

# BlackBerry World™



## 2012 Sponsor Program

Orlando, FL | May 1-3, 2012



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## BlackBerry World | The Hub of the BlackBerry Community

**BlackBerry World™** is where the BlackBerry® community convenes to talk, engage, share and learn. On May 1 – 3, 2012 over 5,500 global BlackBerry customers, carriers, resellers, ISVs, integrators and industry innovators are expected to gather at the Orlando World Center Marriott to embrace the future of the BlackBerry platform. **Be A Part of What's Next for the BlackBerry Global Ecosystem as a BlackBerry World sponsor.** BlackBerry World sponsors showcase their technologies, differentiate their brands, and connect with qualified prospects.

**Can you afford not to be there?**

### Sponsors Engage Prospects

The Solution Showcase is where attendees gather to meet and network with all of the conference sponsors. This is your opportunity to demonstrate new wireless technologies, show next generation solutions at work and communicate the ROI of mobile investments.

### Proven ROI:

- 98% of attendees visit the Solutions Showcase. \*
- 89% say they will likely purchase products and services from the sponsors they meet within the next twelve months. \*
- 78% of attendees visited the Demo Theater and sponsor sessions. \*
- 92% find value in the case study presentations from experts and sponsors.\*

*\*According to BlackBerry World 2011 post event survey respondents*

### Sponsors Meet Thought Leaders

Thought leaders from Research In Motion® (RIM®) attend BlackBerry World. This is your opportunity to discuss your product or service's potential under current RIM marketing plans—including our BlackBerry Alliance Program.

### Sponsors Make Contacts

BlackBerry World sponsors gain the attention of the people they need to meet. Our sponsor packages encompass a wide variety of budget ranges and marketing agendas. Options include logo placements, collateral materials, exhibits, demonstrations, speaking opportunities, and meeting opportunities.

**Connect with the best of the best at BlackBerry World.**



# BlackBerry World Attendees | World of Opportunity

2011 attendance grew 10% over 2010

## Who Attends:

- Last year, over 5,500 attendees came from more than 120 countries.
- They were CIOs, CTOs, COOs, VPs, Directors and IT Managers, system architects and administrators and frontline sales and marketing personnel —often the key decision makers in their organizations with significant purchasing power.
- They came from businesses of all sizes, from small entrepreneurial companies to large multinational corporations.
- All major business sectors were represented.

## Why They Come:

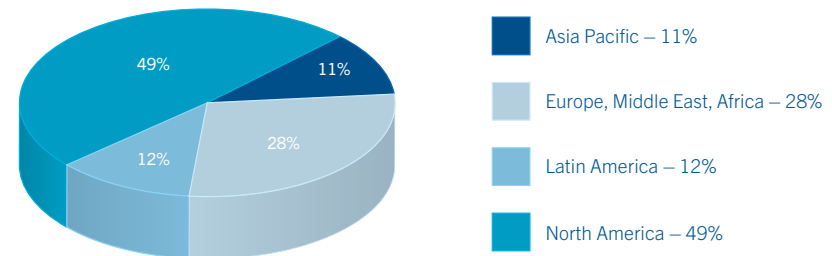
This is THE event for the BlackBerry community. Attendees come to:

- Find solutions to business and technology problems.
- Hear the latest BlackBerry developments.
- See demonstrations of solutions for BlackBerry.
- Meet BlackBerry experts who can answer questions and provide business solutions.
- Train on the BlackBerry Platform.
- Meet, network, and establish new business relationships.

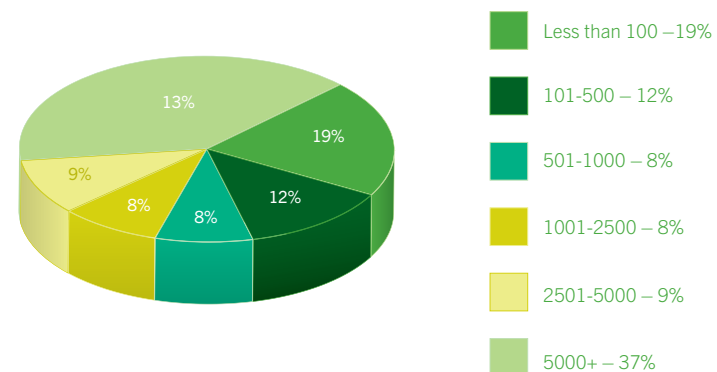
## You Are The Solution They're Looking For

BlackBerry World sponsors help attendees solve their challenges—and gather qualified business leads in the process.

