



# THE PERFORMANCE CONFERENCE



## SPONSORSHIP GUIDE



MAY 3-5, 2010 | ORLANDO, FL

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

# AUDIENCE PROFILE

For the past five years, The Performance Conference Attendees have included representatives from some of the following organizations:

CRAA  
Rollins College  
Delaware North Companies  
Gate Gourmet  
Standard Register Company  
Whataburger Inc  
**Dell Incorporated**  
Hinman Consulting Engineers, Inc  
Astropak  
Wireless Generation  
Diebold  
Midwest Employers Casualty Company  
Edfinancial Services  
Defense Supply Center Richmond  
AMI  
UT Southwestern Medical Center University  
Top Notch Distributors, Inc.  
Bechtel Plant Machinery, Inc.  
Emerson  
United Space Alliance  
Alliant Insurance Services, Inc.  
Sacramento Municipal Utility District  
Sterigenics  
Paramount Energy Trust  
East Liverpool City Hospital  
Alliant Insurance Services  
Blue Cross Blue Shield of Louisiana  
National Defense University  
Royal Bank of Canada  
**Carefirst Blue Cross Blue Shield**  
American Family Insurance  
Flintco, Inc  
Baker & Taylor, Inc  
Royal Bank of Canada  
Appliance Warehouse of America Inc  
Prime Therapeutics  
Prime Therapeutics  
**NASA**  
State Central Bank  
CCMS Staffing  
Credit Union 24  
UNC Greensboro  
**Aflac**  
Air Serv Corp.  
Pershing LLC  
Integrated DNA Technologies, Inc.  
BIOHORIZONS IMPLANT SYSTEMS INC  
RQ Construction, Inc.  
The Taunton Press  
Saint John's Health Center  
**Red Lobster**

Advantec  
Robert Bosch Packaging Technology, Inc  
Marshall Wood LLC  
Mercy Health System  
Denver Public School System  
BCD Travel  
Quality Management  
**Four Seasons Hotels and Resorts**  
BJC HealthCare  
**Dollar General Corporation**  
The Brock Group  
**Walt Disney World**  
First National Bank of Montana  
**US Coast Guard**  
Amgen, Inc.  
VHA Inc.  
**Allstate Insurance Company**  
The Inventure Group  
Motion Industries  
Toolmex Corporation  
True2Form  
**Wal-Mart**  
Maximus, Inc.  
State Bank of Countryside  
Jamaica Hospital MC  
AIMCO  
Teletrol Systems, Inc.  
UC Davis Medical Center  
Defense Information Systems Agency  
Eurand  
Papa Murphy's International Inc.  
Taser International Inc.  
BlueCross BlueShield of LA  
Eugene Water & Electric Board  
Vantage Associates, Inc.  
ProfitStars - A Jack Henry Company  
BlueCross BlueShield of South Carolina  
Southwest Securities  
UMB Financial Corporation  
Nucletron Corporation  
Fort Worth Gasket & Supply  
Memolink  
Rideau Recognition Solutions Inc.  
The Gallup Organization  
Lijit Networks, Inc.  
VAMC Alexandria  
U.S.Senate SAA  
Dubai Customs  
Director of Human Resources  
DISA  
Pivotal Healthcare Solutions, LLC

QinetiQ North America  
Metro Water Reclamation District  
ALEXCO  
Apollo Group, Inc.  
North Western Mutual Financial Network  
Gallup Consulting  
Department of Defense  
Experian  
U.S. Energy Services  
Adolfson & Peterson Construction  
JetBlue Airways  
Woman's Hospital  
PAREXEL International  
Schering-Plough  
United Space Alliance  
Logistics Health Incorporated  
Lavalife  
Federal Home Loan Bank Of Boston  
Harris Stratex Networks, Inc.  
Montana State Fund  
Baylor Health Care System  
US Army - USAMRAA  
Fleischmann's Yeast  
CRAA  
California ISO  
Western Bank  
Smith International  
US Office of Personnel Management  
Columbus State Community College  
ServicePower, Inc.  
Business Development of Canada  
JohnsonDiversey, Inc.  
Limited Brands  
Alliance Pipeline Ltd.  
Acuity  
Openlane, Inc.  
Silicon Valley Bank  
Morehouse School of Medicine  
DFAS  
Nuclear Regulatory Commission  
VCI Solutions  
Georgia Perimeter College  
Amarsul, S.A.  
Wyndham Hotel Group  
USAF  
Second To None  
RGRTA  
The Kroger Co  
Vocollect  
Southern California Edison  
Napco LLC

PLEASE CONTACT **Meredith Mason** at 202-739-9707 or [Meredith.Mason@ASMIweb.com](mailto:Meredith.Mason@ASMIweb.com) for more information on availability and details.

