

15th International Conference

Detection Technologies 2009

November 5-6, 2009
Washington, DC USA

New Developments in Identification of
Microorganisms & Chemicals

Sponsorship &
Exhibitor
Opportunities

NANOKAP 2009

Special One Day Symposium

Utilizing Nanotechnology for
the Detection of Toxins &
Pathogens

November 4, 2009
Washington, DC USA



KNOWLEDGE FOUNDATION

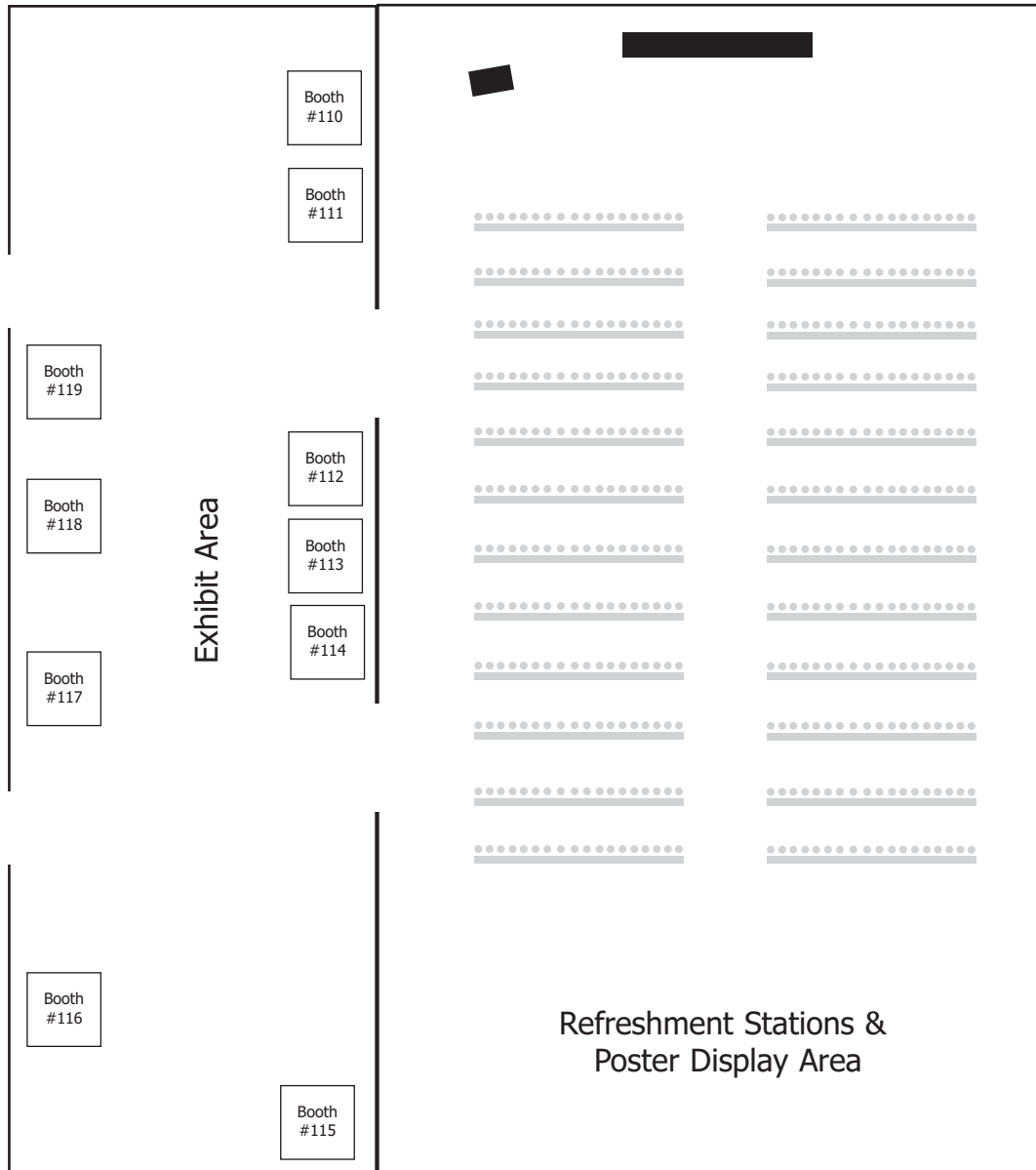
TECHNOLOGY COMMERCIALIZATION ALLIANCE

10 Years



Exhibit Space Layout

Marriott Washington Wardman Park
Thurgood Marshall Ballroom North & East
(Classroom Seating Capacity: 350)



