

XBRL US National Conference 2010 Sponsorship Opportunities

Path to Transparency

November 9 - 10, 2010: Pennsylvania Convention Center - Philadelphia, Pennsylvania

Contact: David Tauriello - sponsors@xbrl.us | 202-448-1985

Platinum Level Sponsorship - \$40,000

Before the Conference

- MEDIA AWARENESS
 - Two podcast interviews by XBRL US of Sponsor representative distributed to channels (XBRL US Web site, Twitter, press release, media list) during the month prior to the conference
 - Your company included in press release announcing Platinum and Gold Sponsors
 - Your company included in pre-conference media advisory
- BRANDING
 - Your company included as the initial impression in a loop of conference sponsors featured on XBRL US Home page starting two weeks before conference. Sponsor to submit photo, quote and logo to be approved by XBRL US
 - Your company logo and link presented on all Conference-related Web pages in the most prominent sponsor position
 - Your company name/logo on all conference marketing materials in the most prominent sponsor position (artwork supplied by sponsor, deadlines apply)
- BUSINESS DEVELOPMENT
 - **NEW!** Recognized for XBRL Conference leadership in our monthly newsletter (5000+ subscribers) and during education programs (monthly webinars, face-to-face training)
 - Receive a full list of registered conference attendees (as of that date) twice prior to the conference including mailing addresses
 - Two e-mails will be sent by XBRL US on your company's behalf to all registered attendees before the conference (message subject to approval by XBRL US)

During the Conference

- **NEW!** ACCESS TO PRIVATE BRIEFING ROOM FOR THE **ENTIRE EVENT**
 - Meet with clients, colleagues and guests privately on both days of the National Conference
 - Water/coffee will be provided throughout the day
- **NEW!** INTRODUCE A CONFERENCE KEYNOTE OR CONDUCT A BREAKFAST SESSION
 - Provide introductory remarks for one of the conference Keynote speakers (as assigned by XBRL US), or conduct a special one-hour "breakfast session" for attendees with continental breakfast provided in the meeting space
- CONFERENCE PROGRAM
 - Distributed at registration, electronic version available on XBRL US website
 - Full page B/W ad in Conference Program (artwork supplied by sponsor, deadlines apply)

- 250-word company write up in Conference Program
 - Listed with your company logo on sponsor page in conference program
- VENDOR DEMO FEATURED ON CONFERENCE WEB SITE
 - Your demo will be featured on conference Web site (demo provided by sponsor)
- MEDIA AWARENESS
 - Receive a copy of the attending media list three days prior to the conference
 - Participation in on-site joint press conference with key spokespeople
- CONFERENCE MATERIALS BRANDED WITH YOUR COMPANY LOGO
 - EXCLUSIVE - Hotel Key Cards
 - EXCLUSIVE - Conference program sponsor
 - EXCLUSIVE - Badge holder sponsor
 - Conference bag
 - Staging backdrops and signage – most prominent sponsor location
 - Initial impression in on-screen sponsor loop played in session rooms during breaks, with sponsor option to include 30-second video clip as part of loop (video provided by sponsor)
 - Company-provided insert for the conference bag, to be approved by XBRL US
- COMPLIMENTARY REGISTRATIONS
 - **NEW!** 8 full conference registrations for company personnel
 - **NEW!** 4 full conference registrations for company clients or potential clients
- EXHIBIT SPACE
 - If your company elects to take exhibit space:
 - Choice of highest -traffic area location based on sponsorship level and contract date
 - 2 Exhibit Hall passes for table personnel (no access to sessions or functions)
- PRIORITY SELECTION FOR NEXT CONFERENCE
 - Ability to reserve sponsorships for the next conference before potential new sponsors

After the Conference

- MEDIA AWARENESS
 - Your company included in media advisory and/or press release issued outlining major milestones of the conference
- BUSINESS DEVELOPMENT
 - Final, full list of registered conference attendees including mailing addresses
 - A post conference e-mail message will be sent to attendees on your behalf (message subject to approval by XBRL US)