Attendees by Region



Attending Companies by Size



## BlackBerry World Attendees | World of Opportunity

### Attendee Roles

Attorney	1.60%
Consultant	5.20%
Developer (Corporate/Third-Party)	1.50%
Executive (CEO/CTO/CIO/CMO/COO)	9.80%
IT Analyst/Specialist	12.20%
IT Architect	5.20%
IT Management (VP/Director)	15.30%
Line of Business Management (VP/Operations/Field Service/Mfg. etc.)	3.30%
Network Administrator	2.30%
President/Owner	3.20%
Product Management	4.10%
Purchasing	2.30%
Sales/Marketing/Business Development	11.00%
System Engineer	5.30%
Systems Administrator	6.40%
Technical Support	6.30%
Vice President	2.60%
Other	2.40%

### Attendee Industry

Accounting	2.50%
Business Services	6.40%
Construction	1.90%
Consulting	4.90%
Education	2.60%
Entertainment	3.50%
Finance	9.30%
Government/Military	10.80%
Healthcare/Pharmaceutical	5.10%
Insurance	2.50%
Legal	1.90%
Manufacturing	6.50%
Non-Profit	1.00%
Oil/Gas	1.80%
Other	16.10%
Real Estate	0.40%
Retail	3.90%
Telecommunications	11.60%
Transportation	3.40%
Utilities	2.40%
VAR/System Integrator	1.50%

# Develop Your Business Network

Get more qualified exposure in 3 days than from a year of cold calls.

BlackBerry World sponsors showcase their company at a focused event that attracts customers who want to do more with their wireless deployment.

- Connect with an estimated global attendance of over 5,500 participants.
- Demonstrate your solution face-to-face to this qualified and motivated audience.
- Build your company brand and awareness as a trusted BlackBerry partner
- Generate qualified sales leads and new business for your solutions

## Sponsor Solution Categories

- Accessory Distribution
- BlackBerry Integration and Professional Services
- Consulting Services
- Document Management, Printing and Faxing
- Employee Productivity
- Mobile Solutions for Line-of-Business
- Multimedia
- Network Operator
- News, Information and Reference Guides
- Personal Entertainment

- Productivity Tools and Utilities
- Professional Services
- Travel, Maps and Navigation
- Unified Messaging and Workgroup Collaboration
- Wireless Distribution

Plus more...

*I was very pleased with this event. We got a lot of good traction and got to network with many different people. It was time well spent. The layout was very well planned and BlackBerry did a fantastic job in directing the flow of the traffic to each and every vendor. We got to learn a lot from the other vendors and as a whole the solutions showcase met and exceeded our expectations.*

