AVAYA

Engage **The Power of We**™

AVAYA | EXECUTIVE PARTNER FORUM 2016

Sponsorship Offerings

Avaya Executive Partner Forum FY16

Avaya Executive Partner Forum FY16
San Diego, CA. January 31-February 2, 2016.

DESCRIPTION

The Avaya Executive Partner Forum offers attendees two days of keynote presentations from Avaya executives, business and solutions enablement sessions, targeted business meetings, solutions demonstrations, and executive networking.

GOALS

Provide the Avaya Partner Executive Community an update on the Avaya portfolio, Avaya Connect Program, and Avaya enablement tools .

Connect Avaya partner executives with Avaya executives to discuss business needs and ideas for mutual business growth.

Avaya Partner Executives (CxOs)
(Our target is to have 300 attendees from our various partners in addition to a pre-event program with 12-25 key partner leaders from the Partner Advisory Council.)

What / Where:
- Americas Executive Partner Forum
- January 31-February 2, 2016
- San Diego, CA; Manchester Grand Hyatt.

Attendees:
- 100 Avaya channel support reps.
- Media/Analysts/Sponsors
- 300 executive leaders from our Americas Top Partners

Agenda:
- General Session followed by partner breakouts
- US PAC & New Partner PAC
- Avaya Solutions Experience
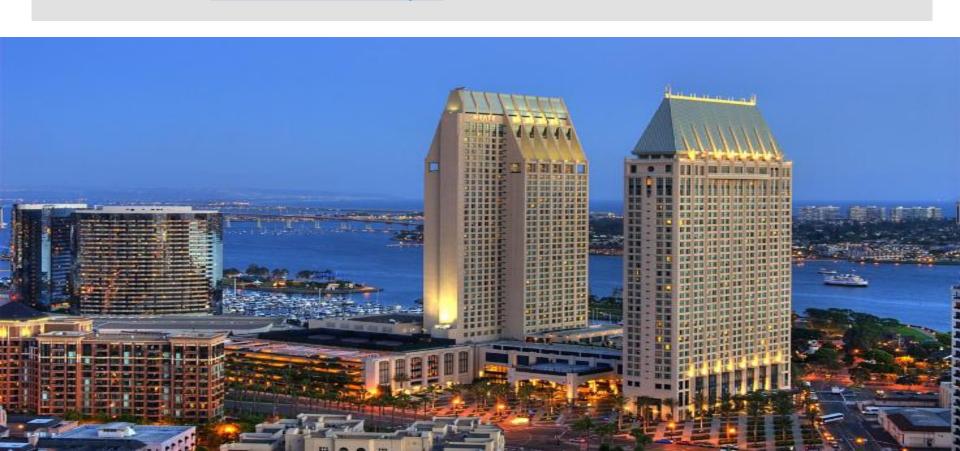- Partner Recognition Dinner

Avaya Executive Partner Forum FY16

Location: San Diego, CA, USA
Dates: January 31-February 2, 2016

Partner Attendees: 300
Avaya Attendees: 100

Location: *Manchester Grand Hyatt*

Preliminary Agenda

	DAY 1 (January 31)	DAY 2 (February 1)	DAY 3 (February 2)
Morning 8:30–11:00am	Arrivals & Registration (3:00–7:00pm)	**General Session** Avaya Leaders	**General Session** External Speaker
Morning 11:00am–12:30pm			
12:30–2:00pm		Lunch	Lunch
Afternoon 2:00–5:30pm		**Breakouts**	**Departures**
Evening	Welcome Reception	Partner Awards Dinner	

Avaya Solutions Experience (sponsor expo) to be open during the following days/times:
Day 1 – during registration/guest check-in period (3:00-7:00pm); closed during Welcome Reception
Day 2 – all day until end of last series of breakout sessions (approx. 5:30pm); closed during Partner Awards Dinner
Day 3 – half day until end of external speaker keynote (approx. 12:00pm)