Gold Level Sponsorship - \$20,000

Before the Conference

- MEDIA AWARENESS
 - One podcast interview by XBRL US of Sponsor representative distributed to channels (XBRL US Web site, Twitter, press release, media list) during the month prior to the conference
 - Your company included in press release announcing Platinum and Gold Sponsors
 - Your company included in pre-conference media advisory
- BRANDING
 - Your company included in a loop of conference sponsors featured on XBRL US Home page starting two weeks before conference. Sponsor to submit photo, quote and logo to be approved by XBRL US
 - Your company logo and link presented on all Conference-related Web pages in a prominent sponsor position
 - Your company name/logo on all conference marketing materials in a prominent sponsor position (artwork supplied by sponsor, deadlines apply)
- BUSINESS DEVELOPMENT
 - **NEW!** Recognized for XBRL Conference leadership during education programs (monthly webinars, face-to-face training)
 - Receive a full list of registered conference attendees (as of that date) twice prior to the conference including mailing addresses
 - One email will be sent by XBRL US on your company's behalf to all registered attendees before the conference (message subject to approval by XBRL US)

During the Conference

- **NEW!** ACCESS TO PRIVATE BRIEFING ROOM FOR A **FULL DAY**
 - Meet with clients, colleagues and guests privately on Wednesday, November 10
 - Water/Coffee will be provided throughout the day
- **NEW!** EXCLUSIVE COURTESY INTERNET STATION SPONSOR
 - Your company logo on signage to be displayed at courtesy Internet kiosks
 - Your company logo to be displayed on splash page of all Internet kiosks
- CONFERENCE PROGRAM
 - Distributed at registration, electronic version available on XBRL US website
 - Half-page B/W ad in Conference Program (artwork supplied by sponsor, deadlines apply)
 - 250-word company write up in Conference Program
 - Listed with your company logo on sponsor page in conference program
- VENDOR DEMO FEATURED ON CONFERENCE WEB SITE
 - Your demo will be featured on conference Web site (demo provided by sponsor)

- MEDIA AWARENESS
 - Receive a copy of the attending media list three days prior to the conference
 - Participation in on-site joint press conference with key spokespeople
- CONFERENCE MATERIALS BRANDED WITH YOUR COMPANY LOGO
 - Conference bag
 - Staging backdrops and signage
 - On-screen sponsor loop played in session rooms during breaks, with sponsor option to include 30-second video clip as part of loop (video provided by sponsor)
 - Company-provided insert for the conference bag, to be approved by XBRL US
- COMPLIMENTARY REGISTRATIONS
 - **NEW!** 6 full conference registrations for company personnel
 - **NEW!** 3 full conference registrations for company clients or potential clients
- EXHIBIT SPACE
 - If your company elects to take exhibit space:
 - Choice of highest -traffic area location based on sponsorship level and contract date
 - 2 Exhibit Hall passes for table personnel (no access to sessions or functions)
- PRIORITY SELECTION FOR NEXT CONFERENCE
 - Ability to reserve sponsorships for the next conference before potential new sponsors

After the Conference

- MEDIA AWARENESS
 - Your company included in media advisory and/or press release issued outlining major milestones of the conference
- BUSINESS DEVELOPMENT
 - Final, full list of registered conference attendees including mailing addresses
 - A post conference e-mail message will be sent to attendees on your behalf (message subject to approval by XBRL US)

Silver Level Sponsorship - \$14,000

Before the Conference

- BRANDING
 - Your company included in a loop of conference sponsors featured on XBRL US Home page starting two weeks before conference. Sponsor to submit photo, quote and logo to be approved by XBRL US
 - Your company logo and link presented on all Conference-related Web pages in a prominent sponsor position
 - Your company name/logo on all conference marketing materials in a prominent sponsor position (artwork supplied by sponsor, deadlines apply)

During the Conference

- CONFERENCE PROGRAM
 - Distributed at registration, electronic version available on XBRL US website
 - Quarter-page B/W ad in Conference Program (artwork supplied by sponsor, deadlines apply)
 - Listed with your company logo on sponsor page in conference program
- VENDOR DEMO FEATURED ON CONFERENCE WEB SITE
 - Your demo will be featured on conference Web site (demo provided by sponsor)
- CONFERENCE MATERIALS BRANDED WITH YOUR COMPANY LOGO
 - Conference bag
 - Staging backdrops and signage
 - On-screen sponsor loop played in session rooms during breaks
 - Company-provided insert for the conference bag, to be approved by XBRL US
- COMPLIMENTARY REGISTRATIONS
 - **2** full conference registrations for company personnel
 - **2** full conference registrations for company clients or potential clients
- EXHIBIT SPACE
 - If your company elects to take exhibit space:
 - Choice of highest -traffic area location based on sponsorship level and contract date
 - **2** Exhibit Hall passes for table personnel (no access to sessions or functions)
- PRIORITY SELECTION FOR NEXT CONFERENCE
 - Ability to reserve sponsorships for the next conference before potential new sponsors

