



## ***A Sponsorship Opportunity that will ENDURE - Join us for the Endurance 2010 Partner Summit!***

Join The Utility Company® and our franchisees from across North America for our Endurance 2010 Partner Summit. As a valued vendor partner of The Utility Company, we are extending only 8 sponsorship opportunities for this year's event with an anticipated attendance of over 100 managed service professionals and industry leaders.

The theme of this year's event focuses on the keys to being a successful entrepreneur in the managed service industry today – the ultra-marathon that is new customer acquisition and making them “fanatics” for our service. Unlike other managed services events, at Endurance you will hear from actual end-user customers that have adopted the MSP model vs. “conceptual” consultant speak...

Endurance provides our vendor partners access to our franchisees and executives to meet with and discuss the latest in technology and channel programs. This is the one event of the year to meet with The Utility Company team to promote your products and programs and to create awareness for your company through some great branding opportunities.

Endurance offers a broad and comprehensive agenda of educational sessions focused primarily on managed services sales and marketing, and will feature an outstanding keynote speaker, one of the world's top endurance athletes Ray Zahab, who will motivate and move you to succeed in all aspects of your business and personal life. Endurance truly brings The Utility Company ecosystem together to build partnerships, learn about new trends in managed services and cloud computing and ultimately promote your business!

***There is A NEW WAY!***

## Sponsorship Packages

### Platinum

**Company/Brand Recognition:** Gain corporate and brand visibility/awareness with conference attendees as Platinum Sponsor.

**Conference Presentation:** 50-minute presentation where the sponsor has the opportunity to present to entire audience.

**Banner Advertising:** Rotating banner ad on Endurance web site.

**Gala Awards Banquet:** Recognition as Platinum Sponsor and presenter in an award category.

**Event Marketing:** Communicate your Platinum Sponsorship, featuring your company logo, on pre- & post-event promotional mail campaigns, e-mail conference promotions, and our event web site.

**Endurance Web Site Visibility:** Prominently display your logo & Platinum Sponsorship - linkbacks to your corporate website for prospective and registered conference attendees.

**Conference Bag Inserts:** Highlight your Platinum Sponsorship with up to three (3) pieces of company-specific literature and/or promotional materials for delivery to every conference attendee.

**Conference Guide Advertisement & Company Profile:**

- Full Page, Four (4) color company-specific advertisement
- 450-Word Sponsor/Exhibitor company profile

**Conference Attendee Passes:** Complimentary admission for up to four (4) staff members.

**Vendor Expo Display Space:** Showcase and promote your product/service solutions and Platinum Sponsorship with a table-top exhibit.

### Gold

**Company/Brand Recognition:** Gain corporate and brand visibility/awareness with conference attendees as Gold Sponsor.

**Panel Involvement:** Participant in panel discussion.

**Gala Awards Banquet:** Recognition as Gold Sponsor and presenter in an award category.

**Event Marketing:** Communicate your Gold Sponsorship, featuring your company logo, on pre- & post-event promotional mail campaigns, and e-mail conference promotions.

**Conference Web Site Visibility:** Prominently display your logo & Gold Sponsorship - linkbacks to your corporate website for prospective and registered conference attendees.

**Conference Bag Inserts:** Highlight your Gold Sponsorship with one (1) piece of company-specific literature and/or promotional material for delivery to every conference attendee.

**Conference Guide Advertisement & Company Profile:**

- Half Page, Four (4) color company-specific advertisement
- 250-Word Sponsor/Exhibitor company profile

**Conference Attendee Passes:** Complimentary admission for up to two (2) staff members.

**Vendor Expo Display Space:** Showcase and promote your product/service solutions and Gold Sponsorship with a table-top exhibit.

### Silver

**Company/Brand Recognition:** Gain corporate and brand visibility/awareness with conference attendees as Silver Sponsor.

**Event Marketing:** Communicate your Silver Sponsorship, featuring your company logo, on pre- & post-event promotional mail campaigns and e-mail conference promotions.

**Conference Web Site Visibility:** Prominently display your logo and Silver Sponsorship - linkbacks to your corporate website for prospective and registered conference attendees.

**Conference Guide Company Profile:** Includes 100-Word Sponsor/Exhibitor company profile

**Conference Attendee Passes:** Complimentary admission for two (2) staff members.

**Vendor Expo Display Space:** Showcase and promote your product/service solutions and Silver Sponsorship with a table-top exhibit.

**For more sponsorship information, please contact us at [www.theutilitycompany.com/endurance](http://www.theutilitycompany.com/endurance)**

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