

Technology Review's Emerging Technologies Conference at MIT

2007

Women in Technology Workshop

September 25th, 2007 - MIT Campus

Speakers:



Sophie V. Vandebroek
CTO, Xerox; President,
Xerox Innovation Group

SPONSORSHIP OPPORTUNITIES

Technology Review is launching a one-day workshop to address the important and timely issue of women in technology, which will be held in conjunction with our annual Emerging Technologies Conference at MIT. Now in its seventh year, the Emerging Technologies Conference at MIT consistently attracts senior-level decision makers from the business, investment, government, and media communities. The high caliber of our audience is demonstrated year after year; for example, over 72 percent of the 2006 attendees held CXO, EVP, VP, or director-level positions. This influential, senior-level audience will be carried over to the workshop as well.

Sponsorship of the workshop allows you access to this high-profile audience while aligning your brand with organizations dedicated to advancing women in technology. The workshop is a full-day, preconference gathering of both men and women involved in all areas of technology. We have recruited a prestigious advisory board to help shape the topics and format of the day and have partnered with WITI (Women in Technology International) to provide marketing exposure.

Benefits of Becoming a Sponsor of the Women in Technology Workshop

Becoming a workshop sponsor is a great tool to receive visible recognition of your company's commitment to women professionals in technology and technology leadership as a whole.

- Align your brand with support of diversity in the workplace and efforts to advance women in the technological fields.
- Reach high-level executives from new and established companies, plus VCs, analysts, and members of influential press organizations.
- Receive press and visibility in the business world as well as in the media.
- Make connections with our high-powered, international audience.

Technology Review has formed an advisory board of eleven distinguished professionals from a variety of industries, including business, technology, academia, and not-for-profit organizations dedicated to advancing women in the technological fields.

Women in Technology Workshop Advisory Board Members

- Lotte Bailyn, Professor of Management (Behavioral and Policy Sciences), Massachusetts Institute of Technology
- Robert J. Birgeneau, Chancellor, University of California, Berkeley*
- Lorna Gibson, Associate Provost, Massachusetts Institute of Technology
- Irene Greif, Director, Collaborative User Experience, IBM
- Ilene H. Lang, President, Catalyst
- Carolyn Leighton, Founder and Chairwoman, WITI (Women in Technology International)
- Phoebe Leboy, President-Elect, Association for Women in Science
- Atefeh Riazhi, Worldwide CIO, Ogilvy and Mather Worldwide*
- Sophie V. Vandebroek, Chief Technology Officer, Xerox; President, Xerox Innovation Group*
- Susie Wee, Director, Mobile & Media Systems Lab, HP Labs
- Telle Whitney, President and CEO, Anita Borg Institute for Women and Technology

* Also a confirmed speaker at the workshop

Three Levels of Sponsorship Designed to Maximize Your Company's Visibility

Three sponsorship programs, all designed to maximize corporate visibility, are available for the Women in Technology Workshop: Gold, Silver, and Lunch. **Sponsorship packages are available alone or in conjunction with the 2007 Emerging Technologies Conference at MIT.** Please contact Amy Lammers at 617-475-8077 to discuss customizing a mixed package that suits your company's unique needs.

Secure your sponsorship now to be a part of this unique and important event!



Robert J. Birgeneau
Chancellor, University
of California, Berkeley



Atefeh (Atti) Riazhi
Senior Partner and CIO,
Ogilvy and Mather
Worldwide

Strategic Partner:



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Workshop packages may be purchased separately or in conjunction with the 7th annual Emerging Technologies Conference at MIT. Customized packages are also available. Please contact Amy Lammers at 617-475-8077 or by e-mail at amy.lammers@technologyreview.com to discuss tailoring a package to your company's needs.

Online Promotion	Gold	Silver	Lunch
• Recognized as [level] Sponsor on workshop e-mail marketing	X	X	X
• Recognized as [level] Sponsor on workshop website	X	X	X
• Discount Newsletter Sponsorship (maximum of 2)	50%	25%	25%
Print Marketing			
• Promoted as [level] Sponsor on print advertisements	X		
• Promoted as [level] Sponsor on DM collateral	X	X	
• Recognized as [level] Sponsor on press release	X	X	X
• Recognized as sponsor on post-event print ad	X	X	
Onsite Benefits			
• Complimentary listing in workshop brochure	Page	½ Page	
• Complimentary registrations to workshop	8	4	2
• 50% discounted registration to workshop and conference	unlimited	5	2
• Breakout session speaker*	X		
• Access to preregistered press list and assistance with press	X		
• Sponsor podium acknowledgement	X		
• Distribution of collateral in Emerging Technologies Conference attendee bag	X		
• (1) Custom Question on nTag interactive device	X		
• Use of press meeting room	X		
• Table reserved during lunch for company and select guests	X		X
• Short speaking opportunity during lunch			X
• Identified as [level] Sponsor on workshop signage	X	X	X
• Identified as [level] Sponsor in workshop brochure	X	X	X
• Display area for brochures and/or gift giveaway	X	X	X
Price	\$15,000	\$8,000	\$5,000

Customized packages are also available. Please call for more details and pricing.

* *Speaker must be submitted by June 1, 2007, and meet all predetermined speaker qualifications.*