Sponsorship Overview

BENEFITS	PLATINUM (5 maximum)	GOLD (5 maximum)	SILVER (5 maximum)
	$25,000	$20,000	$10,000
Exhibit in the Avaya Solutions Experience	10'x10' (Turn-key structure and basic services provided)	7.5'x10' (Turn-key structure and basic services provided)	N/A
Attendee Passes	3	2	1
Attendee Lists	• Pre-conference registrant list (4 weeks out) • Final attendee list (post-conference)	• Pre-conference registrant list (4 weeks out) • Final attendee list (post-conference)	N/A
Conference Portal Post	• 1 PDF per sponsor • To be used in post-event communications • Posted on Avaya-supplied web portal • Must be approved by Avaya	• 1 PDF per sponsor • To be used in post-event communications • Posted on Avaya-supplied web portal • Must be approved by Avaya	• 1 PDF per sponsor • To be used in post-event communications • Posted on Avaya-supplied web portal • Must be approved by Avaya
Logo Recognition	• Registration website • Promotional materials • Onsite signage • Social media	• Registration website • Promotional materials • Onsite signage • Social media	• Registration website • Promotional materials • Onsite signage • Social media
Platinum Sponsor Add-ons	• 1 selection per sponsor • Selection allowed in order of sponsorship contract receipt date • Selections include (1) Awards Dinner, (2) Welcome Cocktail Reception, (3) Attendee Bag, (4) External Speaker, or (5) Reserved Meeting Space in Meeting Pavilion	N/A	N/A

Sponsorship Overview

BENEFITS	PLATINUM (5 maximum)	GOLD (5 maximum)	SILVER (5 maximum)
	$25,000	$20,000	$10,000
Gold Sponsor Add-ons	N/A	• 1 selection per sponsor • Selection allowed in order of sponsorship contract receipt date • Selections include (1) Attendee Badge & Lanyard, (2) 2nd Day Attendee Lunch, (3) 3rd Day Attendee Lunch, (4) 2nd Day Attendee Continental Breakfast, or (5) 3rd Day Attendee Continental Breakfast	N/A
Silver Sponsor Add-ons	N/A	N/A	• 1 selection per sponsor • Selection allowed in order of sponsorship contract receipt date • Selections include (1) Conference Notebooks & Pens, (2) Water Stations & Water Bottles, (3) 2nd Day Coffee Breaks, (4) 3rd Day Coffee Breaks, or (5) Floor Decals
Mobile App	• Promotional recognition of sponsor in conference mobile app used by all conference attendees • 2 push notifications on mobile app to all conference attendees • Push notification messages to be approved by Avaya • 1 PDF to be loaded into mobile app for attendees to view	• Promotional recognition of sponsor in conference mobile app used by all conference attendees • 1 push notification on mobile app to all conference attendees • Push notification message to be approved by Avaya • 1 PDF to be loaded into mobile app for attendees to view	• Promotional recognition of sponsor in conference mobile app used by all conference attendees • 1 PDF to be loaded into mobile app for attendees to view

Sponsor Add-ons

Platinum

- **Awards Dinner**
  Signage and promotional recognition of the sponsor at the Awards Dinner Ceremony on Day 2.
- **Welcome Cocktail Reception**
  Signage and promotional recognition of the sponsor at the Welcome Cocktail Reception on Day 1.
- **Attendee Bag**
  Sponsor logo printed on attendee conference bag.
- **External Speaker**
  Signage and promotional recognition of the sponsor during the external speaker session on Day 3.
- **Reserved Meeting Space in Meeting Pavilion**
  Space reserved in the Meeting Pavilion (informal, ad hoc meeting space) for the exclusive use of the sponsor. Separated by screens from other meeting space for semi-privacy.

Gold

- **Attendee Badge & Lanyard**
  Sponsor logo printed on attendee badge and lanyard.
- **2nd Day Attendee Lunch**
  Signage and promotional recognition of the sponsor at the general attendee lunch on Day 2.
- **3rd Day Attendee Lunch**
  Signage and promotional recognition of the sponsor at the general attendee lunch on Day 3.
- **2nd Day Attendee Continental Breakfast**
  Signage and promotional recognition of the sponsor at the general attendee continental breakfast on Day 2.
- **3rd Day Attendee Continental Breakfast**
  Signage and promotional recognition of the sponsor at the general attendee continental breakfast on Day 3.

Silver

- **Conference Notebooks & Pens**
  Sponsor logo on the conference notebooks and pens provided to all conference attendees.
- **Water Stations & Water Bottles**
  Sponsor logo at all water stations and on all water bottles provided to all conference attendees.
- **2nd Day Coffee Breaks**
  Signage and promotional recognition of the sponsor during coffee breaks on Day 2.
- **3rd Day Coffee Breaks**
  Signage and promotional recognition of the sponsor during coffee breaks on Day 3.
- **Floor Decals**
  Sponsor logo on five floor decals of nine square feet of total circumference each (can be any shape) to be adhered to the carpeted general session and expo areas of the event.

