



# SYNYGY *Sales Performance* conference

September 21 - 23, 2008



CAMELBACK INN  
A JW MARRIOTT RESORT & SPA  
Scottsdale, Arizona

## SPONSOR AND EXHIBITOR KIT

Synogy is pleased to announce the SYNYGY SALES PERFORMANCE CONFERENCE, taking place September 21-23, 2008 in Scottsdale, Arizona.

Appealing to decision makers in sales, sales operations, finance, HR, and others responsible for increasing sales and improving sales force effectiveness, the SYNYGY SALES PERFORMANCE CONFERENCE focuses on today's sales operations challenges, including: sales compensation, sales measurement, sales territories

and channels, sales quotas, sales reporting and analyses, sales strategy alignment, and more.

In addition to a robust educational program, attendees are attracted to the conference for the quality of its Exhibit Hall participants. If your services and tools help organizations improve sales force performance, we offer several marketing and branding opportunities to get your company in front of this solution-seeking audience.

To discuss your involvement in the SYNYGY SALES PERFORMANCE CONFERENCE, please call 610-494-3300 x6702 or email [conference@synogy.com](mailto:conference@synogy.com).

[www.salesperformanceconference.com](http://www.salesperformanceconference.com)

## TOP THREE REASONS TO INVEST YOUR MARKETING DOLLARS

1. 200+ qualified conference attendees comprising key decision makers in sales, sales operations, finance, HR, and others responsible for increasing sales and improving sales force effectiveness
2. 40+ industry experts conducting educational sessions. Recent conferences featured presenters from: AT&T, The Chapman Group, Cisco Systems, Colletti-Fiss, Comcast, Frito-Lay, GE Healthcare, Hay Group, Hewitt, LoJack, MADISON, Maritz, Mercer HR Consulting, Miller Heiman, Motorola, Sibson Consulting, Washington Mutual Bank, Watson Wyatt, Wyeth, Xerox, and more.
3. Over four hours of dedicated Exhibit Hall time offer an excellent opportunity to secure high quality leads.

## TARGET AUDIENCE

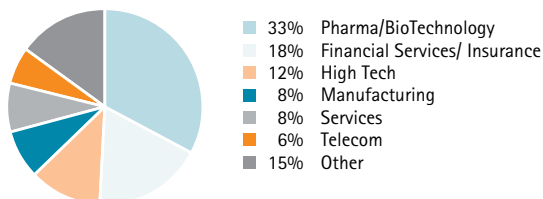
Representing a cross-section of Fortune 1000 companies—from financial services, pharmaceuticals, and technology to telecommunications and manufacturing—attendees typically include:

- **C-level executives** looking for strategies and techniques to create and maintain a performance-driven sales organization
- **sales executives** seeking ways to better execute sales strategy and drive sales performance
- **sales and sales operations directors** tasked with increasing department productivity and efficiency
- **human resource and finance executives** responsible for improving the overall performance of the organization
- **sales compensation professionals** responsible for designing, implementing, and managing sales compensation plans

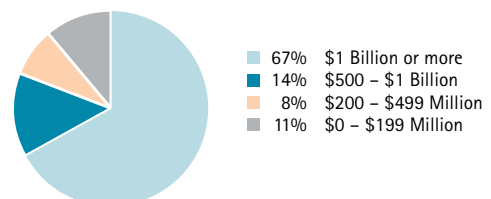
## ATTENDEE DEMOGRAPHICS

Sponsorship of this must-attend event positions your company face-to-face with decision makers from a cross-section of industries.

