

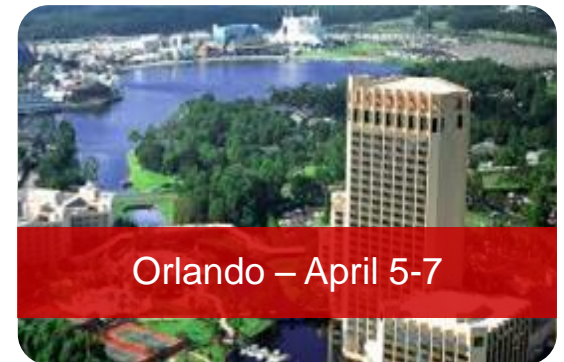


AVAYA

Technology  
Forum 2016

## Avaya Technology Forum (ATF) 2016

U.S. Sponsorship Opportunities



Orlando – April 5-7

**Buena Vista Palace**  
Lake Buena Vista, Florida

# Sponsorships Overview

The Avaya Technology Forum is a 3-day event intended to provide technical information and offer an invaluable learning experience with access to an array of Avaya subject matter experts.

What you will experience:

- ▶ Access to an estimated 575 attendees.
- ▶ Parallel technical tracks that span the full Avaya portfolio – networking, customer experience management, and unified communications and collaboration.
- ▶ Expanded demos that showcase solutions across the portfolio.
- ▶ Interactive sessions with customers, partners, and Avaya subject matter experts.
- ▶ More than 12 hours dedicated to the exhibits.

**Why consider sponsoring?** The 2016 Avaya Technology Forum lets you leverage Avaya's event-promotion investment for our solutions and partners specifically designed for this event.

**What are the next steps?** Take a minute to review the following sponsorship offerings prospectus for the opportunities that best suit your business objectives, and discuss your selections and the event with your Avaya support team. **If you would like to secure a sponsorship at the Avaya Technology Forum, please contact Eugene Watts at [wewatts@avaya.com](mailto:wewatts@avaya.com) for an application and contract. We look forward to your partnership and your support of the Avaya Technology Forum!**

Ranked by Avaya customers and partners as  
“one of the best events of the year” and “an epic forum of learning”.

# Sponsorship Opportunity

- ▶ **Booth Sponsorships** Pages 6-7
  - Gold Pages 8-9
  - Silver Pages 10-11
  
- ▶ **Marketing Promotions** Pages 14-17
  - **AM/PM Coffee Bar**
  - **ATF Scholarship Fund**
  - **Charging Station**
  - **Conference Bags**
  - **Conference Notebooks and Pens**
  - **Lunch**
  - **Power Chargers**
  - **Water Stations/Branded Water Bottles**
  - **Workshops**

## OBJECTIVES

- ▶ To **educate** through in-depth exchange of technical education about Avaya's portfolio driving customer and partner engagement, loyalty and revenue.
- ▶ To **facilitate networking** among attendees (customers / partners / consultants) and the Avaya team in an engaging environment.
- ▶ To **create a belief** in Avaya technology as the engagement solution to drive business outcome.
- ▶ To **demonstrate growth** through sourced and influenced funnel for existing and new opportunities.

## Target Audience

- ▶ Enterprise accounts, existing or acquisition
- ▶ Titles by content
  - **Networking** – Network Architect, Services Manager, Systems Engineer, Operations, Solutions Manager, Data Systems Engineer, Technical Engineer, VP of Infrastructure, Networking or IT Staff
  - **Mobile Collaboration** – IT Line of Business, Architect, Mobility Specialist, VP of IT, Telecom Analyst, Communications Specialist, Director of UC
  - **Customer Engagement** – Business Decision Maker with an influence in IT for buy-in, Director of Customer Service or Operational Efficiency, CC or UC Specialists, Supply Chain Supervisor, Customer Care Supervisor or Manager, CC Quality Coach
- ▶ IT leadership for the CxO Day