Exhibiting Opportunities

3 DAYS - 10'x 10' Exhibit Booth Space Cost: \$2,799

Benefits:

- 10'x10' booth space in close proximity to the meeting room
- 1 conference registration to 2 days of event
- 1 exhibit-only booth attendant (*additional booth attendants \$150*)
- 1 set of conference documentation
- 3'x 6' draped table with 1 standard electrical strip
- 8.5"x 11" black and white advertisement inserted into the conference documentation binder (*upgrade your ad to color for \$199*)
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting

2 DAYS - 10'x 10' Exhibit Booth Space Cost: \$2,299

Benefits:

- 10'x10' booth space in close proximity to the meeting room
- 1 conference registration to 2 days of event
- 1 exhibit-only booth attendant (*additional booth attendants \$150*)
- 1 set of conference documentation
- 3'x 6' draped table with 1 standard electrical strip
- 8.5"x 11" black and white advertisement inserted into the conference documentation binder (*upgrade your ad to color for \$199*)
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting

Exhibiting Opportunities

Hospitality Suite

Cost: \$4,399

Benefits:

- Private meeting room for up to 15 people for 2 days
- Food & beverage, room rental, taxes & service charges included for basic hospitality suite for 2 days
- 10' x 10' booth space in close proximity to the meeting room
- 2 conference registrations
- 2 sets of conference documentation
- 8.5"x 11" 4-color advertisement inserted into the conference documentation binder
- 2 sets of mailing labels of conference attendees for your 2 time use
- Website link from knowledgefoundation.com to your website
- 20% discount registration coupons for 4 of your prospects/clients

Product Showcase Presentation*

Cost: \$1,299

***Must be a paid exhibitor to be eligible**

Benefits:

- Provide a 45 minute presentation to conference attendees as part of the conference workshop to showcase your products and services. You are strongly encouraged to provide product demonstrations during your presentation.
- As a conference presenter your organization will be included in the conference agenda providing you will additional exposure to your clients.

Advertising Opportunities

Name Badge Lanyards

Cost: \$2,000

Benefits:

- Your company logo prominently displayed to all conference delegates on name badge lanyards given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic name badge lanyards with your company logo included

Conference Notepad & Pens

Cost: \$1,500

Benefits:

- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic notepads and pens with your company logo included

On-site Materials Display

Cost: \$329

Benefits:

- Display your materials prominently at the conference

Documentation Binder Advertising

4-Color: \$399

B&W: \$299

Benefits:

- 8.5" x 11" black and white or 4-color advertisement inserted into the conference documentation binder

Website Banner Advertising

Cost per click:

\$30.00

(billed monthly)

Benefits:

- (1) 468 pixel x 60 pixel banner ad placed prominently on knowledgefoundation.com

Advertising Opportunities

Conference Tote Bags

Cost: \$3,000

Benefits:

- Your company logo prominently displayed to all conference delegates on customized tote bags given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic tote bags with your company logo included

Wireless Internet Access

Cost: \$3,000

Benefits:

- Your company logo prominently displayed as the sponsor of wireless internet access at the conference for the duration of the conference
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder

CD Rom Label Logo Placement

Cost: \$3,000

Benefits:

- Your company logo prominently displayed to all conference delegates on customized 4-color Cd Rom of the conference documentation
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder

Sponsorship Opportunities

Conference Title Sponsor

Cost: \$20,000

Benefits:

- (5) Conference registrations
- (1) 20' x 20' conference exhibit space
- (3) Exhibit-only booth attendants
- (5) Free Annual Memberships to the Knowledge Foundation
- Choice of event sponsorship - Luncheon, Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5"x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as title sponsor on all marketing materials and on conference website prior to event
- Press release mention of title sponsorship
- Company logo included as title sponsor on cover of conference docs
- Opening remarks recognition of your title sponsorship to all conference delegates
- Website link from knowledgefoundation.com to your website

