

# ARIBALive 2012

Discover. Connect. Collaborate.

## Sponsor Ariba LIVE in Vegas or Barcelona and Meet Leading Purchasing Leaders, Face to Face

### Conference Overview

Ariba LIVE 2012 is the must-attend event for every person responsible for buying, selling, and managing cash. And if you are in sales or marketing, this is a unique cost-effective opportunity to instantly discover and connect with many of the leading Global 2000 buyers you want to reach most.

Sponsorship of this event entitles you to impactful exposure at social and networking events designed to bring you face-to-face with hundreds of decision makers across a wide range of industries. And when you throw in powerful tools to help you identify high-quality opportunities that match your capabilities, this may be the most cost-effective lead generation opportunity you'll have all year.

### Conference Theme

- 1:1 Access:** Direct access to senior purchasing decision makers from Global 2000 companies through buyer/seller relationship-matching activities
- Networking:** Valuable networking opportunities events held right by your booth
- Awareness:** Prominent recognition as an Ariba LIVE 2012 sponsor, including front-and-center visibility of your company logo, link, and profile in the show guide
- Education:** Access to breakout sessions providing competitive insights into your customers' buying priorities

### Attendee Profile

Ariba LIVE attendees come from all over the world, many at the director level and above, and represent a wide range of industries. We anticipate more than 2,500 attendees for the 2012 Las Vegas conference and more than 400 in Barcelona.

### Ariba Collaborative Commerce Pavilion

Within the fabulous venues of Caesars Palace Las Vegas and Barcelona's Hotel Rey Juan Carlos I, the Ariba LIVE 2012 Collaborative Commerce Pavilion promises to be rich in networking and traffic. We have taken several measures to ensure we provide a great environment not only for our attendees, but for our sponsors to feel they are getting the most benefit. We will include all meals and breaks within the Exhibit Hall, which will encourage all attendees and sponsors to network and enjoy the energy and excitement of the 2012 Collaborative Commerce Pavilion.

## Ariba LIVE— A Look Back!

Ariba LIVE has been showcased as the leading business commerce conference since 2000. In 2011, Ariba LIVE had more than 1,450 attendees from 578 different companies in Nashville and more than 378 attendees from 186 companies in London.

In 2012, we anticipate even more attendees for this event. As in the past, one of the most successful elements of the conference is the Exhibit Area, which will include more open hours, more networking opportunities, and strategic placement of all booths and floor plan. Feedback from our sponsors has been overwhelmingly positive and we look forward to another great event!

	Ariba LIVE 2011		Ariba LIVE 2010		Ariba LIVE 2008	
<b>VP/CxO</b>	220	20%	111	21%	81	14%
<b>Director</b>	243	22%	125	24%	136	24%
<b>Manager</b>	429	38%	184	35%	218	39%
<b>Other</b>	229	20%	103	20%	130	23%
<b>Total</b>	1,121	100%	523	100%	565	100%

Top 10 Industries Ariba LIVE 2011			<i>(previous year 2010)</i>		
<b>Financial Services</b>	72	14%	Industrial Mfg.	205	18%
<b>Retail</b>	38	7%	Retail	143	12%
<b>Banking</b>	34	7%	Banking	100	9%
<b>Healthcare</b>	31	6%	Business Services	87	8%
<b>Comp. Software &amp; Services</b>	28	5%	Insurance	67	6%
<b>Food &amp; Beverage</b>	27	5%	Comp. Software & Services	58	5%
<b>Aerospace &amp; Defense</b>	21	4%	Media	47	4%
<b>Pharmaceuticals</b>	21	4%	Telecom	36	3%
<b>Industrial Mfg.</b>	19	4%	Financial Services	35	3%
<b>Energy &amp; Utilities</b>	17	3%	Energy & Utilities	34	3%



*The first five sponsors to sign up and pay for their sponsorship will receive the opportunity to select their booth space first before all of the rest of the sponsors.*