# ATF 2016 Sponsorships Overview

BENEFITS	GOLD (20 available)	SILVER (10 available)
	\$12,500	\$5,000
Exhibit in the Avaya Solutions Experience	Turn-key 8x10, includes Internet connectivity and 20A electric circuit	Turn-key pedestal, includes Internet connectivity and 20A electric circuit
Lead Capture Badge Scanner	<ul style="list-style-type: none"> <li>• 1 per booth</li> <li>• Additional devices available to rent</li> <li>• Leads distributed immediately as event closes</li> </ul>	<ul style="list-style-type: none"> <li>• 1 per booth</li> <li>• Additional devices available to rent</li> <li>• Leads distributed immediately as event closes</li> </ul>
Invitation (Email)	<ul style="list-style-type: none"> <li>• Provided in OFT and HTML formats</li> <li>• Co-branded with Avaya and sponsor logos</li> </ul>	<ul style="list-style-type: none"> <li>• Provided in OFT and HTML formats</li> <li>• Standard version used in Avaya event outreach</li> </ul>
Avaya Solutions Experience Passport to Prizes	<ul style="list-style-type: none"> <li>• Sponsor-provided prize for Passport to Prizes drawing at event conclusion</li> <li>• Must be approved by Avaya</li> <li>• Minimum prize value of \$200</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor-provided prize for Passport to Prizes drawing at event conclusion</li> <li>• Must be approved by Avaya</li> <li>• Minimum prize value of \$100</li> </ul>
Welcome Reception	<ul style="list-style-type: none"> <li>• Branding and promotional highlights during the welcome reception in the Avaya Solutions Experience</li> <li>• 30-second vendor spotlight during the reception</li> </ul>	N/A
Employee Passes	<ul style="list-style-type: none"> <li>• Maximum 5</li> <li>• Includes full conference access</li> </ul>	<ul style="list-style-type: none"> <li>• Maximum 2</li> <li>• Includes full conference access</li> </ul>
Attendee Lists	<ul style="list-style-type: none"> <li>• Pre-event: all registrants (company, title, city, state only)</li> <li>• Post-event: full contact information for all registrants</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-event: all registrants (company, title, city, state only)</li> <li>• Post-event: full contact information for all registrants</li> </ul>
Conference Portal Post	<ul style="list-style-type: none"> <li>• 1 PDF per sponsor</li> <li>• To be used in conference mobile application</li> <li>• Posted on Avaya-supplied web portal</li> <li>• Must be approved by Avaya</li> </ul>	<ul style="list-style-type: none"> <li>• 1 PDF per sponsor</li> <li>• To be used in conference mobile application</li> <li>• Posted on Avaya-supplied web portal</li> <li>• Must be approved by Avaya</li> </ul>

# ATF 2016 Sponsorships Overview

BENEFITS	GOLD (20 available)	SILVER (10 available)
	\$12,500	\$5,000
Logo Recognition	<ul style="list-style-type: none"> <li>• Registration website, including 200-word company profile</li> <li>• Promotional materials</li> <li>• Onsite signage</li> <li>• Plenary session presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Registration website, including 50-word company profile</li> <li>• Promotional materials</li> <li>• Onsite signage</li> <li>• Plenary session presentation</li> </ul>
Podcast	<ul style="list-style-type: none"> <li>• Approximately 5-minute recorded podcast interview</li> <li>• Avaya to record the podcast and post online</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately 5-minute recorded podcast interview</li> <li>• Avaya to record the podcast and post online</li> </ul>
Mobile App	<ul style="list-style-type: none"> <li>• Promotional recognition of sponsor in conference mobile app used by all conference attendees</li> <li>• 2 push notifications on mobile app to all conference attendees</li> <li>• Push notification messages to be approved by Avaya</li> </ul>	N/A

# ATF 2016 Gold Sponsorship

**Cost: \$12,500**

- ▶ Premium **Turnkey Booth (8' x 10')** in Avaya Solutions Experience
- ▶ One (1) badge scanner provided with up to five (5) customizable questions. Additional devices available for rental fee.
- ▶ Customized invitation provided in both OFT and HTML formats and co-branded with the sponsor and Avaya logos.
- ▶ Premium prize sponsorship (minimum \$200 value). Prize provided by sponsor; requires prior approval by Avaya. Prizes given out during the final session in the Avaya Solutions Experience as part of Passport to Prizes activity.
- ▶ Passport to Prizes attendee engagement. Sponsor listed in Passport to Prizes booklet; attendee required to visit all sponsors to submit a valid booklet for the prize drawings.
- ▶ Branding and promotional highlights throughout the welcome reception in the Avaya Solutions Experience. Each sponsor to also receive a 30-second vendor spotlight during the reception.
- ▶ A maximum of 5 sponsor representative attendees are allowed with full conference access. The conference fee is waived for these sponsor representatives. Please note that additional sponsor representatives above the allocated 5 attendees will pay the standard conference rate.



