

September 25-27, 2007  
MIT Campus

# Technology Review's Emerging Technologies Conference at MIT



Align your brand with the authority on innovation and reach the top opinion leaders in technology.

## Sponsorship Opportunities



Jeff Bezos, Amazon.com founder and CEO, highlighted the 2006 TRETc with a keynote focusing on his plan for Amazon Web Services.

Being the first to harness and implement emerging technologies is paramount to senior-level executives whose very livelihood rests on innovation. These executives know that their profits, command of market share, and status as industry leaders depend on it. They attend **Technology Review's Emerging Technologies Conference** to learn firsthand about vital technological developments and to meet with the leading-edge organizations driving the newest technologies.

**Technology Review's Emerging Technologies Conference at MIT** is a three-day summit attracting senior decision makers from the business, investment, and technology communities. Keynote sessions, insightful panels, and groundbreaking presentations — of a caliber only *Technology Review* can deliver — are combined with networking opportunities and live demonstrations.

The Emerging Technologies Showcase is an exhibit area on the MIT campus designed to allow sponsor organizations to demonstrate new technologies during the conference. This showcase includes the next generation of technologies on display, plus prototypes, designs, and interactive experiences.

There are three sponsorship programs — Premier Sponsor, Innovation Partner, and Showcase Exhibitor — each designed to deliver maximum return on investment. Sponsorship of **Technology Review's Emerging Technologies Conference** will give your company tremendous exposure and enable you to create relationships with the high-level executives in attendance — the executives charged with driving the strategic direction of their companies.

For more information, visit [www.technologyreview.com/events/tretc](http://www.technologyreview.com/events/tretc)

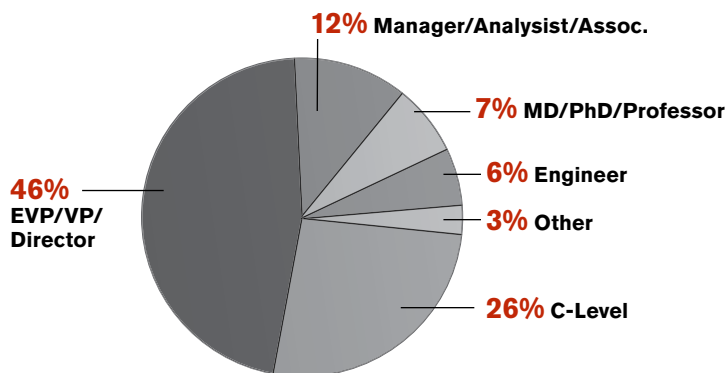


Network with world-renowned innovators and C-level executives

## Reach an Influential Audience

Technology Review's Emerging Technologies Conference at MIT brings together a high-caliber audience that you will not find anywhere else. Over 72% of the 2006 attendees were CXO, EVP, VP, or director level.

### AUDIENCE PROFILE - 950+ Total Attendees (2006)



### Attendees come from Global 2000 companies, powerful government agencies, and top media organizations:

Accenture • Aetna • Amazon.com • America Online • AMGEN • Analog Devices • AT&T • BASF • Booz Allen Hamilton • Bose • Charles River Ventures • Chevron Texaco • Ciba • Cisco • CNBC • Dell • Deloitte & Touche • Department of Defense • Dow Corning • DuPont • Eastman Kodak • ESPN • FedEx • Fidelity • Ford • Fujitsu • GE • General Dynamics • GM • Georgia-Pacific • Google • HP • Honeywell • IBM • IDG • Intel • JPL • JP Morgan Chase • Kleiner Perkins Caufield & Byers • LG Electronics • Mayo Clinic • Memorial Sloan-Kettering • Microsoft • Motorola • NASA • NPR • NSA • National Science Foundation • Nokia • Nortel • Northrop Grumman • Oracle • Owens Corning • Perkin Elmer • PPG Industries • Procter & Gamble • Raytheon • Rohm and Haas • Samsung • Shell • Sprint/Nextel • State Farm • Steelcase • Sun Microsystems • Texas Instruments • Toshiba • Turner Broadcasting • U.S. Navy • U.S. Army • Wall Street Journal • Walt Disney • Washington Post • Xerox • Yale • Zurich Financial

### Quotes from past sponsors:

“The networking opportunities for a technologies-based event are, in my opinion, unparalleled.”

-David Reisner, CEO/President  
The Nano Group  
'04 - '06 Showcase Exhibitor

“A wonderful opportunity to be exposed to a large variety of technologies, and to be able to interact with the upcoming innovations of technology.”

-Al Meier, Senior Systems Consultant  
Hewlett-Packard  
'06 TRET Attendee

For more info about the TRET audience or sponsorship opportunities, e-mail:  
[sponsorship@technologyreview.com](mailto:sponsorship@technologyreview.com)

## Sponsorship Opportunities

	Premier Sponsor	Innovation Partner	Showcase Exhibitor
<b>Online Promotion</b>			
▪ Recognized as [level] Sponsor on event e-mail marketing	x	x	
▪ Recognized as [level] Sponsor on event website	x	x	
<b>Print Marketing</b>			
▪ Promoted as [level] Sponsor on DM collateral	x	x	
▪ Promoted as [level] Sponsor on print advertisements	x	x	
▪ Recognized as [level] Sponsor on press release	x	x	x
<b>Onsite Benefits</b>			
▪ Identified as [level] Sponsor on conference signage	x	x	
▪ Identified as [level] Sponsor in conference guide	x	x	x
▪ Category exclusivity	x		
▪ Logo to be used as a Gobo on Kresge Auditorium wall	x		
▪ Logo on attendee bag	x	x	
▪ Collateral material in attendee bag	x	\$2,500	\$2,500
▪ Display area in main conference hall	x	x	
▪ Exhibit space in Emerging Technologies Showcase	x	x	x
▪ Complimentary registration to Conference and VIP Reception	10	5	
▪ Complimentary registration for exhibitor staff	2	2	2
▪ 50% discounted registration to Conference and VIP Reception	unlimited	unlimited	5
▪ Access to pre-registered press list and assistance with press	x		
▪ Sponsor podium acknowledgement	x		
▪ Custom roundtable lunch	x	\$10,000	\$10,000
▪ Breakout session topic sponsor	\$5,000	\$10,000	\$10,000
▪ Lanyard sponsor <b>SOLD!</b>	sold	sold	sold
<b>Post-event</b>			
▪ 20% discount on sponsorship renewal (Payment must be received by 1/1/08 to receive discount)	x	x	x
▪ Recognized as sponsor on post-event print ad	x	x	x
<b>Price</b>	<b>\$75,000</b>	<b>\$25,000</b>	<b>\$5,000</b>

To hear more about these unique sponsorship opportunities, e-mail: [sponsorship@technologyreview.com](mailto:sponsorship@technologyreview.com)  
 For information about the conference, visit: [www.technologyreview.com/events/tretc](http://www.technologyreview.com/events/tretc)