



SoCal IT Professional Association
NogginFest 2009
December 10, 2009

EVENT INFORMATION SHEET

What is NogginFest? NogginFest offers IT professionals in Southern California a chance to gain valuable knowledge on current and new advanced products in the industry. NogginFest is considered a premiere industry event for establishing and increasing your brand awareness and generating valuable sales leads. With budgets decreasing, the people who come to NogginFest are serious IT decision makers looking for new solutions to solve problems – and they are prepared to buy!

How is the event being promoted? As a major industry event, NogginFest receives extensive publicity and advertising during the weeks preceding the event. Sponsors will receive valuable exposure to the general public and targeted customers during the campaign. The publicity and advertising planned for this year's event includes display advertising, press releases to local media, calendar sections in local papers, promotional fliers, online advertisements and email campaigns targeting past attendees.

Why should I become a sponsor? NogginFest provides a superb marketing environment for Sponsors. By being a part of this show, you will be able to gain valuable exposure in the local community and reach target customers.

IMPORTANT FACTS

DATE: December 10, 2009 6:00 PM – 9:00 PM

ATTENDANCE: Hundreds of IT professionals have attended NogginFest each year and attendance is growing!

COST: \$0-\$500 - See Sponsorship Information included.

CLASSROOM PRESENTATIONS FOR ALL SILVER AND GOLD SPONSORS!!

Every Silver and Gold Sponsor will be able to present an educational topic in a state-of-the-art high-end technical classroom complete with high-speed internet access!!

Literature Tables: Bronze Sponsors will be allowed to bring literature to present on small literature tables spread throughout the facilities.

LOCATION: QuickStart Intelligence - 16815 Von Karman Ave, Suite 100 Irvine – 949-486-1351

REGISTRATION: Complete the enclosed Sponsorship Application and Hold Harmless and send them along with a check payable to: SoCal IT Pro Assn.
Presentation classrooms and vendor literature tables are assigned on a first-come, first-served basis by sponsorship level.
For further information, If you have any questions, please contact Brad Fischl; 949-486-1368

USE YOUR NOGGIN! – NOGGINFEST 2009

SoCal IT Pro Assn • 16815 Von Karman Ave, Suite 100 Irvine, California 92606
• (949) 486-1368 • www.socalitpro.org



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E-Mail: bfischl@socalitpro.org

**Door Prizes – Each vendor is required to bring at least one good door prize
(no matter what sponsorship level you choose.)**

SPONSORSHIP OPPORTUNITIES

SoCal IT Pro Assn. (SOCAL IT PRO ASSN.) is pleased to announce that plans are underway for NogginFest 2008, Each year NogginFest attracts IT Directors, MIS Managers, CTOs, CIOs, Network Engineers, Network Administrators, Help Desk Personnel, etc., that represent the best and the brightest minds in the IT industry in Southern California. This event gains tremendous publicity before, during and after the event. To be included in this exciting event, choose from the following sponsorship levels:

NogginFest 2009 SPONSORSHIP LEVELS

BRONZE SPONSOR – Literature table only / no classroom presentations

As a Bronze Sponsor, you will receive:

- ◆ One literature table in the hallway, buffet area, or entry way as space is available.

SILVER SPONSOR -- \$250

As a Silver Sponsor, you will be able to present once that evening in a classroom shared with one other vendor who will also present once that evening and will also include the following

- ◆ Literature table in the classroom.
- ◆ Website Banner for six (6) months on SOCAL IT PRO ASSN. Website
- ◆ Hyperlink from SOCAL IT PRO ASSN. Website to Vendor Website
- ◆ Table space at every SOCAL IT PRO ASSN. meeting (as space permits).

GOLD SPONSOR -- \$500

As a Gold Sponsor, you will be able to present twice that evening in a dedicated classroom (not shared with any other vendors) and will also include the following

- ◆ Literature table in the classroom.
- ◆ Website Banner for six (6) months on SOCAL IT PRO ASSN. Website
- ◆ Hyperlink from SOCAL IT PRO ASSN. Website to Vendor Website
- ◆ Table space at every SOCAL IT PRO ASSN. meeting (as space permits).
- ◆ Be named as a "Presenting Co-Sponsor" of NogginFest
- ◆ SOCAL IT PRO ASSN. Focus Group Access
- ◆ SOCAL IT PRO ASSN. Logo Rights
- ◆ A seat on the SOCAL IT PRO ASSN. Advisory Council (attend monthly BOD meeting)
- ◆ Website Banner for twelve (12) months on SOCAL IT PRO ASSN. Website

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Please complete the Sponsor Application and fax it to: 949-486-1390 or email it to BradFischl@SoCallITPro.org in order to be included in event advertising and publicity. For questions, please contact Brad Fischl at 949-486-1368.

SPONSORSHIP APPLICATION

COMPANY NAME: _____ CONTACT NAME: _____
 STREET ADDRESS: _____
 CITY/ZIP: _____
 EVENT DAY ON-SITE CONTACT PERSON: _____
 WORK PHONE: (____) _____ FAX: (____) _____
 CELL PHONE: (____) _____ EMAIL: _____

SPONSORSHIP LEVEL (mark one)	<input checked="" type="checkbox"/>	AMOUNT
Bronze	<input type="checkbox"/>	\$0
Silver	<input type="checkbox"/>	\$250
Gold	<input type="checkbox"/>	\$500
TOTAL COST OF SPONSORSHIP		
DOOR PRIZE(S) – REQUIRED!!!		

DESCRIPTION OF PRODUCTS & SERVICES ON EXHIBIT: _____

Display equipment must fit on your table in in your room. Sponsors are responsible for booth decor, equipment, and signs.

WILL YOU BE NEEDING: ELECTRICITY ____ YES ____ NO HIGH SPEED INTERNET ____ YES ____ NO

PLEASE RETURN APPLICATION BY Nov 25, 2009

Make Check Payable To:
SoCal IT Pro Assn.

FOR OFFICE	Number Of Booth Spaces _____	Amount Collected _____	SA _____
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USE ONLY	Booth # _____	Check # _____	HH _____
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HOLD HARMLESS AGREEMENT

I/we do hereby hold SOCAL IT PRO ASSN., and its agents and affiliates harmless for any damage or loss/theft occurring to merchandise supplied by me/us for NogginFest 2009, a vendor fair on the 10th of December 2009. Said merchandise is on temporary display for the purpose of the vendor fair.

Licensee (Sponsor) shall indemnify, defend and hold harmless Licensor against and from any claims made or alleged by or on behalf of any person, arising from Licensee's use, occupancy or conduct upon the Premises or from any work or thing whatsoever done in or about said Premises. Licensee further agrees to indemnify and hold Licensor harmless from and against all costs, attorney's fees and disbursements, and expenses and liabilities incurred on account of any such claims or actions or proceedings brought in connection therewith.

SPONSOR/COMPANY NAME: _____

STREET ADDRESS: _____

CITY/ZIP: _____

SPONSOR SIGNATURE: _____ TITLE: _____

DATE: _____

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