– BlackBerry World 2011 sponsor



## Join an Elite List

**BlackBerry World sponsors are a virtual who's who of the BlackBerry community.**

20:20 Mobile	CHARGE Anywhere	Global Relay	LogMeIn	Corporation	Systems, Inc.
3i Solutions	Cisco	Communications	Love Indonesia, PT	Ring2	TeleNav
Actsoft, Inc.	Compliant Phones	GPXS Services	MDSL	Rivermine, an	TENET Computer
Adeya SA	CompuRex	Grabba	Mission Critical	Emptoris, Inc.	Group Inc.
Adobe	Corporation	GSX Solutions	Wireless	company	Tether
Aicent, Inc.	Corus360	GWAVA	Mitel	Rogers	The Wireless Source
AirWatch	CreditCall Ltd	HP	MobileIron	Communications	T-Mobile USA
Amcom Software	CSC	IBM	Mobiroo Inc	SalesNOW	TotalMobile Solutions
Anomalous Networks	CytexOne Cloud	iEnterprises	Navita	(Interchange Solutions	Ltd.
Antenna	Services	IGLOO Software	NAVTEQ	Inc.)	TouMetis
Arteria Technologies	datomo Mobility Suite	iGRIP / Herbert	NEURALITIC	SAP	TREXTA
AT&T	- powered by Pretioso	Richter GmbH	Neverfail	SHI International Corp.	Tru
AudioCodes, Inc.	DbyDx Software	IMS	Nobex Radio	Sirana Software	TRU Protection
Avoca Technologies	Dhatim	Incipio	Companion	SmrtGuard Mobile	Universal Mind
Inc	DICOTA part of OSM	Indience InfoSystems	Odyssey Software	Security	Verizon
Bango	Group	Pvt. Ltd.	Omni Bridge System	Softec	Vlingo
Baracoda Inc.	Dotus Indonesia	Infinite Peripherals,	Pvt Ltd.	SOTI Inc.	Vocera
Bayalink	DragonRAD	Inc.	OpenText	Spice Labs	Communications, Inc.
Biometric Associates,	Elasitas	Infosys Technologies	Oracle	Sprint	Vox Mobile
LP	ems - the smartphone	Limited	Orange Gum Pte Ltd	SRA International Inc.	Webalo, Inc.
bitHeads Inc.	partner	Insight	OtterBox	Syclo	Wikitude
BoxTone	Endeavour-The	Intuition	PhaseDev	Tangoe, Inc.	Xirrus, Inc.
Brightpoint, Inc.	Mobility Company	ISEC7 Group	Polar Mobile	Tata Consultancy	Xobni
Brightstar Corp.	eTimeMachine	iSpeech	Poynt Corporation	Services	Xtreme Labs
Case-Mate	Fixmo Inc.	Jaguar	ProClip USA, Inc.	Tec-Garde Mobile	Zenprise
CDW	Giesecke & Devrient	Keynote Systems	Pyxis Mobile	Solutions Ltd	Z-Three
Cellcrypt	Secure Flash Solutions	Kobo Inc.	Ricoh Americas	TeleCommunication	

## Maximize Your Opportunity | What Sponsorship Level is Right for You?

Pre-Conference Opportunities	Gold	Silver	Bronze
<b>Press Announcement:</b> Your company name as a premier sponsor.	✓		
<b>Pre-Conference Marketing Activities:</b> Your company logo included on pre-conference emails.	✓		
<b>Sponsor e-Newsletter:</b> Include a 50 word blurb in a BlackBerry World Sponsor e-Newsletter.	✓		
<b>Social Media:</b> Your 75 character message and URL posted to a social media website.	✓		
<b>Customized Promotional Tool Kit:</b> Includes a registration discount code for \$200 for your customers and prospects.	✓	✓	✓
<b>Co-Branded HTML email template:</b> The discount code from the tool kit is provided in an HTML email template	✓	✓	
<b>BlackBerry World Website:</b> Your company logo, description and link to your site on the sponsor page.	✓	✓	✓
Onsite Opportunities			
<b>Breakout Session:</b> A 60-minute breakout session – includes up to two speaker passes.	✓		
<b>Demo Session:</b> A 20-minute demonstration of your product or solution in the Demo Theater.		✓	
<b>Turnkey Booth in Solutions Showcase</b>	4 pedestals	2 pedestals	1 pedestal
<b>Lead Retrieval:</b> Capture lead information from attendees visiting your booth with scanning device provided.	2 devices	1 device	1 device
<b>Conference Registration:</b> Receive Full Conference and Exhibit Only Passes for company attendees.	8 Full Passes 4 Exhibit Only	6 Full Passes 3 Exhibit Only	4 Full Passes 2 Exhibit Only
<b>Hospitality Suite:</b> A suite for your exclusive use for the duration of BlackBerry World.	✓		
<b>Housing Block:</b> Up to twelve (12) standard rooms will be held aside for your company to reserve in the host hotel.	✓		
<b>Plasma Screen Advertisement:</b> Your ad posted on dedicated plasma screens.	Video	Static	
<b>BlackBerry World On-Demand:</b> Your company logo, description and PDF collateral included on the portal.	10 PDFs	6 PDFs	3 PDFs
<b>Mobile Conference Guide:</b> Your company logo and 100 world description.	✓	✓	✓
<b>Banner:</b> Your message on a 6'x12' double-sided banner hung in a common area.	✓		
Post-Conference Opportunities			
<b>Conference Proceedings:</b> Your breakout session will be included in BlackBerry World On-Demand.	✓		
<b>Leads from your Session:</b> Information for attendees who have opted in to receive offers from sponsors.	Breakout	Demo	
<b>Lead Generation:</b> Receive leads generated onsite in Solutions Showcase and through BlackBerry World On-Demand.	✓	✓	✓
<b>Continued Logo Placement:</b> Your logo, description and web link event website for 4 months	✓	✓	✓

