

## Why should you become a sponsor at Information Energy 2016?

### Topic

Information Energy is the annual Smart Information conference and meeting place for Smart Information designers, users and developers. Information Energy covers a worldwide conversation about innovation and renewal in enterprise information, educational content, technical communication and structured content. It's about how user experience is driving new developments to serve the customer and to create a valuable Information Experience (#IX).

By sponsoring Information Energy, you become part of the Infomedian community. You can connect and communicate directly with the right people at the various networking opportunities before, during and after the conference.

Information Energy is a two-day event. The first day is a conference day with international speakers and visitors. The second day is focused on workshops and tool presentations. The overall focus is information design and information management with the end user in mind.

### Target Audience

The expected international audience is active in all industries ranging from machinery and software to governmental, legislation, enterprise publishing and editorial services. The target audience is writers, editors, information developers and content professionals, but also consultants, implementation partners and mid- to high-level managers. They work in documentation, user support, marketing, intranet, business development and other content-rich areas.

### Infomedian



The Infomedian is a persona that reflects a typical role in the information business. Every professional working with information, whether it is authoring, managing, distributing, supporting, developing or anything else is an Infomedian. Everyone is free to call him- or herself an Infomedian. As an associate of Information Energy you may create your own Infomedian: a persona that reflects your business or a specific activity. We create an image of your Infomedian with keywords and attributes that will be displayed on a roll banner in the Infomedian Arena.

### All Sponsorship Packages Include the Following Benefits:

- ✓ Your company logo on the conference website
- ✓ Your company logo in the conference program
- ✓ Pre-conference directory entry in tcworld magazine, issue 2/2016 (incl. logo, company description and contact email; submit by 3/18/2016)

Other options on request. Please also feel free to contact us with your suggestions.

### Information Energy Fellow

1,750 Euro

- Part of the exhibition (exhibition stand is a modern standing table in the conference main area)
- Includes 1 ticket for sponsor
- 1 free ticket to give to an additional attendee\*

### Information Energy Companion

2,250 Euro

- Part of the exhibition (exhibition stand is a modern standing table in the conference main area)
- Tools Day presentation
- Includes 1 ticket for the sponsor
- 2 free tickets to give to an additional attendee\*
- Additional visibility through company logo in the conference app with link to your website

WE OFFER A 20% DISCOUNT for startup companies\* only! \*no longer than 3 years on the market

### Infomedian

650 Euro

Adopt an Infomedian (roll-up banner/persona that represents a person or a company at the location and on the web page). Price includes the production cost of the roll-up banner.

### Tools Day Slot

750 Euro

One presentation at Tools Day (1.5 hrs., no stand)

### Information Energy Associate

3,950 Euro

- Mention in all communication activities as "Associate Sponsor"
- Exclusive Service: Send a direct push mail to all attendees via the conference app
- Part of the exhibition (exhibition stand is a modern standing table in the conference main area, in the best place)
- Tools Day presentation
- Includes 2 tickets for the sponsor
- 3 free tickets to give to an additional attendee\*
- Additional visibility through company logo in the conference app with link to your website
- Infomedian: see information below

### Networking Coffee

500 Euro

As sponsor of the networking coffee, you are entitled to provide appropriate signage in the area where the coffee is served.

### Networking Dinner

1,250 Euro

### Lunch

650 Euro

As sponsor of the lunch, you are entitled to provide appropriate signage in the lunch area. You will have the opportunity to give a short (3-minute) speech right before lunch introducing your company. You may put up a roll-up display in the lunch area and/or informational materials on the tables.

### Netwerkapp Sponsoring

1,000 Euro

As sponsor of the Netwerkapp you will get a clickable logo on the app start page with a link to your website.

### Lanyards

550 Euro