



WITNESS SYSTEMS

## **Driving Innovation User Conference 2005**

**May 1- 4, 2005  
Renaissance Las Vegas Hotel  
Las Vegas, Nevada**

Dear Values Business Partner,

We are pleased to invite you to participate in the annual Driving Innovation User Conference. This event will take place at the Renaissance Las Vegas Hotel in Las Vegas, Nevada from May 1-4. The conference offers you an excellent setting to introduce complementary solutions and services to experts and decision makers from Fortune 1000 companies through sponsorship and exhibit opportunities, allowing you to generate business opportunities.

### **Driving Innovation Audience/Attendees**

The Conference targets executives and decision makers who are engaged in the operations, quality, training, systems planning and IT initiatives surrounding contact centers. And unlike traditional tradeshow participation, Innovation Sponsors have access to a captive audience of over 300 Witness Systems customers from a variety of markets such as banking and finance, telecommunications, healthcare, insurance, utilities and travel who are already sold on the value of investing in performance optimization solutions for their contact center.

### **Sponsorship Opportunities**

Whether you are interested in sponsoring a Conference activity or exhibiting in the Partner Pavilion, your marketing dollars will go towards gaining exposure and unveiling new business opportunities. To learn more about how you can participate in this year's conference please refer to the **Driving Innovation 2005 Partner Kit**.

### **Conference Promotion**

Witness will aggressively promote the Conference via the press, direct and Internet mailings, and Web Sites. Witness' mail and e-mail campaign targeting 12,000 names began in October 2004 and will run through the end of April. In addition, Witness will promote the Driving Innovation Conference at all tradeshows that it is participating in from February to May, including CC Demo Dallas, ICCM Toronto, BCBS and SWPP.

You can learn more about Driving Innovation by visiting [www.driving-innovation.net](http://www.driving-innovation.net) and/or by visiting Witness' corporate Web Site ([www.witness.com](http://www.witness.com)).

Attached is the Driving Innovation 2005 Partner Kit, which contains information on sponsorship opportunities, sponsorship election form, and hotel information.

We look forward to your participation in the conference this year. If you have any questions regarding the outlined sponsorship opportunities, please contact Denise Peterson, at (678) 254-5323 or [dpeterson@witness.com](mailto:dpeterson@witness.com).

Sincerely,

**2005 Driving Innovation Committee**



WITNESS SYSTEMS

## **Driving Innovation 2005 Partner Kit**

The Driving Innovation 2005 Partner Kit contains all the information you need to reserve your spot in the conference:

- Partner Pavilion Sponsorship Package Details
- Specialty Sponsorship Package Details
- Sponsorship Order Form
- Exhibitor Agreement
- Partner/Sponsor Hotel Reservation Information

You can review this information by clicking on any of the links above. If you have any questions regarding the information provided below, please contact:

Denise Peterson  
Witness Systems  
Office: (678) 254-5323  
Fax: (770) 754-1873  
e-Mail: [dpeterson@witness.com](mailto:dpeterson@witness.com)

- \* *Sponsorships are available on a first come, first served basis.*
- \*\* *All sponsorship fees are due prior to the conference.*

## **Partner Pavilion Sponsorship Packages:**

### **Platinum Sponsorship**

**\$15,000**

*As a platinum sponsor you will receive the following:*

- 10 x 20 exhibit space in the Partner Pavilion during the User Conference reception on Monday evening. \*
- An opportunity to present at one breakout session.
- Promoted and recognized as a sponsor for one of the refreshment breaks.
- Your company name and logo prominently displayed and promoted as a Platinum Sponsor on/in:
  - The Conference website
  - Conference promotional collateral
  - On-site Conference materials
- A hot-link from the Conference website to your company's designated website.
- A full page Ad or editorial (*provided by you*)\*\* in the on-site Conference Program Guide.
- Continued presence on Conference Website and special mention in post-event marketing.
- The ability to place one promotional item (*provided by you*) in the Conference registration pack. \*\*
- Two full Conference registrations for May 1-4, allowing two employees to attend the general and breakout sessions, meals, and networking functions.
- Two exhibitor Conference registrations to be used during the Partner reception on Monday evening.
- Opportunity to purchase up to 3 additional conferences passes at a discounted price of \$495

### **Gold Sponsorship**

**\$10,000**

*As a gold sponsor you will receive the following:*

- 10 x 10 exhibit space in the Partner Pavilion during the User Conference reception on Thursday evening. \*
- Your company name and logo prominently displayed and promoted as a Gold Sponsor on/in:
  - The Conference website
  - Conference promotional collateral
  - On-site Conference materials
- A hot-link from the Conference website to your company's designated website.
- A 1/2 page Ad or editorial (*provided by you*)\*\* in the on-site Conference Program Guide.
- Continued presence on Conference Website and special mention in post-event marketing.
- The ability to place one promotional item (*provided by you*) in the Conference registration pack \*\*
- Two full Conference registration for May 1-4, allowing one employee to attend the general and breakout sessions, meals, and networking functions.
- Two exhibitor registrations to be used during the Partner reception on Monday evening.