## Sponsorship Opportunities | Gold Sponsorship – \$55,000 USD

**Join other prominent wireless industry leaders as a top-tier sponsor.**

### Pre-Conference Opportunities

**Press Announcement** Attendees see your company name included as a premiere sponsor in the pre-show press announcement.

**Pre-Conference Marketing** BlackBerry World attendees, RIM's customer base and members of third party lists see your company logo on numerous pre-conference promotional emails.

**Special Events e-Newsletter** Your content is included in a newsletter that promotes onsite special events to attendees who have opted in to receive offers from sponsors. Target distribution is the week of April 23, 2012. (Content is subject to approval by RIM.)

**Social Media** Submit a message and URL that BlackBerry will post on a social media web site. (Content is subject to approval by RIM.)

**Customized Promotional Tool Kit** Let the BlackBerry World team help you promote your presence at the show with a Customized Promotional Tool Kit—including an HTML email invitation template with your logo. Entice your customers and prospects to attend with a discount code for a \$200 off the conference registration price. We'll also provide you with artwork of the conference logo, a conference description, a PowerPoint overview slide, email signatures, and web banners—all to help you create your own marketing items.

**BlackBerry World Website** Include your company logo and description—and a link to your website—on the sponsor page of the event website.

### Onsite Opportunities

**Breakout Session** We'll work with you to develop a 60-minute breakout session to be presented at the conference. This opportunity requires that your company develop content that features a customer testimonial or case study. A maximum of two (2) additional full conference passes will be granted to the presenting speakers.

**Turnkey Booth in Solutions Showcase** Gold Level sponsorships come with four (4) pedestals. Each pedestal includes:

- One (1) workstation.
- One (1) color monitor.
- Upgraded booth signage featuring your company name prominently placed at the top of your booth with additional customized graphics.
- Technical provisions: electrical and internet connections.
- Accessories: each pedestal will be equipped with: one (1) literature rack (holds 8.5" x 11" documents), one (1) stool and one (1) wastebasket.

## Sponsorship Opportunities | Gold Sponsorship – \$55,000 USD

**Lead Retrieval** Capture attendee information at your booth with two (2) lead-retrieval devices.

**Conference Registration** Receive eight (8) Full Conference Passes granting access to Partner Activities\*\* and conference activities including: General Sessions, Breakout Sessions, Solutions Showcase, Meals and the BlackBerry World Party. You will also receive four (4) Exhibit Only Passes granting access to the General Sessions, Solutions Showcase, meals and the BlackBerry World party.

**Hospitality Suite** Receive exclusive access to a Hospitality Suite at the Orlando World Center Marriott from 8:00am Monday April 30<sup>th</sup> through 6:00pm on Thursday May 3. To take advantage of this offer, please confirm with the Sponsor Program Management team when addressing show details. Offer does not include the connecting bedroom. Food and beverage arrangements and any other audiovisual or furniture requests are at the expense and responsibility of the sponsor.

**Housing Block Reserved** Stay close to the action. Up to twelve (12) standard rooms will be held aside for you and your colleagues at the conference host hotel, the Orlando World Center Marriott until March 23, 2012. (Your company is responsible for the room rate and any incidental charges. There is a three (3) night minimum and you will need to sign a contract for these rooms.)

**Plasma Screen Advertisement** Reiterate your message with a 20 – 25 second video ad (without audio) or static advertisement looping on dedicated plasma screens throughout the conference center. Key placements include the plasma screens beside the conference schedules—one of the most highly visible areas at BlackBerry World.

**Information Screens** Post your company logo on plasma screens positioned throughout the conference center. Your logo will loop continuously at the bottom of conference announcements.

**BlackBerry World On-Demand** Post your company logo and 100-word company description on the BlackBerry World On-Demand portal. Also post up to ten (10) pieces of collateral for attendees to view, download and print. BlackBerry World On-Demand will be available online until the start of BlackBerry World 2013.

