

15–16 November, 2007
Radisson Plaza Hotel, Sydney

5th Annual

www.open-standards.com
OPEN STANDARDS



Information for Sponsors and Exhibitors

Overview

Standards developed through the formal processes of transparent and accountable standards bodies are universally regarded as positive. Even when technical differences polarise technologists, it's difficult to find any users who prefer closed, proprietary technology to open standards. However, that doesn't mean standards are without risks or inefficiencies or that experience is easy to come by.

Now in its fifth year, Open Standards is the premier event for discussing the use of technology standards in business.

Target Audience

Across the board, IT standards are creating stable, low risk environments to implement solutions. Anyone responsible for influencing policy from public, private and academic sectors should consider attending.

Open Standards 2007 provides attendees from business and technology backgrounds with the unique and valuable opportunity to:

- interact with leaders in the development and implementation of open IT standards;
- gain a wide-screen perspective on where standards are succeeding and why;
- understand how organisations are creating internal "standards" to address local issues;
- hear how astute managers are using standards, instead of development resources, to solve IT problems;
- benefit from the collective knowledge of the longest running IT standards conference in the Asia Pacific region.

Sponsorship Options

Sponsorship of the Open Standards conference provides organisation's with an excellent platform to increase both visibility and participation with the most informed and well-qualified representatives of the e-Business community.

There is a range of sponsorship options available, designed to maximise exposure for sponsors throughout the event's extensive marketing campaign.

Gold Sponsorship	\$10,000
Silver Sponsorship	\$5,000
Bronze Sponsorship	\$3,000
Opening night cocktail party	\$2,000
Sponsorship of conference satchel	\$2,000
Insert into conference satchel (2 pieces of promotional material)	\$1,000

- Please add 10% GST to all prices quoted.

Open Standards 2007 is currently soliciting expressions of interest from companies wishing to sponsor this event. The conference management will in turn tailor a proposal with benefits commensurate with your commitment level to meet your company's marketing objectives.

Tabletop Exhibition – \$2,000

With strong representation from both the government and corporate sectors, Open Standards offers exceptional potential for exhibitors with solutions and products targeted at these markets. In addition, Open Standards provides the opportunity for vendors to create value through the organisation of User Group meetings to be held in conjunction with the conference. This provides a highly credible reason for both existing users and prospects to join in a product-focused session while providing an administration-free event for the vendor.

Only a limited number of tabletops are available and positions will be assigned on a first-come, first-served basis. Exhibitors are encouraged to book early for prime position allocations.

User and Focus Groups – \$3,000

Open Standards recognises the valuable contribution that commercial software developers make to the progress of open standards. Rather than minimise the role of vendors in the event, Open Standards opts for inclusion.

Setting aside a specific pre-conference time for vendors to host a user group gives users and prospects a chance to learn more about commercial products in the appropriate forum. At the same time, vendors are given a valuable opportunity to have a direct, detailed and cost-effective conversation with motivated conference attendees.

For vendors and attendees, the user group opportunity adds to the value of attending Open Publish. Space for the user groups are limited to three vendors. Each vendor will be provided with registration and administration support, vendors are required to do nothing more than deliver the user group content and handouts.

Advertising Opportunities

The **Conference Program Guide** distributed to all delegates at registration is the main source of information for attendees who refer to it throughout the event for things such as the schedule, session descriptions and exhibitor information etc. Advertise in the program guide for maximum exposure at minimal cost.

For further details about **Open Standards 2007**, please contact:

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