### **Silver Sponsorship**

**\$4,000**

*As a silver sponsor you will receive the following:*

- 10 x 10 exhibit space in the Partner Pavilion during the User Conference reception on Monday evening. \*
- Your company name and logo prominently displayed and promoted as a Silver Sponsor on/in: the Conference website, promotional material, and the on-site Conference materials
- A hot-link from the Conference website to your company's designated website.
- Continued presence on Conference Website and special mention in post-event marketing
- One full Conference registration for May 1-4, allowing one employee to attend the general and breakout sessions, meals, and networking functions.
- Two exhibitor Conference registrations to be used during the Partner reception on Monday evening

*\* Exhibit space includes rear pipe and drape, one 6 foot x 30" draped table, two chairs, one 20" monitor, one standard 110v power outlet, and signage with your company name and logo (2 color). All other exhibit related fees are the responsibility of the exhibiting company.*

*\*\* Subject to the approval of Witness*

*\*\*\* The Exhibit Hall is carpeted*

## Specialty Sponsorship Opportunities

Sponsorship	Description of Benefits	Price/ Sponsorship
<b>Conference Tote Bags</b>	<ul style="list-style-type: none"> <li>• Company name and logo displayed on Conference website, promotional and on-site materials</li> <li>• Continued presence on Conference Website and special mention in post-event marketing</li> <li>• Your company's one or two color logo imprinted on the Conference tote bag</li> </ul> <p style="text-align: center;"><b><i>One Sponsorship Available!</i></b></p>	\$6,000
<b>Networking Luncheon May 2 or 3</b>	<ul style="list-style-type: none"> <li>• Company name and logo displayed on Conference website, promotional and on-site materials</li> <li>• Continued presence on Conference Website and special mention in post-event marketing</li> <li>• Opportunity to welcome attendees at start of luncheon</li> <li>• Signage placed throughout the luncheon venue</li> <li>• Signage placed on all dining tables</li> </ul> <p style="text-align: center;"><b><i>Two Sponsorships Available!</i></b></p>	\$8,000
<b>Co-Host "An Evening at Madame Tussauds Las Vegas" Evening of May 3</b>	<ul style="list-style-type: none"> <li>• Company name and logo displayed on Conference website, promotional and on-site materials</li> <li>• Continued presence on Conference Website and special mention in post-event marketing</li> <li>• Opportunity to welcome attendees at start of event</li> <li>• Signage placed throughout the venue</li> <li>• 10 x 10 exhibit space in Partner Pavilion during reception on Wednesday evening</li> <li>• Hot-link from the Conference Website to your company's designated Website</li> <li>• Two full Conference registrations</li> <li>• Two exhibitor Conference registrations for the Partner reception on Thursday evening</li> <li>• A Speaking opportunity at one session</li> </ul> <p style="text-align: center;"><b><i>One Sponsorship Available!</i></b></p>	\$25,000
<b>Communication Center Sponsorship</b>	<ul style="list-style-type: none"> <li>• The Communication Center is a special area that allows participants to get connected while attending the show.</li> <li>• Visitors can use the Center to check their email and search the Internet.</li> <li>• As a sponsor of the CyberCafe, your logo will be prominently displayed on all CyberCafe signage and terminal screensavers.</li> <li>• The sponsor may also provide mousepads for the area. In addition, your web site will be set as the default home page for the terminals.</li> </ul> <p style="text-align: center;"><i>Screensaver art and url provided by sponsor*.</i></p> <p style="text-align: center;"><b><i>One Sponsorship Available!</i></b></p>	\$15,000
<b>Conference Notepad Sponsorship</b>	<ul style="list-style-type: none"> <li>• Notepads bearing your corporate message/logo will be distributed in each general session at the event.</li> </ul> <p><i>Sponsor provides notepads for distribution - estimated quantity required = 500</i></p> <p style="text-align: center;"><b><i>One Sponsorship Available!</i></b></p>	\$2,000
<b>Conference Pen Sponsorship</b>	<ul style="list-style-type: none"> <li>• Pens bearing your corporate message will be distributed in each session.</li> </ul> <p><i>Sponsor provides pens for distribution - estimated quantity required = 1,500</i></p> <p style="text-align: center;"><b><i>One Sponsorship Available!</i></b></p>	\$1,500
<b>Conference Lanyards</b>	<ul style="list-style-type: none"> <li>• Company name on conference lanyards.</li> </ul> <p style="text-align: center;"><b><i>One Sponsorship Available!</i></b></p>	\$2,500
<b>Conference Program Guide</b>	<ul style="list-style-type: none"> <li>• One half page ad *</li> <li>• One full page ad *</li> </ul>	\$500 \$1,000
<b>Conference Bag Insert</b>	<ul style="list-style-type: none"> <li>• The ability to place one promotional item (<i>provided by you</i>) in the Conference registration pack. *</li> </ul>	\$500