Gold Sponsor

Cost: \$10,000

Benefits:

- (3) conference registrations
- (1) 10' x 10' conference exhibit space
- (2) Exhibit-only booth attendants
- (3) Free Annual Memberships to the Knowledge Foundation
- Choice of event sponsorship - Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5"x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as gold sponsor on all marketing materials and on conference website prior to event
- Website link from knowledgefoundation.com to your website

Sponsorship Opportunities

Silver Sponsor

Cost: \$5,000

Benefits:

- (2) conference registrations
- (1) 10' x 10' conference exhibit space
- (1) Exhibit-only booth attendant
- (2) Free Annual Memberships to the Knowledge Foundation
- 4-color advertisement in conference documentation binder
- Company logo featured prominently as silver sponsor on all marketing materials and on conference website prior to event

Luncheon Sponsor

Cost: \$6,500

Benefits:

- (1) 10' x 10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic luncheon
- 8.5"x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company
- Your marketing materials will be prominently displayed at event
- Inclusion in promotional literature as an event sponsor
- Website link from knowledgefoundation.com to your website

Cocktail Reception Sponsor

Cost: \$5,000

Benefits:

- (1) 10' x 10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic cocktail reception
- 8.5"x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company
- Your marketing materials will be prominently displayed at event
- You will be included in promotional literature as an event sponsor
- Website link from knowledgefoundation.com to your website

for complete details contact **Craig Wohlers** at (617) 232 7400 ext. 205 or email at cwohlers@knowledgefoundation.com



Registration Form

Event _____

Name _____

Title _____

Company _____

Address _____

City State Zip _____

Phone _____ **Fax** _____

E-mail _____

Please sign me up for:

- | | |
|---|---|
| <input type="checkbox"/> 2 DAY - 10' x 10' Exhibit Booth Space \$2,299.00 | <input type="checkbox"/> Notepad & Pen Sponsor \$1,500.00 |
| <input type="checkbox"/> 3 DAY - 10' x 10' Exhibit Booth Space \$2,799.00 | <input type="checkbox"/> On-site Materials Display \$329.00 |
| <input type="checkbox"/> Additional Exhibit-Only Booth Attendant \$149.00 | <input type="checkbox"/> Black & White Doc Binder Ad \$299.00 |
| <input type="checkbox"/> Conference Title Sponsor \$20,000.00 | <input type="checkbox"/> Additional Exhibit-Only Booth Attendant \$149.00 |
| <input type="checkbox"/> Gold Sponsor \$10,000.00 | <input type="checkbox"/> Full Color Doc Binder Ad \$399.00 |
| <input type="checkbox"/> Silver Sponsor \$5,000.00 | <input type="checkbox"/> Web Banner Advertising \$30 per click (billed monthly) |
| <input type="checkbox"/> Luncheon Sponsor \$6,500.00 | |
| <input type="checkbox"/> Cocktail Reception Sponsor \$5,000.00 | |
| <input type="checkbox"/> Conference Workshop Sponsor \$5,000.00 | |
| <input type="checkbox"/> Hospitality Suite \$4,399.00 | |
| <input type="checkbox"/> Tote Bag Sponsor \$3,000.00 | |
| <input type="checkbox"/> Cd Rom Label Advertising \$3,000.00 | |
| <input type="checkbox"/> Wireless Internet Access \$3,000.00 | |
| <input type="checkbox"/> Name Badge Lanyard Sponsor \$2,000.00 | |
| <input type="checkbox"/> Product Showcase Presentation \$1,299.00 | |

FAX, MAIL, CALL, E-MAIL TO:
The Knowledge Foundation
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Brookline, MA 02446 USA
Tel: (617) 232-7400 ext. 210
Fax: (617) 232-9171
E-Mail:
lkennedy@knowledgefoundation.com

Method of Payment

- Master Card Visa American Express

Card Number: _____ exp. _____