**SELLER BRONZE PACKAGE - \$17,500 USD each**

**6 available**

- One complimentary 10' x 20' booth space in the Collaborative Commerce Pavilion premier location
- Four (4) complimentary full conference registrations  
*(Other registrations can be purchased at 20 percent off)*
- Company logo and link on conference website
- Company name and color logo on conference electronic invitation
- Company name, color logo, and 100-word company profile in conference program guide
- Main stage logo advertisement
- Daily cleaning
- 1,000-watt electrical outlet

**In addition to your sponsorship, you may choose one of the following:**

- Espresso cart sponsorship (Monday or Tuesday) – *2 available*
- Main stage logo sponsor – *4 available*

**SELLER BASIC EXHIBITOR PACKAGE - \$11,000 USD each**  
***(Elite Supplier Members (\$9,000))***

**8 available**

- One complimentary 10' x 10' booth space in the Collaborative Commerce Pavilion
- Three (3) complimentary full conference registrations
- Company logo and link on conference website
- Company name and color logo on conference electronic invite
- Company name, color logo, and 50-word company profile in conference program guide
- Main stage logo advertisement
- Daily cleaning
- 500-watt electrical outlet

*Upgrade to a 10' X 20' for an additional \$3,000.00 = \$14,000*

*Upgrade to a 10' X 20' for an additional \$3,000.00 = \$12,000 for Elite Members*

**ARIBA READY SELLER PACKAGE\* - \$8,500 USD each**

**15 available**

- One complimentary 10' x 10' booth space in the Collaborative Commerce Pavilion
- Four (4) complimentary full conference registrations
- Company logo and link on conference website
- Company name and color logo on conference electronic invite
- Company name, color logo, Ariba Ready designation highlighted and 75-word company profile in conference program guide
- Certification signage at booth
- Main stage company name advertisement with Ariba Ready designation highlighted
- Daily cleaning
- 500-watt electrical outlet

*Upgrade to a 10' X 20' for an additional \$2,500.00 = \$11,000*

*\* Requires Ariba Ready program membership (contact [aribaready@ariba.com](mailto:aribaready@ariba.com))*

## Marketing Sponsorship Descriptions - Las Vegas

Please find detailed information regarding the individual sponsorships below. If you have any questions regarding these descriptions, please feel free to call the seller team at 866.583.5988 or e-mail at [supplierprograms@ariba.com](mailto:supplierprograms@ariba.com).

### Conference Breakout Track Sponsorship - \$6,000 each

**6 Available**

Select this sponsorship to have your logo appear on prominent signage for each conference breakout within a specific track. This signage will appear in front of every breakout session room. Your logo will appear at the podium in the room and on the screen. You will be able to also place a piece of collateral or gift on the seat within the session room itself. Your logo will also appear on the screen, prior to the start of the session.

### Conference Bag Insert - \$4,000 each

**8 Available**

Select this sponsorship to have one piece of your company literature placed in the conference bag. This insert will be given to every attendee at the conference. This is a great way to get your company message to everyone.

### Conference Guide Advertisement - \$3,000 each

**6 Available**

Select this sponsorship to have your company advertisement placed in the conference guide. All attendees at the conference will receive this guide and will use it to navigate through the two-and-one-half-day event. All ads are one-page ads.

### Connection Café (Cyber Stations) - \$6,000 each

**6 Available**

Select this sponsorship to have your company logo and company business cards placed at your own cyber station. This high-traffic area will be seen and used by all attendees at the conference.

### Registration Sponsor - \$15,000

**1 Available**

Select this sponsorship to display your company logo and messaging near the registration desk. Your logo and messaging will be seen by all attendees at the conference. You will be permitted to submit a banner and two posters that display company messaging. You may also add a gift or corporate brochure to the conference padfolio.

### Hotel Room Drop - \$10,000 each

**2 Available**

Select this sponsorship, which provides you with the opportunity to make a room drop to all attendees of the conference. This room drop could include, but is not limited to, literature or a gift of some kind. There will only be one room drop per night.

