



1<sup>st</sup> Virtual PLMBoot Camp'09 for the Consumer Products Industry | 8<sup>th</sup>-9<sup>th</sup> October 2009

Dear Sponsor,

### **Introducing the 1<sup>st</sup> Virtual PLM Bootcamp for the Consumer Products Industry**

WYSWYG Productions is proud to present the first Virtual Product Lifecycle Management educational event for the Consumer Products Industry – PLM Bootcamp 09'. With two days of jam packed educational webinars this event is designed to help Apparel, Footwear, Retail and manufacturing organizations learn everything about PLM and PLM best practices.

### **PLM Bootcamp 09' Target Audience**

The PLM Bootcamp target audience includes: IT, Product Development, Design, Merchandising, Marketing, Graphic Design, Material Development, Color Teams, Quality Assurance Teams, Technical Design and Fit Teams, and C- level executives such as CEO, COO, CFO and CIO's that work in Retail and Manufacturing. Verticals we address include: Consumer Products, Apparel, Footwear, Textile, Toys, Packaging, Equipment, Uniforms and Sporting Goods. Academics are welcome as well as Students of Fashion, Merchandising and Textiles.

### **PLM Bootcamp 09' is a Virtual Event**

Consumer Products organizations are seeking thought leadership in PLM. WYSWYG Productions goal is to bring quality PLM content to your desk. Our format leverages the best and newest educational format - the Virtual Conference - a two day live event and a subsequently a two month on-demand event. The launch of the Fall Bootcamp will kick start our PLM educational-based virtual events which will take place quarterly throughout 2010. PLM Bootcamp 09' will be held on Thursday, October 8th and Friday, October 9th, 2009. Each day will start with a keynote speaker and be followed by a series of six fifty minute sessions. The day will end with a Virtual networking event which follows a panel session with the day's presenters. Virtual Exhibitor Booths will be available to visit. These booths will offer whitepapers, demo videos and chat with Exhibitor teams to learn more about their products and services.



## **PLM Bootcamp 09' is Seeking Sponsors**

PLM Boot Camp 09' Sponsors are at the forefront of consumer products technology news and PLM. Media Sponsorship is free and benefits include:

### **Platinum Package - 3 Platinum Sponsors (SOLD OUT)**

The PLM Platinum Package is valued at \$3500 and offers the highest level of exposure. This package includes a large banner ad on key pages of the PLM Boot Camp website. In addition this package will sponsor the 1st or 2nd day keynote session or the final wrap session. Platinum sponsors will also benefit from the detailed offerings listed below:

- 1 Key Note Sponsorship: Introduction day 1 or 2 or Final Session wrap day 2
- 1 Exhibitor Booth (includes all exhibitor booth benefits)\*
- 1 Session Speaking slot- with Video Production\* & Copy of Video file
- 1 Event Registration List
- 1 Inclusion in all email marketing campaigns
- 1 Sponsorship Press Release
- 1 Banner ad on Home Page
- 1 Virtual Goody Bag
- 1 Linkable Logo inclusion in all Sponsorship logo sections on website

**Cost: SOLD OUT**

### **Gold Package - 5 Gold Sponsorships**

The PLM Gold Sponsorship Package is valued at \$1700 and offers great value and exposure. Gold sponsors benefit from the detailed offerings listed below:

- 1 Exhibitor Booth (includes all exhibitor booth benefits)\*
- 1 Sponsorship of sessions
- 2 Inclusion in 2 email marketing campaigns
- 1 Banner Ad on Home Page
- 1 Sponsorship Press Release
- 1 Virtual Goody Bag
- 1 Linkable Logo inclusion in all Sponsorship logo sections on website

**Cost: \$1,700**

### **Silver Package – 6 Silver Sponsorships**

The PLM Silver Sponsorship Package is valued at \$1200 and offers value and exposure at a cost you can't refuse. This package includes

- 1 Exhibitor Booth (includes all exhibitor booth benefits)\*
- 1 Sponsorship of sessions
- 1 Virtual Goody Bag
- Linkable Logo inclusion in all Sponsorship logo sections on
- 1 website