# ATF 2016 Gold Sponsorship

**Cost: \$12,500**

- ▶ Attendee list. Sponsor receives the following information weekly starting four weeks prior to the event (and updated weekly thereafter): list of registrants with title, company, city/state only. Within 10 days of the event close, sponsor receives the complete list of attendees with full contact information.
- ▶ One (1) sponsor informational PDF for posting on conference portal and made available to all registrations in conference mobile application. PDF specifications to be provided and must be Avaya approved.
- ▶ Logo recognition on Avaya registration website, promotional materials, and onsite throughout venue common areas. Gold sponsors are allowed to submit a company profile not to exceed 200 words, which will be posted on the conference website.
- ▶ Podcast. Sponsor receives one (1) 5-minute recorded podcast interview to be hosted by Avaya online. Interview to be recorded onsite at the conference.
- ▶ All conference attendees will be provided a mobile app with conference information, agenda, and other key program materials. All sponsors will be recognized within the app, however Gold sponsors will be allowed to schedule 2 push notifications to be seen by all attendees using the app.

# ATF 2016 Silver Sponsorship

**Cost: \$5,000**

- ▶ Premium **Turnkey Pedestal** in Avaya Solutions Experience.
- ▶ One (1) badge scanner provided with up to five (5) customizable questions. Additional devices available for rental fee.
- ▶ Event invitation provided in both OFT and HTML formats.
- ▶ Premium prize sponsorship (minimum \$100 value). Prize provided by sponsor; requires prior approval by Avaya. Prizes given out during the final session in the Avaya Solutions Experience as part of Passport to Prizes activity.
- ▶ Passport to Prizes attendee engagement. Sponsor listed in Passport to Prizes booklet; attendee required to visit all sponsors to submit a valid booklet for the prize drawings.
- ▶ A maximum of 2 sponsor representative attendees are allowed with full conference access. The conference fee is waived for these sponsor representatives. Please note that additional sponsor representatives above the allocated 5 attendees will pay the standard conference rate.
- ▶ Attendee list. Sponsor receives the following information weekly starting four weeks prior to the event (and updated weekly thereafter): list of registrants with title, company, city/state only. Within 10 days of the event close, sponsor receives the complete list of attendees with full contact information.

# ATF 2016 Silver Sponsorship

**Cost: \$5,000**

- ▶ One (1) sponsor informational PDF for posting on conference portal and made available to all registrations in conference mobile application. PDF specifications to be provided and must be Avaya approved.
- ▶ Logo recognition on Avaya registration website, promotional materials, and onsite throughout venue common areas. Silver sponsors are allowed to submit a company profile not to exceed 50 words, which will be posted on the conference website.
- ▶ Podcast. Sponsor receives one (1) 5-minute recorded podcast interview to be hosted by Avaya online. Interview to be recorded onsite at the conference.

# ATF 2016 Sponsor Booths



*Gold Sponsor Booth Sample*



*Silver Sponsor Booth Sample*

# ATF 2016 Turn-key Solutions

## Gold

- ▶ 8' x 10' turnkey structure
- ▶ Carpeted exhibit hall
- ▶ Installation/dismantle labor
- ▶ One (1) 2-sided company logo graphic area
- ▶ One (1) 32" LCD monitor
- ▶ One (1) 6' wide counter
- ▶ One (1) graphic panels
- ▶ One (1) Internet connection
- ▶ One (1) 20A electric circuit

## Silver

- ▶ Pedestal turnkey structure
- ▶ Carpeted exhibit hall
- ▶ Installation/dismantle labor
- ▶ One (1) 1-sided company logo graphic
- ▶ One (1) 24" LCD monitor
- ▶ One (1) 4' wide counter
- ▶ One (1) graphic panel
- ▶ One (1) Internet connection
- ▶ One (1) 20A electric circuit