*\*Provided by the sponsor*

# **Sponsorship Order Form**

**Company Name:** \_\_\_\_\_

**Partner Pavilion Sponsorship:**

- Platinum Level - \$15,000
- Gold Level - \$10,000
- Silver Level - \$4,000

**Specialty Sponsorship:**

- Conference Tote Bags - \$6,000
- Networking Luncheon on May 2 or May 3 - \$8,000
- Co-Host Evening at Madame Tussauds Las Vegas - \$25,000
- Communication Center - \$15,000
- Conference Notepads - \$2,000
- Conference Pens - \$1,500
- Conference Lanyards - \$2,500
- Listing in Conference Program Guide
  - One Half-Page Ad - \$500 Level
  - Full Page Ad - \$1,000 Level
- Conference Bag Insert - \$500

**Contact Information:**

*Please complete both sections below:*

	<b><u>Exhibitor Information</u></b>	<b><u>Sponsorship Invoice</u></b>
<b>Contact Name</b>	_____	_____
<b>Address 1</b>	_____	_____
<b>Address 2</b>	_____	_____
<b>City</b>	_____	_____
<b>State/Province</b>	_____	_____
<b>Country</b>	_____	_____
<b>Postal Code</b>	_____	_____
<b>Phone Number</b>	_____	_____
<b>eMail Address</b>	_____	_____

**NOTE: Payment can be made by check or credit card.** All Payments should be received in full 30 days prior to the start of the conference.

Please complete and fax *this form* and the *Exhibitor Agreement* to:

**Witness Systems**

**Attn: Denise Peterson**

Fax: (770) 754-1873



WITNESS SYSTEMS

**Exhibitor Agreement**

**1. Agreement to Terms, Conditions and Rules**

A. Exhibitor agrees to observe and abide by the Terms, Conditions and rules set forth herein and by such additional Terms, Conditions and Rules made by Witness Systems, Inc. from time to time for the efficient or safe operation of the Partner Pavilion.

B. The exhibits are part and parcel of the Partner Pavilion. For purposes of this contract, "YOU," "Exhibitor," shall be defined as the organization requesting to exhibit at the Witness Systems, Inc. Conference Partner Pavilion.

**2. Exhibitor Applications:**

Application for exhibit space must be made on the printed form provided by the Witness Systems, Inc. The Exhibitor fully understands that the exhibit space is contingent upon receiving the application form as well as the agreed amount due thirty (30) days prior the to Witness Systems, Inc. Conference.

**3. Payment of Exhibit Space:**

A minimum of 25% non-refundable deposit of full payment of invoice is due when Exhibit space is requested. The balance of payment is due thirty (30) days prior to the opening date of the conference. If the balance is not received by that date, reserved space can no longer be guaranteed.

**4. Not Transferable:**

You cannot sell, assign, rent, sublease, transfer, trade or share any part of the exhibit space provided to you, with any other company, person, or organization. In the event you violate this section, you agree to pay us twice the amount provided for in this contract.

**5. Limitation of Liability and Indemnity**

A. Neither Witness Systems, Inc., nor the Renaissance Las Vegas Hotel or any of its officers, or other representatives, shall be held liable for, and they are hereby released from liability for any damages, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

B. The Exhibitor shall indemnify, defend and protect Witness Systems, Inc. against, and hold Witness Systems, Inc. harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failure to act, or negligence of Exhibitor, or any of its officers, agents, employees or other representatives, including, but not limited to, claims or damages or loss resulting from the breach of these Terms, Conditions and Rules, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark.

**6. Show Hours and Dates:**

Hours and dates for installing, showing and dismantling exhibits shall be those specified by Witness Systems, Inc., which will be given to Exhibitor prior to the Conference date. All exhibits must be open during the specified exhibit hours, and no dismantling or packing may be started before the official close of the Partner Pavilion. Exhibitor must provide Witness Systems, Inc. with equipment and/or material shipping information two (2) weeks prior to the Conference. Exhibitor is responsible for packing and unpacking their own equipment and/or materials.