Platinum Sponsorship

Cost: $25,000

▶ **Turnkey Booth (10' x 10')** in Avaya Solutions Experience

▶ A maximum of 3 sponsor representative attendees are allowed with full conference access.

▶ Attendee list. Sponsor receives the following information at four weeks prior to the event: list of registrants with title, company, city/state/country only. After the event, sponsor receives the complete list of attendees with full contact information within 10 days of the event close.

▶ One (1) sponsor informational PDF for posting on conference portal and made available to all registrations in post-event communications. PDF specifications to be provided and must be Avaya approved.

▶ Logo recognition (sized according to sponsor level) on registration website, promotional materials, and onsite throughout venue common areas. Platinum sponsors are allowed to submit a company profile not to exceed 200 words, which will be posted on the registration website.

▶ Sponsor add-ons, specifically designed and made available only to Platinum sponsors. Selection of each sponsor's add-on will be made in order of receipt of their sponsorship contract. Add-ons provide exclusive visibility to the sponsor within the conference setting for that selected activity or item.

▶ All conference attendees will be provided a mobile app with conference information, agenda, and other key program materials. All sponsors will be recognized within the app, however Platinum sponsors will be allowed to schedule 2 push notifications to be seen by all attendees using the app.

Gold Sponsorship

Cost: $20,000

▸ **Turnkey Booth (7.5' x 10')** in Avaya Solutions Experience

▸ A maximum of 2 sponsor representative attendees are allowed with full conference access.

▸ Attendee list. Sponsor receives the following information at four weeks prior to the event: list of registrants with title, company, city/state/country only. After the event, sponsor receives the complete list of attendees with full contact information within 10 days of the event close.

▸ One (1) sponsor informational PDF for posting on conference portal and made available to all registrations in post-event communications. PDF specifications to be provided and must be Avaya approved.

▸ Logo recognition (sized according to sponsor level) on registration website, promotional materials, and onsite throughout venue common areas. Platinum sponsors are allowed to submit a company profile not to exceed 100 words, which will be posted on the registration website.

▸ Sponsor add-ons, specifically designed and made available only to Gold sponsors. Selection of each sponsor's add-on will be made in order of receipt of their sponsorship contract. Add-ons provide exclusive visibility to the sponsor within the conference setting for that selected activity or item.

▸ All conference attendees will be provided a mobile app with conference information, agenda, and other key program materials. All sponsors will be recognized within the app, however Gold sponsors will be allowed to schedule 1 push notification to be seen by all attendees using the app.

Silver Sponsorship

Cost: $10,000

▸ A maximum of 1 sponsor representative attendee is allowed with full conference access.

▸ One (1) sponsor informational PDF for posting on conference portal and made available to all registrations in post-event communications. PDF specifications to be provided and must be Avaya approved.

▸ Logo recognition (sized according to sponsor level) on registration website, promotional materials, and onsite throughout venue common areas. Platinum sponsors are allowed to submit a company profile not to exceed 50 words, which will be posted on the registration website.

▸ Sponsor add-ons, specifically designed and made available only to Silver sponsors. Selection of each sponsor's add-on will be made in order of receipt of their sponsorship contract. Add-ons provide exclusive visibility to the sponsor within the conference setting for that selected activity or item.

▸ All conference attendees will be provided a mobile app with conference information, agenda, and other key program materials. All sponsors will be recognized within the app.

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Sponsor Booths

Platinum Sponsor Booth Sample

Gold Sponsor Booth Sample

Turn-key Booth Solutions

Platinum

▶ 10' x 10' turnkey structure
▶ Carpeted partner expo area
▶ Installation/dismantle labor
▶ One (1) 2-sided company logo graphic area
▶ One (1) 32" LCD monitor
▶ One (1) 6' wide counter
▶ One (1) graphic panel
▶ WiFi Internet connectivity
▶ One (1) 20A electric circuit

Gold

▶ 7.5' x 10' turnkey structure
▶ Carpeted partner expo area
▶ Installation/dismantle labor
▶ One (1) 1-sided company logo graphic
▶ One (1) 24" LCD monitor
▶ One (1) 4' wide counter
▶ One (1) graphic panel
▶ WiFi Internet connectivity
▶ One (1) 20A electric circuit

Next Steps

What are the next steps? Review the sponsorship offerings in this prospectus for the opportunities that best suit your business objectives, and discuss your selections and the event with your Avaya support team.

If you would like to secure a sponsorship at the Avaya Executive Partner Forum, please contact Eugene Watts at wewatts@avaya.com for an application and contract. We look forward to your partnership and your support of the Avaya Executive Partner Forum!