# AUDIENCE PROFILE



## ADAM COHEN

*National Vice President,  
Strategy Integration  
UnitedHealthcare*



## DAN SMOOT

*Vice President,  
Worldwide Customer  
Service  
and Support  
Operations*



## DENNIS KOCI

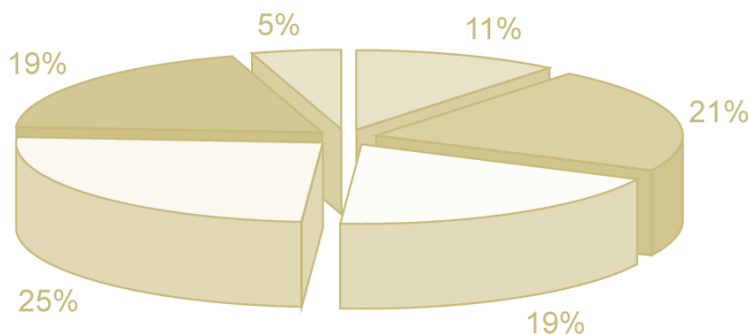
*Former SVP Operations  
Support  
Hilton Hotels  
Corporation*



## ROY A. BARNES

*Senior Fellow,  
American Strategic  
Management Institute  
  
Former SVP,  
Marriot Vacation Club  
International  
  
President,  
Blue Space Consulting*

## Past Speakers



## Audience Demographics

11% CEO/President/Chairman

21% Executive President/CxO

19% Vice President/HR/Operations

25% Core Business Function Director

19% Manager/Analyst

5% Other

PLEASE CONTACT **Meredith Mason** at 202-739-9707 or [Meredith.Mason@ASMIweb.com](mailto:Meredith.Mason@ASMIweb.com) for more information on availability and details.

# SPONSORSHIP OPPORTUNITIES



## **"PREMIER" TRACK SPONSOR**

(2 per event) \$35,000

- Chair and moderate sponsored track
- 1-2 speaking sessions as available within sponsored track (sessions modifiable)
- Table Top 20'x20' on days one and two
- 2 VIP lunch tables for hand-picked senior executive attendees
- Logo and link on all promotional material and website
- 2 full-page 4-color advertisements in event guide
- Prominent logo positioning on track and session signage
- One-time use of pre- and post-event attendee lists
- 4 complimentary attendance passes



## **SESSION SPONSOR**

\$20,000

- 1 speaking session as available (session not modifiable)
- Table Top 10'x10' on days one and two
- Logo and link on all promotional material and website
- 1 full-page 4-color advertisement in event guide
- Logo presented on session signage
- One-time use of pre- and post-event attendee lists
- 2 complimentary attendance passes



## **EXHIBIT BOOTH SPONSOR:**

\$5,000

- Table Top 10'x10' on days one and two
- Logo and link on all promotional material and website
- 1 full-page 4-color advertisement in event guide
- Logo presented on session signage
- One-time use of post-event attendee list
- 2 complimentary attendance passes



## **ADDITIONAL OPTIONS**

*Limited to only 1 sponsor per event. Please contact Jessica Ward for details.*

- Tote Bag Sponsor: \$8,000
- Lanyard Sponsor: \$5,000
- Cocktail Hour Sponsor: \$12,000
- Lunch Sponsor: \$10,000
- Breakfast Sponsor: \$6,000



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**PLEASE CONTACT**  
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**or [Meredith.Mason@ASMIweb.com](mailto:Meredith.Mason@ASMIweb.com)**  
**for more information on**  
**availability and details.**