

2007 Annual International Conference & Exhibition
April 30-May 3, 2007
New York, NY
Marriott Marquis

Sponsor and Exhibitor Prospectus

Contact Information:

For sponsor & exhibitor information

Contact:

Jon Lowder

336.499.6126

jlowder@scip.org

Table of Contents

Benefits of Exhibiting at SCIP07.....	Page 3
Exhibit Pricing and Features.....	Page 4
2006 Exhibitors and Sponsors.....	Page 5
Information & Statistics about the Conference.....	Page 6
Attendee Companies by Industry and Title.....	Page 6
Sponsorship Features.....	Page 7
Sponsor Descriptions.....	Page 8
Sponsor Contract.....	Page 11
Exhibitor Contract.....	Page 12
Exhibit Hall Map.....	Page 13

Benefits of Exhibiting

SCIP's Annual International Conference & Exhibit is a great opportunity for suppliers to showcase their products and services, and to communicate their brand to leaders and decision makers in the CI community. Participants at the 2007 Annual International Conference & Exhibit will be searching for best practices and supplier resources that help them build a superior CI capability for their company.

Key Benefits for Exhibiting:

- Brand
 - Innovation and thought leadership positioning
 - Good will through support of SCIP
 - Brand awareness through conference marketing and signage
- Marketing and Sales
 - One-to-one access to CI leaders and decision makers
 - Marketing opportunities to SCIP membership at large
 - Showcase products and services
 - Lead generation
- Reach key decision makers in the CI community from around the world.
- Gain access and showcase products and services to CI practitioners, decision makers and purchasing influencers who will be engaging in supplier research and education in the exhibit hall.
- Market your products and services to the CI marketplace.
- Make connections with attendees (your customers and key prospects) who view exhibitions as a primary source for purchasing information.
- Help attendees locate the products and services that improve their effectiveness in delivering outstanding CI results.

Exhibit Pricing and Features

<ul style="list-style-type: none"> ● Exposure to SCIP06 attendees. ● Ability to demonstrate and promote product and service capabilities, and to collect contact information from prospective customers. ● Basic 7' x 44" white sign, with exhibitor name in black block letters. ● Listing on conference website with link to exhibitor's website. ● Listing with 50-word company description in final program. ● Meals and refreshments included for two booth personnel. ● Tote bag with program and other inserts (same as attendees receive) for two personnel. <p>Pricing: Before January 10, 2007 - \$2,650 After January 10, 2007 - \$2,850</p>	<ul style="list-style-type: none"> ● Maximum exposure on the exhibit hall floor. ● Ability to demonstrate and promote product and service capabilities, and to collect contact information from prospective customers. ● Basic white sign, with exhibitor name in black block letters. ● Listing on conference website with link to exhibitor's website. ● Listing with 50-word company description in final program. ● Meals and refreshments included for six booth personnel. ● Tote bag with program and other inserts (same as attendees receive) for six personnel. <p>Pricing: Before January 10, 2007 - \$11,150 After January 10, 2007 - \$11,750</p>
---	--

**Multiple 10'x10' booth spaces can be purchased together to create a 10'x20' or 10'x30' space.*

Booths are assigned using a point system. Companies earn points based on the amount of money they spend on exhibiting, sponsorships, advertising and other business development activities with SCIP. The points are calculated over a 24 month period before the annual conference, so points for 2007 will be accrued from April, 2005.

When registering for their exhibit space exhibitors are asked to provide their top five selections for booth space. On January 19, 2007 the booths will be assigned by SCIP and the company with the most points will get their first selection. If an exhibitor happens to have all five of their top five selections taken when their turn comes then SCIP will contact that exhibitor and they will be given their choice of the remaining booths before SCIP moves on to the next exhibitor assignment. After the initial exhibit assignments all new exhibitors will select from the remaining booths on a first come, first served basis. ** Please note that the exhibit hall layout may change slightly depending on usage for events; if the layout changes exhibitors will immediately be provided a revised exhibit hall map.*

