

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Supporting</b>
	\$22,000	\$18,000	\$14,000	\$10,000	\$7,000
Availability	limited	limited	limited	unlimited	unlimited
<b>Sponsor Benefits</b>					
Sponsor staff registrations (no sharing)	4	3	2	2	2
Customer registrations	3	2	1		
Discount on extra passes	40%	35%	30%	25%	25%
Speaking Opportunity	Keynote and Strategic briefing	Strategic briefing	Strategic briefing		
Passes to Advisory Board Dinner	3	2	1	1	
Attendee List	yes	yes	yes	yes	yes
Logo on marketing	yes	yes	yes	yes	yes
Conference program ad	2 full pages	2 full pages	1 full page	1 full page	1/2 page
Conference bag collateral	yes	yes	yes	yes	yes
Booth/Table/Banner display, etc	none	none	none	none	none
Option to rent private meeting room	\$500/day	\$500/day	\$500/day	no	no
<b>Advertising Bonus</b>					
<i>Your market development fund applies to web and e-mail advertising with the WTN Media, reaching the same demographic you reach at DHC. Must be used by October 30, 2014. No credit. Contact us for details and packages.</i>					
Spending matched up to	\$6,000	\$4,000	\$3,000	\$2,000	none
<b>Important notes and due dates</b>					
<b>Customer passes</b> must be from end-user organizations - please issue invites as soon as possible. It doesn't make a lot of sense for sponsors to have more sponsors than end-users in attendance. We would like to have 3 end-users for every vendor. Customer passes are optional.					
<b>Staff passes</b> include speakers/presenters. All passes must be assigned by May 16, 2014. No exceptions, extensions or credits are possible.					
<b>Sharing passes</b> - Not allowed					
<b>Advisory Board Member and Speaker</b> must be a senior level executive and is subject to advisory board approval.					
<b>Speaker and topic</b> must be submitted and approved by advisory board by April 18, 2014. First draft is due April 3, 2014.					
<b>Advisory board dinner passes</b> represents total attendance from your company, including your speaker.					
<b>Influencing conference content</b> will occur when you interact with the advisory board when determining topic and speaker.					
All symposium marketing benefits are subject to receipt of materials: Logo on conference web site, logo on pre-conference promotional literature, logo on presentation screen and company listing on conference web site and conference program.					
<b>Due Dates - Failure to meet deliverable deadlines will result in forfeiture of designated benefits - passes, speaker opportunities and marketing exposure.</b>					
Speaker and topic - 1st Draft: April 18, 2014; Final: May 16, 2014					
First draft of presentation slides: April 25, 2014, Final: May 30, 2014 - we strongly discourage the use of slides					
All employee and customer registrations: May 16, 2014					
Ad(s) for program: May 30, 2014					
Collateral for conference bag: June 12, 2014 - Send directly to Fluno Center C/O DHC14, 601 University Ave. Madison, WI 53715					
<i>Sponsorship packages, deadlines and prices are as of April 4, 2014 and are subject to change without notice.</i>					
<i>Contact us for full sponsorship program details.</i>					
<i>To discuss your sponsorship, call sales at (608) 438-1006 or e-mail <a href="mailto:deb@wtnmedia.com">deb@wtnmedia.com</a>.</i>					