad of paper and a pen, offer a long-term promotional opportunity. The inclusion of the partner's logo makes these an excellent souvenir item.

Partnership includes:

- Official "Delegate Folder" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on conference folders
- Opportunity to include company brochure in conference folders
- 1 invitation to Speakers' Dinner (subject to Speakers Dinner taking place)

Partnership fee is US \$20,000

* Delegate Bags

Presented to every delegate attending the conference the delegate bags are a primary promotional opportunity. Every single delegate attending the event will be carrying your company logo around with them and using the bag way beyond the close of the conference.

Partnership includes:

- Official "Delegate Bag" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on delegate bags
- Opportunity to include company brochure in delegate bags
- 1 invitation to Speakers' Dinner (subject to Speakers Dinner taking place)



Booked by PHOTONIS Night Vision

* Lunch Breaks – Day One & Day Two available

Partnership of the 90-minute lunch breaks on each day of the conference provides an ideal opportunity to make a special impact and place your name in front of delegates during the event. Special signage at each serving point links the partner to the lunch.

Partnership includes:

- Official "Lunch Break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places conference for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at lunch break
- Company logo on napkins at lunch break
- 1 invitation to Speakers' Dinner (subject to Speakers Dinner taking place)

Partnership fee is US \$15,000 per day

* Refreshment Breaks – Day One & Day Two available

The Partnership of the two Refreshment Breaks on each day (mid morning and mid afternoon) of the conference provides an ideal opportunity to place your name in front of delegates during the event. Special signage at each serving point provides strong visibility for the partner.

Partnership includes:

- Official “refreshment break” partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at refreshment break
- 1 invitation to Speakers’ Dinner (subject to Speakers Dinner taking place)

Partnership fee is US \$10,000 per day

*Event Guides

Presented to every delegate attending the conference, the official Event Guide contains the programme, speakers’ biographies, attendee list, exhibition floor plan & details on exhibitors/sponsors. This is an ideal opportunity to insert your company’s promotional message by placing advertising on the back cover.

Partnership includes:

- Official “Event Guide” partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m² exhibition booth space (3m x 2m)
- 1 complimentary delegate place for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company advert on the back cover of the Event Guide (sent to The Shephard Group upon signature of the contract)
- 1 invitation to the Speakers’ Dinner (subject to Speakers Dinner taking place)



Booked by Consolite Consolite Technology Ltd

Please contact Ana Stratton at The Shephard Group to book your partnership

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