After the Conference

- BUSINESS DEVELOPMENT
 - Full list of registered conference attendees including mailing addresses
 - A post conference e-mail message will be sent to attendees on your behalf (message subject to approval by XBRL US)

Exhibit Space - \$6,500

(First come first served while space is available)

Before the Conference

- BRANDING
 - Company name included in emails to registrants

During the conference

- CONFERENCE MATERIALS LISTING YOUR COMPANY NAME
 - Company name included on exhibitor signage
 - Company listing as exhibitor in conference program
- EXHIBIT HALL
 - 2 Exhibit Hall passes for table personnel (no access to sessions or special events)
 - Breaks, meals and networking reception held in the exhibit area

Additional Sponsorship Opportunities

Opening Keynote Webcast (\$10,000)

- Acknowledgment of your company's sponsorship in marketing materials announcing the availability of live keynote Webcast
- Stage and Web-based company branding during this portion of the program
- Company listing as special sponsor in the conference program
- One full-conference registration

Morning and Afternoon Breaks (\$6,000 per day)

- Signage with your company branding on food and beverage tables, as well as on tables in sitting area of Exhibit Hall during morning and afternoon breaks on each day of conference
- Company listing as special sponsor in the conference program

Closing Reception (\$6,000)

- Signage with your company branding on food and beverage tables, as well as on tables in sitting area of Exhibit Hall during closing reception
- Company listing as special sponsor in the conference program

Social Media Monitoring Station and Web Page (\$5,000)

- Signage and company branding for an on-site display showing our conference Twitter feed for attendees and XBRL US Web site visitors
- Company listing as special sponsor in the conference program

Coat Check (\$1,500)

- Signage with your company branding
- Company listing as special sponsor in the conference program

2010 XBRL US National Conference Sponsor Benefits contact David Tauriello: sponsors@xbrl.us 202-448-1985	Platinum \$40,000	Gold \$20,000	Silver \$14,000	Exhibitor \$6,500
Complimentary Full Conference Registrations (company/guest)	8/4	6/3	2/2	
EXCLUSIVE Logo on Hotel Key Cards	✓			
EXCLUSIVE Conference Program Sponsor	✓			
EXCLUSIVE Badge Holder Sponsor	✓			
NEW! Exclusive Breakfast Session OR Keynote Introduction	✓			
NEW! Announced in XBRL US Newsletter	✓			
250-word boilerplate in Conference Program	✓	✓		
NEW! Mentioned at all XBRL US Education Programs	✓	✓		
NEW! Courtesy Internet Station Sponsor		✓		
Podcast Interview of Sponsor Prior to Conference	2	1		
Video Clip During Session Breaks	✓	✓		
NEW! Exclusive Full-Day Use of Private Meeting Room	2 Days	1 Day		
Pre-conference Registration List	✓	✓		
Pre-conference E-mail to Registrants	2	1		
Pre-Conference Media List (3 days prior to conference)	✓	✓		
Mention in Pre-conference Media Advisory	✓	✓		
Mention in Pre-conference Press Release	✓	✓		
Participation in on-site media briefing(s)	✓	✓		
Mention in post-conference press release	✓	✓		
Ad in Conference Program	Full Page	½ Page	¼ Page	
Logo on Registrant Mailings	✓	✓	✓	
Sponsor Logo in Rotation on XBRL US Web site Home Page	✓	✓	✓	
Vendor Demo or Spotlight Linked on Conference Web site	✓	✓	✓	
Priority Selection of Exhibit Space	✓	✓	✓	
Logo Included in Conference Marketing Materials	✓	✓	✓	
Logo included on Conference Web site	✓	✓	✓	
Logo on Conference Tote	✓	✓	✓	
Insert in Conference Tote	✓	✓	✓	
Post-Conference Attendee List	✓	✓	✓	
Post-Conference E-mail to Attendees	✓	✓	✓	
50-word boilerplate in Conference Program			✓	
Complimentary Exhibit Hall Passes	2	2	2	2
Exhibit Space	✓	✓	✓	✓
On-site Branding and Signage	✓	✓	✓	✓
Listing on Conference Web site	✓	✓	✓	✓
Listing in Conference Program	✓	✓	✓	✓



**XBRL US NATIONAL CONFERENCE · NOVEMBER 9 - 10 · PHILADELPHIA
SPONSORSHIP/EXHIBITOR APPLICATION**

Company Name _____

Contact Name _____ Contact Email _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

SPONSORSHIP SELECTIONS

Please check the sponsorship options for your company and fax completed application to David Tauriello at 866-516-6923. Sponsorships are available on a first-come, first serve basis.