**Mobile Conference Guide** Include your company logo and one hundred (100)-word company description in the mobile conference guide.

**Banner** Hang a banner with your message in a common area of the conference venue. Includes one 6' x 12' double-sided banner. (Sponsor to provide graphic files, subject to approval by RIM.)

\*\*Please note that participation in the Partner Activities is based on meeting eligibility criteria. Partners who attend these events must already be under NDA with RIM. RIM reserves the right to restrict participation. You will be required to select participation in Partner Activities at time of registration. It's important that you register for the activities that match your partner focus. **Note: All promotional materials will be reviewed by RIM.**

## Sponsorship Opportunities | Gold Sponsorship – \$55,000 USD

### Post-Conference Opportunities

**Conference Proceedings** Include your breakout session presentation in BlackBerry World On-Demand, the online portal for session content. All attendees with a Full Conference Pass or a One-Day pass will have access to the portal. BlackBerry World On-Demand will be available online until the start of BlackBerry World 2013.

**Leads from your Breakout Session** Receive contact information for all delegates attending your breakout session (who have opted in to receive offers from BlackBerry World sponsors).

**Lead Generation** Receive all leads generated onsite from the Solutions Showcase and BlackBerry World On-Demand.

**Continued Logo Placement** Your company logo will remain on the BlackBerry World website for four (4) months after the show.

### Apply Now!

**Apply to be a BlackBerry World Sponsor now!**  
Click on Apply Now! to use the online form. You will be forwarded to:  
[www.blackberryworldsponsor.com](http://www.blackberryworldsponsor.com)

QUESTIONS? Contact [sponsors@taylorinc.com](mailto:sponsors@taylorinc.com).  
Application Deadline: **April 16, 2012**

*There are few events that can give us such international reach.  
This is one of them. – BlackBerry World 2011 sponsor*



## Sponsorship Opportunities | Silver Sponsorship – \$26,500 USD

**Silver-level sponsors include leading wireless leaders and innovators.**

### Pre-Conference Opportunities

**Customized Promotional Tool Kit** Let the BlackBerry World team help you promote your presence at the show. Our Customized Promotional Tool Kit includes a customized HTML email invitation template with your logo. Entice your customers and prospects to attend BlackBerry World with a discount code for \$200 off the conference registration price. We'll also provide you with artwork of the conference logo, a conference description, a PowerPoint overview slide, email signatures, and web banners—all so you can create your own marketing items.

**BlackBerry World Website** Include your company logo and description—and a link to your website—on the sponsor page of the event website.

### Onsite Opportunities

**Demo Theater Session** Demonstrate your product/solution during a fifteen minute presentation in the BlackBerry World Demo Theater. The demonstration schedule will be advertised in the conference guide. One (1) additional full conference pass will be granted to the presenter of your demo.

**Turnkey Booth in Solutions Showcase** Silver Level sponsorships come with two (2) pedestals. Each pedestal includes:

- One (1) workstation.
- One (1) color monitor.
- Upgraded booth signage featuring your company name prominently placed at the top of your booth with additional customized graphics.
- Technical provisions: electrical and internet connections.
- Accessories: each pedestal will be equipped with: one (1) literature rack (holds 8.5" x 11" documents), one (1) stool and one (1) wastebasket.

**Lead Retrieval** Capture attendee information at your booth with one (1) lead-retrieval device.

**Conference Registration** Receive six (6) Full Conference Passes granting access to Partner Activities\*\* and conference activities including: General Sessions, Breakouts, Solutions Showcase, meals and the BlackBerry World Party. You will also receive three (3) Exhibit Only Passes granting access to the General Sessions, Solutions Showcase, meals and the BlackBerry World party.

\*\*Please note that participation in the Partner Activities is based on meeting eligibility criteria. Partners who attend these events must already be under NDA with RIM. RIM reserves the right to restrict participation. You will be required to select participation in Partner Activities at time of registration. It's important that you register for the activities that match your partner focus. **Note: All promotional materials will be reviewed by RIM.**

## Sponsorship Opportunities | Silver Sponsorship – \$26,500 USD

**Plasma Screen Advertisement** Reiterate your message with a static advertisement looping on dedicated plasma screens throughout the conference center. Key placements include the include plasma screens beside the conference schedules—one of the most highly visible areas at BlackBerry World.