### Lanyard Sponsorship - \$10,000

**1 Available**

Select this sponsorship to provide lanyards, displaying your company logo, to all conference attendees.

### Main Stage Sponsorship - \$5,000 each

**3 Available**

Select this sponsorship to have your company logo displayed as the General Session Sponsor. All attendees will see the signage with your logo displayed and each will hear the sponsorship announced from the main stage speaker.

### Welcome Reception Sponsorship - \$40,000 each

**2 Available**

Select this sponsorship to be one of only two companies sponsoring this amazing event. Your logo will be shown throughout the venue and on the conference website. This is a great way to show your brand. Signage includes all directional signs, signage on bars and sponsor of the night's entertainment.

### Drink Sponsorship - \$10,000 each

**4 Available**

Select this sponsorship to have a bar set-up at the Networking Event at this year's conference. This bar will include napkins with your logo on them and the drink of your choice to be served. You can have staff on hand at the bar to pass out the drinks and network, wearing polo shirts with your logo on them. This event takes place in the exhibit hall from 7:00 p.m. – 9:30 p.m. on Wednesday, April 11.

### Key Card Sponsorship - \$15,000

**1 Available**

Select this sponsorship to have your logo appear on all hotel room key cards for the days of the event. This is a great way to showcase your logo and tell folks more about your company.

**Water Bottle Sponsor - \$15,000**

**1 Available**

Select this sponsorship to have your logo placed on the water bottles given to each attendee for the event. We will only use water stations at this event, so having your trusty water bottle will be a hit with each and every attendee.

**Relaxation Corner/Coffee Retreat - \$10,000 each**

**2 Available**

Select this sponsorship and you will be the sponsor of a massage chair and coffee cart for either Wednesday or Thursday at the event. You will be permitted to have staff there to network and give out collateral or prizes.

**General Session Gift Sponsor - \$15,000 each**

**2 Available**

Select this sponsorship and have a gift waiting on each chair in the General Session on either Wednesday or Thursday of the event. This is your opportunity to showcase your company to all attendees. Past gifts include notebooks, pens, books, USB sticks, etc.

**Marketing Sponsorship Descriptions - Barcelona**

Please find detailed information regarding the individual sponsorships below. If you have any questions regarding these descriptions, please feel free to call the seller team at 866.583.5988 or e-mail at [supplierprograms@ariba.com](mailto:supplierprograms@ariba.com).

**Booth Sponsorship - \$5,000 each**

**5 Available**

Two (2) Event Passes, Table Top Display, Company Logo and Link on Website, Logo and Company Description in Conference Mailer, Ariba Ready Designation (if applicable).

**Breakout Track Sponsorship - \$2,500 each**

**3 Available**

Your logo on the screen prior to the start of each session and one (1) piece of collateral/gift per chair.

**Registration Sponsorship - \$2,500**

**1 Available**

Your logo will appear at the registration area of the conference. You can have one (1) piece of collateral at the registration area to pass out to attendees.

**General Session Sponsorship - \$3,500**

**1 Available**

Your sponsorship includes your logo on the screen. You have the opportunity to have your logo on the screen prior to the start of the program and then offer one (1) piece of collateral per chair.

**Collateral Sponsorship - \$1,000 each**

**5 Available**

Have one (1) piece of collateral in each attendee padfolio, given to all attendees.

**Welcome Reception Sponsorship - \$4,000**

**1 Available**

Reception sponsor the night prior to the event—have your logo on signage and on napkins at the bar.

**Networking Reception Sponsorship - \$3,000**

**1 Available**

Reception sponsor the night prior to the event—have your logo on signage and on napkins at the bar.

**Pre-Conference Blast Sponsorship - \$1,500 each**

**4 Available**

This one-page e-mail blast will be sent to each attendees prior to the conference [one (1) week out].

**Post-Conference Blast Sponsorship - \$1,500 each**

**4 Available**

This one-page e-mail blast will be sent to each attendees post conference [one (1) week after].