



OPENTEXT™

ENTERPRISE WORLD 2017

The Enterprise Information Management Conference

JULY 10 - 13

Metro Toronto Convention Centre

TORONTO, CANADA



PROSPECTUS: SPONSOR AND EXHIBITOR OPPORTUNITIES

ENTERPRISE WORLD 2017 EXHIBITING SPONSORSHIPS

The number of the following opportunities may vary closer to the event. All prices in USD.

	# of Opportunities*	3	6	15	18
Sponsorship Level	Diamond	Emerald	Sapphire	Pod	
	\$100,000	\$50,000	\$20,000	\$10,000	
Pre-Event	Press Release	●			
	Registrant Opt-In Email	●			
	Website Video	●			
	Pre-Event Exposure	●	●		
	Website Branding	●*	●*	●*	●
General Session	Main-Stage Recognition	●			
	Meet & Greet	●			
	Reserved Keynote Seating	●	●		
	Onsite Branding	●*	●*	●	●
Expo Hall	Expo Hall Entrance Branding	●	●		
	Expo Hall Video	●	●		
Exhibiting/ Networking	Meeting Room	●			
	20'x10' Booth	●			
	10'x10' Booth		●*	●	
	Pod Station				●
Presenting	Breakout Session	1			
	Theater Session		1		
Passes	Sponsor Pass	6	4	2	
	Exhibitor Pass			2	2
	Sponsor ELT Lunch	2	2		
Post-Event	Registration List	●			
	Elite Points	2,000	1,500	1,000	500

Enterprise World Pass Options:

- **Sponsor pass:** Access to keynotes, breakouts, Expo Hall, and conference food and beverages. (Additional passes: \$1,695)
- **Exhibitor pass:** Access to Expo Hall, and conference food and beverages. Exhibiting partners only. (Additional passes: \$995)
- **Customer pass:** Access to keynotes, breakouts, Expo Hall, and conference food and beverages. (Additional passes: \$2,095)

ENTERPRISE WORLD 2017

EXHIBITING SPONSORSHIPS

Pre-Event	Press Release	Company name included in the official OpenText press release.
	Registrant Opt-In Email	Co-branded email sent to registered attendees. Content must be approved by OpenText. Send date chosen by OpenText.
	Website Video	Video embedded on sponsor page of the event website. Video subject to OpenText approval.
	Pre-Event Exposure	Logo included in pre-event email(s) to registered attendees.
	Website Branding	Logo included on event website. (*Description also included.)
General Session	Main-Stage Recognition	Main-Stage recognition as a sponsor at your sponsorship level.
	Meet & Greet	Meet with the guest keynote speaker. (*Sponsor pass holders only, subject to guest speaker approval.)
	Reserved Keynote Seating	Sponsor pass and Customer pass holders only (maximum 8).
	Onsite Branding	Logo included on sponsor boards and conference program guide. (Description also included in conference program guide.)
Expo Hall	Expo Hall Entrance Branding	Logo displayed at entrance to the Expo Hall.
	Expo Hall Video	Include a 30 - 60 second video on the Expo Hall display (no sound). Must be approved by OpenText.
Exhibiting/ Networking	Meeting Room	A designated hard wall meeting room (available July 11-13).
	20x10 Booth	One (1) 20'x10' booth, two (2) electrical supply (500 watts), one (1) lead retrieval device, one (1) hardwire internet connection, two (2) monitors, seating provided.
	10'x10' Booth	One (1) 10'x10' booth, one (1) electrical supply (500 watts), one (1) lead retrieval device, one (1) hardwire internet connection, one (1) monitor, seating provided.
	Pod Station	One (1) pod station, one (1) electrical supply (500 watts), one (1) lead retrieval device, one (1) hardwire internet connection, one (1) monitor, seating provided.
Presenting	Breakout Session	50 minute Breakout presentation shared with customers on key successes. (Presentation received by OpenText two weeks prior to the event.)
	Theater Session	Partner lead theater session included in one of the Expo Hall theaters (Presentation received by OpenText two weeks prior to the event).
Passes	Sponsor Pass	Access to keynotes, breakouts, Expo Hall, Thursday Night event and conference food and beverages. (Additional passes: \$1,695)
	Exhibitor Pass	Access to Expo Hall, and conference food and beverages. Exhibiting partners only. (Additional passes: \$995)
	Sponsor ELT Lunch	Invitation to a sponsor ELT lunch taking place on Monday July 10.
Post-Event	Registration List	Access to registration list (opt-in only). Available one week after the close of the event. (Includes: name, title, company, email)
	Elite Points	Elite points will be added to your account (amount dependent on sponsorship level)

ENTERPRISE WORLD 2017 PROMOTIONAL OPPORTUNITIES

Each of the following opportunities will include Enterprise World 2017 website and onsite branding. All prices in USD. One opportunity available unless stated otherwise.