**Information Screens** Post your company logo on plasma screens positioned throughout the conference center. Your logo will loop continuously at the bottom of conference announcements.

**BlackBerry World On-Demand** Post your company logo and 100-word company description on the BlackBerry World On-Demand. Also post up to five (5) pieces of collateral for attendees to view, download and print. BlackBerry World On-Demand will be available online until the start of BlackBerry World 2013.

**Mobile Conference Guide** Include your company logo and one hundred (100)-word company description in the mobile conference guide.

### Post-Conference Opportunities

**Leads from your Demo Session** Receive contact information for all delegates attending your demonstration (who have opted in to receive offers from BlackBerry World sponsors).

**Lead Generation** Receive all leads generated onsite from the Solutions Showcase and BlackBerry World On-Demand.

**Continued Logo Placement** Your company logo will remain on the BlackBerry World website for four (4) months after the show.

### Apply Now!

**Apply to be a BlackBerry World Sponsor now!**

Click on Apply Now! to use the online form. You will be forwarded to:

[www.blackberryworldsponsor.com](http://www.blackberryworldsponsor.com)

QUESTIONS? Contact [sponsors@taylorinc.com](mailto:sponsors@taylorinc.com).

Application Deadline: **April 16, 2012**

*Great solutions and sponsors. Looking forward to start working with some of them. – BlackBerry World 2011 attendee*



## Sponsorship Opportunities | Bronze Sponsorship – \$12,000 USD

**Bronze sponsors are key members of the BlackBerry World community.**

### Pre-Conference Opportunities

**Promotional Tool Kit** Let the BlackBerry World team help you to promote your presence at the show. Our Promotional Tool Kit includes a discount code to entice customers and prospects to attend with a discount of \$200 off the conference registration price. We'll also provide you with artwork of the conference logo, a conference description, a PowerPoint overview slide, email signatures, and web banners—all so you can create your own marketing items.

**BlackBerry World Website** Include your company logo and description—and a link to your website—on the sponsor page of the event website.



### Onsite Opportunities

**Turnkey Booth in Solutions Showcase** Bronze Level sponsorships come with a pedestal that includes:

- One (1) workstation.
- One (1) color monitor.
- Booth signage featuring your company name prominently placed at the top of your booth with logo and text.
- Technical provisions: electrical and internet connections.
- Accessories: each pedestal will be equipped with: one (1) literature rack (holds 8.5" x 11" documents), one (1) stool and one (1) wastebasket.

**Lead Retrieval** Capture attendee information at your booth with one (1) lead-retrieval device.

**Conference Registration** Receive four (4) Full Conference Passes granting access to Partner Activities\*\* and conference activities including: General Sessions, Breakouts, Solutions Showcase, meals and the BlackBerry World Party. You will also receive two (2) Exhibit Only Passes granting access to the General Sessions, Solutions Showcase, meals and the BlackBerry World party.

\*\*Please note that participation in the Partner Activities is based on meeting eligibility criteria. Partners who attend these events must already be under NDA with RIM. RIM reserves the right to restrict participation. You will be required to select participation in Partner Activities at time of registration. It's important that you register for the activities that match your partner focus. **Note: All promotional materials will be reviewed by RIM.**

## Sponsorship Opportunities | Bronze Sponsorship – \$12,000 USD

**Information Screens** Post your company logo on plasma screens positioned throughout the conference center. Your logo will loop continuously at the bottom of conference announcements.

**BlackBerry World On-Demand** Post your company logo and 100-word company description on the BlackBerry World On-Demand web site. Also post up to three (3) pieces of collateral for attendees to view, download and print. BlackBerry World On-Demand will be available online until the start of BlackBerry World 2013.

**Mobile Conference Guide** Include your company logo and one hundred (100)-word company description in the mobile conference guide.

### Post-Conference Opportunities

**Lead Generation** Receive all leads generated onsite from the Solutions Showcase and BlackBerry World On-Demand.

**Continued Logo Placement** Your company logo will remain on the BlackBerry World website for four (4) months after the show.