**Cost: \$ 1,200**

**\* PLM Exhibitor Package benefits available to sponsors**

- 1 Exhibitor Booth with 10 links to your site, whitepapers, brochures and videos
- 1 Virtual Goody Bag Give away
- 1 Live Chat during event within the conference and your booth
- 2 Free Registrations to the Live event for your team (Valued at \$1200)
- 1 Complimentary registration to give away to a VIP (Valued at \$600)
- 1 Logo on the Exhibitor Page
- 1 Email Campaign listing you as an exhibitor
- 1 1 day as a featured exhibitor on our home page during the on-demand event
- 1 Personal Chat room to staff during the live event

**More About the Event...**

**PLM Bootcamp 09' Session Topics**

Sessions will be moderated and include individual PLM thought leaders as well as panels. Session topics include; The Thinking Executive's Guide to a Better PLM Implementation: Develop a PLM strategy and reach your PLM goals; Look under the hood before you buy! A technical assessment guide to selecting and purchasing a PLM solution; PLM ROI Secrets – Learn how much money you can save by spending the right amount on your PLM solution; So you are going to buy a PLM solution? How to develop a PLM RFP – so your questions get answered before it's too late; The Art of PLM Leadership – Lessons from the Executive suite to the corner office; Don't pave the cow paths - Understand your As- is processes to better implement your PLM Solution; PLM unplugged –how to leverage PLM to do things better, faster and with more control than ever; The PLM Implementation Methodology Guide - Step by step do's and don'ts for implementing PLM solutions; PLM 911 – Measure twice and cut once: Manage your risk when implementing PLM with better requirements gathering; . If its not used its useless: Don't worry be Happy with your PLM solution; One Version of the Truth - Learn about the tools available to connect systems, data, people and processes and more.

Two Key note sessions with topics such as “From paralysis to prosperity with PLM - thriving with PLM” and post session panels will begin and end each session day. Chat is available throughout each day, during session intermissions and during breaks in the program. Event attendees will have the ability to network, ask questions and meet the high level attendees and presenters.

To learn more about our Sponsorship opportunities contact us at [info@plmbootcamp.com](mailto:info@plmbootcamp.com).



## PLM Boot Camp'09 Sponsorship Order

**Bits On The Wire, Inc.**  
6420 E Broadway, Ste A300  
Tucson, AZ 85710

Tel: 520.760.2400 x107  
Fax: 520-844.7111  
Tax ID: Bits Contact: Katherine Elliott

Date: August 18<sup>th</sup>, 2009

**Sponsor:**

**Address:**

**Phone:**

**Contact:**

**Email:**

**Company Name:**

**Address**

**City, State, Zip:**

**Phone**

**First, Last Name**

**Email:**

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### VIRTUAL EXHIBITOR CONFERENCE FOR PLM BOOT CAMP'09

#### GOLD PACKAGE

- 1 Exhibitor Booth (includes all exhibitor booth benefits)\*
- 1 Sponsorship of sessions
- 2 Inclusion in 2 email marketing campaigns
- 1 Banner Ad on Home Page
- 1 Sponsorship Press Release
- 1 Virtual Goody Bag
- 1 Linkable Logo inclusion in all Sponsorship logo sections on website
- 1 Exhibitor Booth (includes all exhibitor booth benefits)\*
- 1 Sponsorship of sessions

**Total Value: \$ 1,700**

Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**\*Mail form or fax payment to the address above.**

Upon completion of this Agreement and Insertion Order, please sign and fax to (973) 352-6614 or scanned and emailed to [info@plmbootcamp.com](mailto:info@plmbootcamp.com). If you have any questions, please contact us at [info@plmbootcamp.com](mailto:info@plmbootcamp.com), or by phone at (973) 821-5339.

By Signature here, you agree to the terms and conditions of this sponsorship order, and you authorize the billing terms associated with it.



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Tel: 520.760.2400 x107  
Fax: 520-844.7111  
Tax ID: Bits Contact: Katherine Elliott

Date: August 18<sup>th</sup>, 2009

**Sponsor:**

**Address:**

**Phone:**

**Contact:**

**Email:**

**Company Name:**

**Address**

**City, State, Zip:**

**Phone**

**First, Last Name**

**Email:**

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### VIRTUAL EXHIBITOR CONFERENCE FOR PLM BOOT CAMP' 09

#### SILVER PACKAGE

- 1 Exhibitor Booth (includes all exhibitor booth benefits)\*
- 1 Sponsorship of sessions
- 1 Virtual Goody Bag
- Linkable Logo inclusion in all Sponsorship logo sections on
- 1 website

**Total Value: \$ 1,200**

Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**\*Mail form or fax payment to the address above.**

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