Networking 500 Elite Points	Reception Sponsor	Choice between Kick Off OR Closing Reception sponsor, logo prominently displayed, additional sponsor signage within the Expo Hall and on digital screen/s	\$50,000 Diamond: \$30,000
	Roundtable Lunch 2 Available	Host one (1) Roundtable lunch session on Wednesday or Thursday promoted jointly with OpenText.	\$10,000 Diamond: \$7,500
	Meeting Room 10 Available	Dedicated sponsor meeting room available on Tuesday, Wednesday and Thursday.	\$15,000
	Host a Dinner or Reception	Invite customers, OpenText representatives, and fellow partners to an exclusive sponsored cocktail reception or dinner. Please contact partnermarketing@opentext.com for pricing and more information.	
Branded Items (1 Sponsor pass included.) 500 Elite Points	Hand Sanitizer Bottles with Sleeve	Logo branded on 1 oz. hand sanitizer bottles with branded sleeve included in attendee packages. (Sponsorship deadline May 15)	\$15,000
	Conference Pens	Logo branded on all conference pens included in attendee packages. (Sponsorship deadline May 15)	\$12,500
Event Branding (1 Sponsor pass included.) 500 Elite Points	Headshots in a Minute	Available during all Expo Hours, co-branded signage with OpenText at station, photographer in co-branded shirt, co-branding on email template	\$22,000
	Recharge Lounge	Logo branded on Recharge lounge within Expo Hall. (Sponsorship deadline is May 10)	\$15,000
	Ice Cream Break	Refreshment break within Expo Hall, signage displayed during break, branded ice cream cart	\$10,000
	Popcorn Break	Refreshment break within Expo Hall, signage displayed during break, branded popcorn bags	\$10,000
	Wellness Area	2 massage chairs, 2 masseurs, defined space within the Expo Hall, branded signage, ability to display one piece of collateral (Size A5). Collateral is subject OpenText approval	\$9,000
	Custom Floor Branding	Branded floor decals positioned in high traffic areas (Qty 4, Size 4'x4', partner to provide graphic file, graphic to be approved by OpenText)	\$6,000
	Breakfast/Lunch Sponsor 4 Available	Logo featured on signage upon entry to meal room, branded table tent card on all meal tables.	\$6,000
Program Guide 250 Elite Points	Full Page Advertisement 4 Available	Advertisement included in event program guide. OpenText to approve all advertisements before included. (Sponsorship deadline is May 10)	\$3,000
	½ Page Advertisement 6 Available	Advertisement included in event program guide. OpenText to approve all advertisements before included. (Sponsorship deadline is May 10)	\$2,000
Co-Sponsor 250 Elite Points	eDOCS Luncheon Max. 6 Sponsors	Logo included on promotional material, recognition by luncheon host(s), and ability to address crowd for 5 minutes. (Sponsorship must be approved by OpenText.)	\$1,500

SECURE YOUR SPONSORSHIP TODAY!

Please contact partnermarketing@opentext.com to secure your sponsorship and for all sponsor related inquiries you may have.

*PLEASE NOTE: As all opportunities are limited and sold on a “first-come, first-serve” basis, we cannot guarantee your requested opportunity will be available. Sponsorship deadline is June 1 unless stated otherwise.

Be sure to check the “Partner FAQ” located on the Enterprise World website under the partner tab for all Enterprise World, sponsor, and Partner Summit-specific questions you may have:

www.opentext.com/campaigns/enterprise-world-2017

ENTERPRISE WORLD 2016 SPONSORS

DIAMOND



EMERALD



SAPPHIRE



POD

- | | |
|------------------------|-----------------|
| Wisteria IT | Risetime |
| Matrix logic | Contesto |
| Peer Integration | Noah Consulting |
| General Networks | CGI |
| Advantage Technologies | Cad-Capture |
| HMB | Stratesys |

PROMOTIONAL

- | | |
|-------------------|-------------------------|
| PleaseTech | Acheron Technologies |
| fme AG | Shinydocs |
| Ezescan | Mediawide |
| Jintec | Counterpoint Consulting |
| IQ Business Group | KineMatik |
| capSpire | AppTier |
| AnswerModules | Wertheim Global |



ENTERPRISE WORLD 2017

JOIN US!

July 10 - 13, 2017

Metro Toronto Convention Centre
TORONTO, CANADA

CONTACT INFORMATION

General conference inquiries

(e.g., registration, hotel, travel questions):

enterpriseworld@opentext.com

Training:

training.enterpriseworld@opentext.com

Program/Speaker inquiries:

program.enterpriseworld@opentext.com

Sponsorship/Exhibitor opportunities:

tmilton@opentext.com

For any other inquiries:

partners@opentext.com

If you're an OpenText partner or customer, visit online.opentext.com for more information about OpenText solutions.

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