### Apply Now!




**Apply to be a BlackBerry World Sponsor now!**  
Click on Apply Now! to use the online form. You will be forwarded to:  
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QUESTIONS? Contact [sponsors@taylorinc.com](mailto:sponsors@taylorinc.com).  
Application Deadline: **April 16, 2012**

*Met many vendors that are going to help us achieve many great things within our company. – BlackBerry World 2011 attendee*





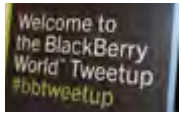




## Enhance Your Opportunities | A la carte Options

	Description	Price – USD	Opportunities	Eligibility
	<b>Beer Garden   Deadline for Art: February 17, 2012</b> Capture leads and create networking opportunities while attendees quench their thirst by sponsoring the BlackBerry World Beer Garden. Your company receives the scanned information from every attendee who stops by.	\$35,000	Exclusive	Gold Only
	<b>Hotel Key Card   Deadline for Art: February 17, 2012 – SOLD</b> Place your company logo and message on the room key cards distributed to all guests staying at designated hotels. (Approximate size is 3” x 2”).	\$30,000	Exclusive	Gold Only
	<b>Hydration Stations   Deadline for Art: February 17, 2012 – SOLD</b> Put refillable water bottles with your company logo in the hands of attendees. Water coolers branded with your company logo will be placed throughout the convention space. Extend your brand to attendees' desks after the conference. (The conference team will produce and distribute on your behalf.)	\$30,000	Exclusive	All Levels
	<b>Conference Lanyards   Deadline for Art: February 17, 2012 – SOLD</b> One of the hottest branding opportunities at any conference! Put your logo on the conference lanyards for high-impact exposure. Every attendee is given a lanyard with their badge at Conference Registration. Lanyards will be printed in one color on both sides.	\$25,000	Exclusive	Gold Only
	<b>Showcase Bag   Deadline for Art: January 16, 2012 – GC@B</b> Expose Solutions Showcase visitors to your logo by co-branding the BlackBerry World collateral bag. These eco-friendly bags are used by attendees during the event, continue to give your company exposure post conference. Your one color logo will appear with the BlackBerry logo.	\$20,000	Exclusive	All Levels
	<b>Hotel Room Drop – Monday, Tuesday or Wednesday   Deadline for Art: February 24, 2012</b> Communicate your message and drive traffic to your booth with a room drop to attendees on Monday, Tuesday or Wednesday evening. Promotional item or collateral must be approved by RIM in advance.	\$15,000	Multiple	All Levels
	<b>Bean Bag Chairs   Deadline for Art: March 19, 2012</b> Put your logo on the bean bag chairs distributed throughout the conference area and your company brand becomes part of the networking places where attendees gather at BlackBerry World. You will receive 3 bean bag chairs to keep or give away in a raffle for attendees.	\$15,000	Exclusive	All Levels
	<b>Conference Pen   Deadline for art: February 17, 2012</b> Print your company logo and URL on the barrel of the pens that are distributed to all delegates in their registration package.	\$10,000	Exclusive	All Levels






