



# User Summit 2008

October 13–15  
Westin Copley Place  
Boston

## To all User Summit 2008 Sponsors ...

User Summit 2008 will take place October 13–15  
at the Westin Copley Place in Boston.

Last year's event was a tremendous success and we look to use this momentum as we plan our 2008 event. We are excited to introduce dual content tracks for beginner and advanced users, new and improved break-out sessions, and a pre-summit agenda this year.

User Summit 2008 is the premier event for OpenAir clients and sponsors looking to optimize their use of OpenAir and expand their networks into a variety of industries. The conference provides the opportunity to learn best practices from OpenAir staff and users, receive one-on-one support and training, and network with fellow services professionals.

As a User Summit 2008 sponsor, you will receive invaluable access to your target audience. Various marketing opportunities will enable you to showcase your organization's offerings within a controlled environment. By becoming a summit sponsor, you guarantee that your marketing message is reaching the optimal demographic.

We offer three levels of sponsorship that are specifically designed with you in mind. Each level provides unique opportunities to obtain marketing success with a guaranteed ROI. Please take the time to review this brochure to learn more about the exciting marketing opportunities that await our sponsors.

Together with you, our sponsors, OpenAir User Summit 2008 is destined to be even better than years past. We look forward to seeing you in October!

Sincerely,  
Edward Marshall  
VP Sales and Marketing

## Last year's participants

84% were very pleased with the content

86% were very pleased with the value

89% would consider attending again

## User Summit Sponsors wrote ...

**Jodi Cicci, President and CEO, TOP Step Consulting ...**

The OpenAir User Summit is truly a unique experience. The breadth of users in the community crosses industries, markets, job functions, and management levels giving sponsors the ability to reach customers at almost all levels. Combined with attendees and presenters from OpenAir sponsor solutions, you get a potentially unlimited customer base exposure for your business. The networking opportunities I gained in sponsoring the event were invaluable in growing my business.

**Randy Mysliviec, President, RTM Consulting, LLC ...**

The OpenAir user summit provides an outstanding forum for consultants and other vendors to network with PS operators. The event also provides a real-time opportunity to learn what the challenges are facing PS operators at all levels.

**Scott Fletcher, Director, InfoMentis ...**

Sponsoring OpenAir's User Summit opened new doors of opportunity with some of today's leading technology companies and those on the rise.

## User Summit attendees wrote ...

**John Carr, VP Operations, ICS, Inc. ...**

I really did enjoy the Summit this year. Kudos to you and all the OpenAir staff for doing an excellent job ... Thanks again for a great experience. OpenAir is definitely another one of Boston's Championship Teams!

**Joe Longo, VP Professional Services Operations, MetricStream ...**

This Summit surpassed last year, which was excellent.  
I am looking forward to 2008.

**Jonathan Schultz, Senior Project Manager, Court Square Group ...**

Each of us learned many new tips that will add significant value to our organization. We really enjoyed the client presentations showing different and creative ways to implement OpenAir and getting to meet representatives from the other clients and the OpenAir staff was invaluable!

## Last year's participants

The User Summit provides sponsors with the opportunity to reach a targeted audience to build their pipeline and gain access to a forum of high level executives.

### 2007 participants by industry and company size

#### Industry

Software	37%
Business Services and Consulting	34%
Creative Firms	7%
Technology	5%
Healthcare	4%
Financial Services	4%
Communications	3%
Other	6%

#### Company Size ( Employees )

1000 +	25%
501-999	19%
201-500	19%
101-200	26%
100 or fewer	11%

## User Summit Sponsorship Packages

### Platinum : 3 Sponsor Limit : \$5,000

Sponsorship Entitlements:

- Co-sponsorship of 3 networking events with appropriate signage
- Table display to promote your organization to our conference attendees
- Logo on promotional giveaway
- Logo on promotional emails
- 4 free registrations to summit
- 1 page collateral placed in attendee packets

### Gold : 4 Sponsor Limit : \$3,000

Sponsorship Entitlements:

- Co-sponsorship of an attendee lunch with appropriate signage
- Table display to promote your organization to our conference attendees
- Logo on promotional emails
- 2 free registrations to summit
- 1 page collateral placed in attendee packets

### Silver : 4 Sponsor Limit : \$1,000

Sponsorship Entitlements:

- Sponsorship of an attendee coffee break with appropriate signage
- Logo on promotional emails
- 1 free registration to summit
- 1 page collateral placed in attendee packets

For more details, or to reserve your sponsor participation, please contact Kevin Gilbert, via [kgilbert@openair.com](mailto:kgilbert@openair.com) or 617-351-0226.