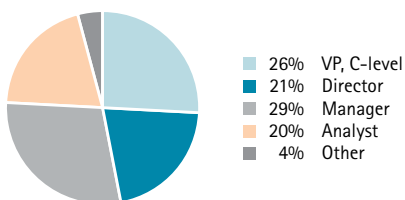
Registrants by Industry



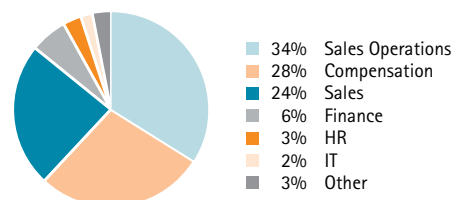
Registrants by Organization Size



Registrants by Title



Registrants by Functional Area



## SAMPLING OF ATTENDING COMPANIES

3M Pharmaceuticals	Chevy Chase Bank	Johnson & Johnson	RJ Reynolds Tobacco
Abbott Labs	Cigna	Kinetic Concepts	Robert Half International
AIG	Cingular Wireless	Kos Pharmaceuticals	Roche
AIM Investments	Cisco Systems	Kraft Foods	Rohm and Haas
Akamai Technologies	Citigroup-Smith Barney	Land O'Lakes	Saxon Capital
Albertsons	Coca-Cola Bottling Co.	Leprino Foods	Schering Plough
Allergan	Comcast	Lincoln Financial Distributors	Sepracor
Alliance Capital	Cox Communications	LoJack	Siemens Building Technologies
Allstate Insurance	Cox Target Media	Lutron Electronics	Sonoco
Alticor	Daiichi Sankyo	Marriott Vacation Club International	Southtrust Bank
American Express	Dell	MetLife	Sprint
American Home Shield	Delta Air Lines	Microsoft	Staples
Amerisource Bergen	Dixon Ticonderoga	Millennium Pharmaceuticals	Starwood Hotels & Resorts Worldwide
Amgen	Dollar Thrifty Automotive	Mission Pharma	State Farm Insurance
Amylin Pharmaceuticals	Dow Jones	Motorola	Stryker
Anheuser-Busch	DuPont	Mutual of Omaha	Symantec
Assurant Solutions	Eaton Corporation	National City Bank	T. Rowe Price
Astellas	Ebay/PayPal	Nationwide	Takeda Pharmaceuticals
AstraZeneca	ECI Telecom	Navistar Financial Corporation	Tap Pharmaceuticals
AT&T	Edwards Lifesciences	Network Appliance	TD Canada Trust
Auto Club of Southern CA.	Eli Lilly	Nike	Toyota Financial Services
Aventis Pasteur	Erie Insurance Group	Novant Health	Trane
Bank of the West	Federal Reserve Bank	Novartis Pharmaceuticals	Trustmark Services
Becton, Dickinson & Co.	Fedex Services	Novo Nordisk Pharmaceuticals	Tyco
Berlex	Fidelity Investments	Office Depot	Unisource Worldwide
Blue Cross/Blue Shield of FL	Frito Lay	Paychex	United Airlines
Blue Cross/Blue Shield of LA	GE Healthcare	Pfizer	US Cellular
Blue Cross/Blue Shield of MA	Genentech	Pitman Company	Vanguard Group
Blue Cross/Blue Shield of MI	General Electric	Pitney Bowes	VeriSign
Blue Cross/Blue Shield of MN	Georgia-Pacific	PNC Bank	Verizon
Boehringer Ingelheim	GlaxoSmithKline	Praxair	Washington Mutual
Boeing	Gordon Food Service	PR Newswire	Wellpoint
Boston Scientific	Graco	Providence Health System	Wells Fargo
CA	Hewlett Packard	Pulte Homes	Western-Southern Life
Cardinal Health	Hilti	Quantum	Western Union
Care First Blue Cross/Blue Shield	Hoffmann-La Roche	Quest Diagnostics	Wilmington Trust
Carl Zeiss Microlmaging	IBM	Regence Blue Cross/Blue Shield of OR	Wyeth
Cendant Mortgage	Ikon Office Solutions	Regions Financial Corporation	Xilinx
Century Tel	Independence Blue Cross Blue Shield	Reuters	XO Communications
Ceridian	Infineon Technologies	Ricoh	Yahoo!
Charles Schwab	Intel	Rightnow Technologies	

## 2008 SPONSORSHIP PACKAGES

### Exhibitor - \$3,500

- 10x10 booth space in exhibit hall
- Company logo displayed on conference website and on marketing campaigns where applicable\*
- Two (2) complimentary passes to the conference
- Unlimited, discounted passes (\$1,095) to the conference for clients/prospects (\$400 savings)

### Silver Sponsor - \$5,000

- All the above, **PLUS**
- One (1) four-color advertisement in the on-site conference guide\*
- One (1) conference bag insert\*
- Post-conference attendee mail list

### Gold Sponsor - \$10,000

- All the above, **PLUS**
- One (1) ½ page, four-color ad in a future *SYNYGY Magazine*
- Choice of sponsorship item
- Pre- and post-conference attendee mail lists (email addresses for post-conference list only)
- One (1) additional complimentary pass to the conference (total of 3)

### Platinum Sponsor - \$15,000

- All the above, **PLUS**
- Special consideration for presenting to general session\*
- Upgrade to one(1) full-page, four-color ad in a future *SYNYGY Magazine*
- Choice of sponsorship item
- Pre- and post-conference attendee mail lists (includes email addresses for both lists)

\* Item available pending contract date

## EXTRA MARKETING OPPORTUNITIES

Regardless of sponsorship level, additional marketing opportunities are available:

### SYNYGY Magazine

12,500+ circulation, plus bonus distribution at the SYNYGY SALES PERFORMANCE CONFERENCE

- Full page, four-color advertisement: \$3,000\*\*
- ½ page, four-color advertisement: \$1,500\*\*

\*\* Discounted 20% off published rates; additional discounts available for multiple insertions

**Portfolio/Bag Insert: \$1,000**

**On-site Conference Guide Ad: \$1,000**

**Pre- or Post-Conference Attendee List: \$750**

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## EXHIBIT HALL SCHEDULE (SUBJECT TO CHANGE)

Don't miss your opportunity to get in front of over 200 key decision makers responsible for driving performance within their sales organizations. Booth space is limited, so reserve now to guarantee your location.

### Sunday, September 21

- 1:00 pm - 5:00 pm Exhibitor Set-up
- 6:30 pm - 9:00 pm Welcome Cocktail Reception in the Exhibit Hall

### Monday, September 22

- 7:30 am - 8:30 am Breakfast in Exhibit Hall
- 1:00 pm - 2:00 pm Exhibit Hall open

### Tuesday, September 23

- 7:30 am - 9:00 am Breakfast & Raffle in Exhibit Hall
- 9:00 am - 12:00 pm Exhibitor Break-down

For an up-to-date list of sponsors and exhibitors, visit [www.salesperformanceconference.com](http://www.salesperformanceconference.com).

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