



### Event Overview

Conference Dates: January 26 - 28, 2010 Sponsorship Contact: Rick Deller  
 Microsoft Corporate Campus 443-627-2201  
 Redmond, Washington Building 33 rick@meetingsolutionsinc.com

Projected Attendance: 300 customers and Microsoft staff from World Wide Public safety team, Microsoft product teams, and partners organizations.

### Event Description

Microsoft invites you to partner with us at the 2nd Annual Worldwide Public Safety Symposium. Last year’s inaugural event attracted 270 customers, Microsoft staff and partners. This key public safety event brings together stakeholders and decision makers who are responsible for homeland security, crisis and disaster management, intelligence and investigation, Justice, border security and customs, to facilitate collaboration and information sharing among the separate audience groups. Leveraging last year’s highly successful symposium, the event will showcase international success stories and provide a customer-driven agenda with Microsoft, partner and customer presentations to help others learn the way ahead and build joint strategies for the future. **Underscoring Microsoft’s strong commitment to these objectives, we are pleased to announce that Mr. Steve Ballmer, CEO of Microsoft, will be delivering our keynote address.**

More than ever, public safety technology can help resolve many challenges on multiple levels. Capabilities and current infrastructure are strained by complex responses to terrorism, intelligence gathering, and natural disasters. Public safety personnel need to know more, they need the information faster, and they need the ability to merge it from information from other stakeholders and display it in an intuitive format to successfully meet these challenges. This event will attract high level Senior Operation staff, Policy Makers, and Strategists working together to deliver safer communities and national security.

### Themed Agenda Tracks

- Track One
  - Theme: Life-Cycle Planning and Response to Man-made and Natural Disasters - Emergency, Disaster and Crisis Management
  - Target Audience: Fire and Rescue, Crisis and Disaster Groups, Law Enforcement, Local Authorities, Humanitarian Groups and Defence
- Track Two
  - Theme: Information Sharing and Collaboration within and across Law Enforcement and Intelligence Agencies to combat crime and terrorism
  - Target Audience: Police, Homeland/Border Security (Customs & Immigration) Intelligence Agencies and Defence.
- Track Three
  - Theme: E-Justice Strategies to enable automated case and records management, streamlined processes, integrated systems and 24/7 online services to deliver significant improvements to both single agencies and the overall criminal justice system
  - Target Audience: Police, Prosecution, Courts, Prisons, Probation and Social Services

Audience Levels: Senior Operational Staff, Policy-Makers and ICT Strategists working together to deliver safer communities and national security

### Agenda (subject to change)

Tuesday January 26:	Afternoon 6pm	Arrival and Move In Attendee Welcome Reception with Partners
Wednesday January 27:	8:30am 9:30am 11:00 am 1:30pm 5pm 7pm	Welcome and Opening Remarks Microsoft Executive Keynote Industry Keynote Breakout Sessions (Emergency Management, Intelligence & Investigation, and Integrated Justice) Adjournment Reception and Dinner
Thursday January 28:	8:30am 12 noon 1:30pm 5pm	Breakout Sessions (Emergency Management, Intelligence & Investigation, and Integrated Justice) Lunch Keynote Sessions Adjournment