**7. Assignment of Exhibit Space:**

Witness Systems, Inc. shall assign the Exhibit Space to Exhibitor. Exhibit space will be assigned first by sponsorship level and then on a first come first serve basis.

**8. Change of Space:**

Witness Systems, Inc. shall have the right, at its sole discretion, to change your space assignment after acceptance if it is deemed in the best interest of the exhibition. In the event Witness Systems, Inc. elects to exercise its right to change your exhibit space, you will be notified of your newly assigned exhibit space. Any reassignment shall be to exhibit space, which is of the same size as your original space.

**9. Use of Exhibit Space:**

A. In the event the Exhibitor fails to pay the space rental at the time specified, or fails to install his Exhibit within the time limit set for opening the Partner Pavilion, or fails to comply with any provisions concerning his use of the exhibit space, Witness Systems, Inc. shall have the right to take possession of said space and resell same, or any part thereof.

B. You and all who staff your space must maintain a mature, responsible, and professional attitude during exhibit hours. We suggest at least one of your representatives be in your booth space during exhibit hours.

C. All exhibits, demonstrations and activity must be entirely within the contracted space. Exhibitor space is defined as one (1) ten foot (10') by ten foot (10') display area (unless otherwise indicated) with pipe and drape provided.

D. No part of the constructed Exhibit may extend the limits of Exhibitor's specified Exhibit space. The Exhibit must be confined to the length and width of the assigned skirted tables.

E. Merchandise, signs, decorations, or Exhibit fixtures shall not be posted, taped, nailed or tacked to walls. No exhibit merchandise, equipment, crates, boxes or packing materials shall be left in any aisle, but shall be confined to Exhibit Space.

F. Exhibitor will be provided with standard electricity (one 4 quad power strip), one 20" monitor, 6' table and 2 chairs. Any additional requirements will be the responsibility of the Exhibitor.

**10. Closing of Exhibit:**

A. Exhibitor is responsible for packing and shipping of their equipment and/or materials.

B. Witness Systems, Inc. shall be entitled to arrange the packing and shipping of Exhibitor's equipment and/or materials if the Exhibitor fails to comply with the Terms, Conditions and Rules, at the Exhibitor's expense.

**11. Cancellation of Exhibit Space:**

If Exhibitor wishes to cancel its exhibit space, written notice must be received by Witness Systems, Inc. no later than thirty (30) days prior to the conference opening date. NO REFUNDS WILL BE MADE if notice is not given thirty (30) days prior to conference opening date.

**12. Security:**

Security will be provided by Witness Systems, Inc. during the closing hours of the Partner Pavilion.

**13. Liability and Insurance:**

A. Every reasonable precaution will be taken by Witness Systems, Inc. to protect property during the Partner Pavilion. Neither Witness Systems, Inc., nor the Renaissance Las Vegas Hotel or any of its officers, or other representatives, shall be held liable for, and they are hereby released from liability for any damages, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

B. Exhibitors are advised to carry appropriate insurance to cover Exhibit materials against damage and loss, and public liability insurance against injury to the person and property of others.

Agreed To By: \_\_\_\_\_

Title: \_\_\_\_\_

Print Name: \_\_\_\_\_

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

## **Partner/Sponsor Hotel Reservation Information**

Renaissance Las Vegas Hotel  
3400 Paradise Road, Las Vegas, NV 89109

For reservations call 1-800-468-3571 (702-733-6533) and ask for the Witness Systems group rate of \$149.00 single or double. This special rate is valid through April 1, 2005. Reservations made after that will be on a space available basis.

For more information about the hotel, please visit their web site at <http://www.renaissancelasvegas.com>.



### **The Renaissance Las Vegas Hotel:**

Opened December 3, 2004, the 548 room Renaissance Las Vegas Hotel offers superior location, 30 suites including VIP and specially designed "Exhibitor" Suites, 20,000 sq ft of meeting space, an Executive level with lounge, Outdoor pool and spa services. Contemporary design and high tech amenities combine for a unique Vegas experience. From the moment you step into our lobby, you will be taken back to a time lost but not forgotten. You will enjoy the Club-like atmosphere of the hotel, sophisticated, yet energizing. You'll swear you were back in the Rat Pack glory days of Las Vegas. Elegant style and modern convenience come together in a perfect balance of nostalgia and technology in our large guest rooms. Fine fabric and wood combined with High-Speed Internet and flat screen televisions bring what was the best of old Vegas to the new Millennium. For those who wish to enjoy the area attractions, the worlds famous Las Vegas Strip is just a short monorail ride away.