*Note: Actual items may differ from those shown.*

## Enhance Your Opportunities | A la carte Options

	Description	Price - USD	Opportunities	Eligibility
	<p><b>Microfiber Screen Cleaner   Deadline for Art: March 1, 2012</b></p> <p>A must-have item for all BlackBerry smartphone and BlackBerry® PlayBook™ tablet users. The high-quality 4x7 cloths are imprinted with the sponsor's one color logo. Each cloth is inserted into a clear plastic wallet that also includes a business sized card imprinted with your message.</p>	\$10,000	Exclusive	All Levels
	<p><b>Trademark Transportation   Deadline for Art: March 26, 2012</b></p> <p>Give your brand mileage with a 2'x34' banner on both sides of two of the BlackBerry World shuttle buses that run continuously, transferring attendees to and from designated conference hotels. Your logo is included on the shuttle schedule and all related signage. Graphics provided by sponsor - subject to approval by RIM.</p>	\$10,000	3	All Levels
	<p><b>Hand Sanitizer   Deadline for Art: March 1, 2012</b></p> <p>Give attendees a healthier meet and greet experience at BlackBerry World by sponsoring the hand sanitization stations that will be placed throughout the conference. Each station will feature your 4-color advertisement. Ad content must be approved by RIM.</p>	\$10,000	Exclusive	All Levels
	<p><b>Pre-Conference Email to Attendees   Deadline for Content: March 30, 2012</b></p> <p>Contact BlackBerry World attendees before the conference begins. Craft your message and the BlackBerry World team will send it to attendees who have opted in to receive sponsor communications. Four dates are available and will be assigned on a first-come, first-served basis. Content and creative provided by sponsor - subject to approval by RIM.</p>	\$10,000	4	All Levels
	<p><b>Tweetup   Deadline March 1, 2012</b></p> <p>Sponsor the Tweetup at BlackBerry World that is open to all attendees. Sponsorship includes signage at the event (provided) and your logo on pre-event marketing for the Tweetup. Provide attendees with a giveaway to further enhance this opportunity. Giveaway is at the expense and responsibility of the sponsor, however items must be approved by RIM.</p>	\$7,500	Exclusive	All Levels
	<p><b>Post-Conference Email to Attendees   Deadline for Content: April 27, 2012</b></p> <p>Reiterate your message in a post-conference email to BlackBerry World Attendees who have opted in to receive sponsor communications. Four dates for deployment by the event team are available and will be assigned on a first-come, first-served basis. Content and creative provided by sponsor - subject to approval by RIM.</p>	\$5,000	4	All Levels
	<p><b>Mobile Banner in the BlackBerry World Mobile Conference Guide   Deadline for Order: April 2, 2012</b></p> <p>A banner with your logo, booth number and link to your company description in the mobile conference guide will be created by the conference team and added to one of the pages within the app. Only 10 positions are available. The banner page will be selected by sponsors on a first-come, first-served basis determined by date of contract receipt.</p>	\$5,000	10	All Levels

*Note: Actual items may differ from those shown.*

## Enhance Your Opportunities | A la carte Options

	Description	Price - USD	Opportunities	Eligibility
	<b>Cyber Zone   Order Deadline: March 26, 2012</b> Attendees stay connected and informed at the Cyber Zone, accessing BlackBerry World On-Demand, Conference Agenda updates and more. Sponsor this popular and highly visible area and have your logo included on the Cyber Zone signage, the screen savers plus a link to your website. Logos will loop on screen.	\$15,000	Exclusive	All Levels
	<b>Refreshment Break   Order Deadline: March 26, 2012</b> Reach virtually every BlackBerry World attendee by sponsoring a refreshment break. Single opportunities are available on Tuesday and Wednesday (2 breaks each). Choose the exclusive sponsorship to include Thursday too. We provide signage with your logo and booth number. You may also supply branded items at your cost - subject to approval by RIM.	\$5,000 or \$10,000	2 or Exclusive	All Levels
	<b>Dessert and Coffee   Order Deadline March 26, 2012</b> A really sweet deal! Sponsor the dessert and coffee served in the Solutions Showcase, one sponsorship each day. We will acknowledge your sponsorship with your logo and booth number on signage. Expand the opportunity by providing additional branded items at your cost - subject to approval by RIM.	\$5,000	2	All Levels
	<b>Digital Way Finding Walls – YOU ARE HERE!   Order Deadline: March 26, 2012</b> Over 5,500 attendees will navigate BlackBerry World by using the Way Finding Walls! Stand out from the crowd by placing your logo and booth number on one – or all four – of these groupings of giant screens and floor plans. (Wall is approximately 8' x 13'.)	\$5,000 or \$15,000	4 or Exclusive	All Levels
	<b>Floor Tiles   Order Deadline: March 26, 2012</b> Grab the attention of attendees with floor tiles with your logo and booth number. These 4' x 4' tiles will be designed by the event team and placed strategically in high traffic areas. Direct attendees to your booth and increase your company's exposure at the conference!	\$1,500	20	All Levels

**Apply Now!**

**Apply to be a BlackBerry World Sponsor now!**

Click on Apply Now! to use the online form. You will be forwarded to: [www.blackberryworldsponsor.com](http://www.blackberryworldsponsor.com)

QUESTIONS? Contact [sponsors@taylorinc.com](mailto:sponsors@taylorinc.com) Application Deadline: **April 16, 2012**

*Note: Actual items may differ from those shown.*