## Available Sponsorships

<b>Platinum</b> <i>(Subject to Availability)</i>	<i>3 Available</i>	<b>\$25,000</b>
<ul style="list-style-type: none"><li>* <b>6 full conference passes including meals, sessions, and all social events</b></li><li>* <b>Prime booth space in expo hall</b></li><li>* <b>40 min. General Session slot with customer. Partner will work with Microsoft staff on topic &amp; customer case study and/or demo</b></li><li>* <b>Company logo presented on all banners and signage</b><ul style="list-style-type: none"><li>• 3 Attendees at Partner EBC held January 26th in the Microsoft Executive Briefing Center</li><li>• Full page color insert placed inside all attendee bags. Design done by partner with production completed by Microsoft</li><li>• Expo space includes tables, power and internet</li><li>• Logo presented on homepage of registrations website</li><li>• Acknowledgment of sponsor(s) as sponsor of Dinner at Newcastle or signature social event</li><li>• Company logo on cover of agenda</li><li>• (1) 2X3 color sign acknowledging sponsorship plus logo placement on agenda and all banners</li></ul></li></ul>		
<b>Gold</b> <i>(Subject to Availability)</i>	<i>14 Available</i>	<b>\$9,000</b>
<ul style="list-style-type: none"><li>* <b>4 full conference passes including meals, sessions, and all social events</b></li><li>* <b>10X10 booth space in expo hall</b></li><li>* <b>40 min. Breakout Session slot with customer. Partner will work with Microsoft staff on topic &amp; customer case study and/or demo</b></li><li>* <b>(1) 2X3 sign acknowledging sponsorship plus logo placement on all banners</b></li><li>* <b>2 Attendees at Partner EBC held January 26th in the Microsoft Executive Briefing Center</b><ul style="list-style-type: none"><li>• Expo space includes table, power and internet</li><li>• Company logo on cover of agenda</li><li>• Full page color insert placed inside of all attendee bags. Design completed by partner and production completed by Microsoft</li></ul></li></ul>		
<b>Bronze</b> <i>(Subject to Availability)</i>	<i>9 Available</i>	<b>\$5,000</b>
<ul style="list-style-type: none"><li>* <b>2 full conference passes including meals, sessions, and all social events</b></li><li>* <b>40 min. Breakout Session slot with customer. Partner will work with Microsoft staff on topic &amp; customer case study and/or demo</b><ul style="list-style-type: none"><li>• 1 Attendee at Partner EBC held January 26th in the Microsoft Executive Briefing Center</li></ul></li></ul>		
<b>Latte Cart Add-On</b> <i>(Subject to Availability)</i>	<i>1 Available</i>	<b>\$2,000</b>
Available as an add on for any Gold Level Partner. Cups and Sleeves imprinted with Partner Logo and used at Microsoft provided latte/coffee station.		
<b>Attendee Sponsorship</b> <i>(Subject to Availability)</i>		<b>\$750</b>
<ul style="list-style-type: none"><li>• 1 Attendee Badge that includes meals, sessions and all social events including Mr. Ballmer's Keynote</li></ul>		

# Sponsorship Registration Form

■ **Platinum Sponsor – \$25,000**

■ **Latte Cart Add-On– \$2,000**

■ **Gold Sponsor – \$9,000**

■ **Attendee Sponsor - \$750**

■ **Bronze Sponsor - \$5,000**

<b>Return this form via fax or e-mail to:</b> <b>Rick Deller</b> Fax: (443-627-2210) E-mail: <a href="mailto:rick@meetingsolutionsinc.com">rick@meetingsolutionsinc.com</a> or <a href="mailto:v-rickde@microsoft.com">v-rickde@microsoft.com</a>	<b>Microsoft Event Contact:</b> <b>Mike Vandament</b> mvanda@microsoft.com
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***This section must be completed in full:***

Authorized By	Send Invoice To
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**Terms/ Conditions/Additional Information:**

Deliverable Fulfillment is dependent on Meeting Solutions receipt of all required logos and collateral items at least 20 days prior to start date of event. Staffing is open for employees of partner only. Guests of partners and their partnering organizations only permitted with Microsoft approval. Non paying partners will not be admitted to the conference center. Booth sharing is not permitted without prior approval. Services: By signing this agreement, your organization agrees to support the event at which you have been chosen to participate or exhibit in a professional manner. "Participate" includes the following actions: 1) Provide personnel and computer systems, exhibit materials, staging for your organization's presence at event, 2) Bear all lodging, shipping and incidental costs and expenses associated with your organization's participation, and 3) Must be customer ready 30 minutes prior to registration. Termination: This Agreement shall commence as of the Effective Date as signed below. Microsoft shall have the right to cancel with or without cause provided reimbursement for services is made to Company. If your organization cancels within 30 days of the event date, your organization will be responsible for a fee equal to 50% of the cost listed above. Payment: Any balances not paid within 30 days of the event date will preclude your organizations participation in all future Microsoft Public Sector events until all such outstanding balances are paid in full.

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