# Marketing Promotional Opportunities

- ▶ **AM & PM Coffee Bar** \$3,500 (4 available)
- ▶ **ATF Scholarship Fund** \$2,500 (10 available)
- ▶ **Charging Station** \$4,000 (1 available)
- ▶ **Conference Bags** \$4,500 (1 available)
- ▶ **Conference Notebooks & Pens** \$3,500 (1 available)
- ▶ **Lunch** \$4,500 (2 available)
- ▶ **Power Chargers** \$7,000 (1 available)
- ▶ **Water Stations/Branded Water Bottles** \$2,500 (1 available)
- ▶ **Workshop\*** \$5,000 (4 available)

\* Restrictions apply. Please see corresponding description on the following pages.

# Marketing Promotional Opportunities

## ▶ **AM/PM Coffee Bar**

This sponsorship includes signage and promotional recognition of the sponsor during the sponsored break. In addition, Avaya and sponsor logo(s) will be displayed on co-branded coffee cups (up to a maximum of 200 cups per coffee break). There are a maximum of two sponsorships available per day: two sponsors on Tuesday AM/PM and two sponsors on Wednesday AM/PM.

## ▶ **ATF Scholarship Fund**

This sponsorship includes 5 prepaid attendee scholarships that can be used to fund the conference fee on behalf of a customer, prospective customer, or prospective partner. It also provides 1 prepaid conference fee for the organization funding the scholarship. This scholarship cannot be used for an existing partner employee and/or Avaya employee conference fee, but is exclusively used for customers and prospects interested in attending this educational conference. There is a maximum of 10 sponsorships available.

## ▶ **Charging Station**

This sponsorship includes signage and promotional recognition of the sponsor at the charging station positioned inside the Solutions Experience expo. This sponsorship is exclusive; only one sponsor is allowed.

## ▶ **Conference Bags**

This sponsorship includes the sponsor and Avaya logos on the conference bag provided to each conference attendee. This sponsorship is exclusive; only one sponsor is allowed.

# Marketing Promotional Opportunities

## ▶ **Conference Notebooks and Pens**

This sponsorship includes the sponsor and Avaya logos on the conference notebook and the sponsor logo on the conference pen. The notebooks/pens will be included in the conference bag that is provided to each conference attendee. This sponsorship is exclusive; only one sponsor is allowed

## ▶ **Lunch**

This sponsorship includes signage and promotional recognition of the sponsor at the general attendee lunch. There are a maximum of two sponsorships available: one sponsor for Tuesday lunch and one sponsor for Wednesday lunch.

## ▶ **Power Chargers**

This sponsorship includes Avaya and sponsor logo imprinted on the power charger giveaways. The power chargers will be included in the conference bag that is provided to each conference attendee. This sponsorship is exclusive; only one sponsor is allowed.

## ▶ **Water Stations/Branded Water Bottles**

This sponsorship includes signage at water stations throughout the venue identifying the sponsor in addition to Avaya and sponsor logo on water bottles provided in each attendee's conference bag. This sponsorship is exclusive; only one sponsor is allowed.



# Marketing Promotional Opportunities

## ▶ **Workshops**

This sponsorship provides a 1-hour workshop session. (This session will be scheduled during normal conference hours along with other conference sessions.) Content is solely up to the discretion of the sponsor, however Avaya reserves the right to review sponsor's presentation. This sponsorship is limited to existing Gold sponsors only. There is an overall limit of four sponsorships; each sponsor is limited to one session only. This opportunity is only available through January 15, 2016 to allow sufficient time to properly acknowledge and promote these sessions prior to the conference.

## Next Steps

**What are the next steps?** Review the sponsorship offerings in this prospectus for the opportunities that best suit your business objectives, and discuss your selections and the event with your Avaya support team.

**If you would like to secure a sponsorship at the Avaya Technology Forum, please contact Eugene Watts at [wewatts@avaya.com](mailto:wewatts@avaya.com) for an application and contract. We look forward to your partnership and your support of the Avaya Technology Forum!**

AVAYA

*Engage* The Power of We™