<input type="checkbox"/> Platinum Sponsor	US \$40,000	<input type="checkbox"/> AM & PM Breaks November 8	US \$6,000
<input type="checkbox"/> Gold Sponsor	US \$20,000	<input type="checkbox"/> AM & PM Breaks November 9	US \$6,000
<input type="checkbox"/> Silver Sponsor	US \$14,000	<input type="checkbox"/> Closing Reception	US \$6,000
<input type="checkbox"/> Exhibitor	US \$ 6,500	<input type="checkbox"/> Social Media Monitoring Station	US \$5,000
<input type="checkbox"/> Opening Keynote Webcast	US \$10,000	<input type="checkbox"/> Coat Check	US \$1,500

The undersigned company agrees to participate as a Sponsor and/or Exhibitor, as indicated below, and to comply with all the terms and conditions as outlined in this application, including the Rules and Regulations. It is understood that, once accepted by XBRL US, this application shall become a binding legal obligation.

Signature: _____ Date: _____

METHOD OF PAYMENT (choose one)

A check for US\$ _____ payable to "XBRL US" is enclosed.

XBRL US is authorized to charge the following credit card for payment:

Check one: American Express MasterCard Visa

Name on Card: _____ Amount: US \$ _____

Card # _____ Expiration Date (MM/YY): ____/____

Security Code : _____ (3 or 4 digit code on the back side of card)

Electronic Funds Transfer to XBRL US Account #002261194371 at Bank of America

Wire Transfer Routing # 026009593 All Other EFTs Use Routing # 054001204

Once the application and payment are received, we will contact you with additional information about submitting company logos and other material, registration information and a code for complimentary conference registration (if applicable).

Rules and Regulations

Sponsorship: Acceptance as a sponsor in no way implies endorsement of the sponsor's/exhibitor's products and/or services by XBRL US.

Exhibit Booth Assignment: Assignment of space will be made on a first-come, first-serve basis with priority given to Platinum, Gold, and Silver Sponsors. XBRL US reserves the right of final decision and the right to amend floor plans to relocate exhibits in the best interest of the show.

Character of Exhibits: Exhibits are subject to the approval of the XBRL US. The show is intended to be a serious and dignified offering of products and services. XBRL US may take any action it deems appropriate (including, but not limited to, expulsion from the show) against an exhibitor for conduct detrimental to the show, as determined in the sole discretion of XBRL US.

Cancellation: Should the show be cancelled for any reason, the sole extent of liability of XBRL US shall be a refund to the exhibitor/sponsor of amounts previously paid.

Insurance: The exhibitor/sponsor shall secure comprehensive general liability insurance coverage, include for bodily injury and property damage. In addition, exhibitor/sponsor acknowledges that XBRL US does not maintain insurance covering the exhibitor's/sponsor's property and that it is the sole responsibility of the exhibitor/sponsor to obtain business interruption and property damage insurance covering such losses.

Fire Regulations, etc.: All exhibits must conform to the fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations.

Indemnification/Hold Harmless: Exhibitor/sponsor shall indemnify, hold harmless, and defend XBRL US, and its members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims and expenses on account of personal injury, death or damage to or loss of property or profits arising out of or contributed to by any act or omission of the exhibitor/sponsor or its employees, agents, contractors, patrons and invitees, unless due to the sole gross negligence of XBRL US.

Limitation of Liability: XBRL US, its members, officers, directors, agents and employees shall not be liable for any injury, loss, or damage to any person or property, and the exhibitor/sponsor expressly releases XBRL US, its members, officers, directors, agents and employees from liability for the same. Notwithstanding any other provision, under no circumstances shall the liability of XBRL US, its members, officers, directors, agents, or employees to the exhibitor/sponsor exceed amounts paid by the exhibitor/sponsor to XBRL US, regardless of the nature of the claim.

Signature: _____

Date: _____