To reserve a booth simply fill out an exhibitor registration form that can be found at the end of this prospectus and return it to Jon Lowder by fax at +1.336.217.8610, by email at jlowder@scip.org or by mail to:

SCIP
 Attn: Jon Lowder
 8700 Concord Church Road
 Lewisville, NC 27023

If you have any questions please contact:
Jon Lowder
336.499.6126
jlowder@scip.org

2006 Exhibitors & Sponsors

Academy of Competitive Intelligence	Netro City Design & Information Systems Inc.
Acuity Software	Noozz America
Agence France-Presse	nxtMOVE
AIIP	Outward Insights
Allis Information Management	Pennside Partners Ltd.
Aurora/WDC	PIERS
Bainbridge, Inc.	PMR Ltd.
Borska Group, Inc. The	Power Capital Consulting
Business Intelligence Services, a Thomson Business	Proactive Worldwide, Inc.
C31 Consultants India PYT Ltd.	Provizio
Cipher Systems LLC	PRS Group, The
Comintell	QL2
Competitive Intelligence Services	Questel Orbit
Cuadra Associates, Inc.	Reuters
Current Analysis	SciTech Strategies, Inc.
DMC	Sheila Greco Associates
e-Rewards Market Research	Silobreaker Ltd.
Financial Times	SIS International Research
firstRain, Inc.	Special Libraries Association
Fletcher/CSI	Strategic Analysis Inc.
Fuld & Company	Strategy Software Inc.
Global Insight	The Bennion Group
Global Intelligence Alliance	The Business Intelligence Source
Guideline	The Wall Street Journal Online - Dow Jones
Hoover's Inc.	Thomson Scientific
I.S.I.S. Global	Traction Software
ISI Emerging Markets	VantagePoint/Search Technology Inc.
mergenmarket	Viva Intelligence Plaza TM
Mintel	Wincite
Moreover, A VeriSign Company	

General Information

The 22nd Annual Society of Competitive Intelligence Professionals International Conference & Exhibit

April 30 – May 3, 2007

New York City, New York

For over 20 years competitive intelligence (CI) professionals have gathered at SCIP's Annual Conference & Exhibit for the latest CI best practices, education, thought leadership and exposure to the best in CI products and services.

The conference attracts over 50 exhibitors and sponsors, recognizing the value of highlighting supplier brands and services at this annual event.

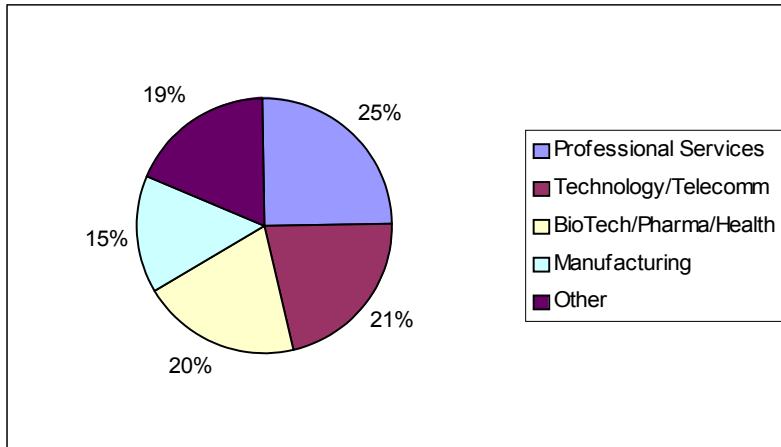
In 2007 there will be over 1,200 CI practitioners and decision-makers partaking in workshops, track sessions, listening to keynote speakers and walking the aisles of the exhibit hall. All of them are looking to innovate and augment their CI practices and find the tools that will take them to the next level.

Society of Competitive Intelligence Professionals is a not-for-profit professional association with over 3,100 members and reaches over 15,000 CI professionals around the world. Through its publications, website, local chapters and international affiliates, SCIP is THE marketplace for all those who engage in competitive intelligence.

Attendee Companies by Industry and Role

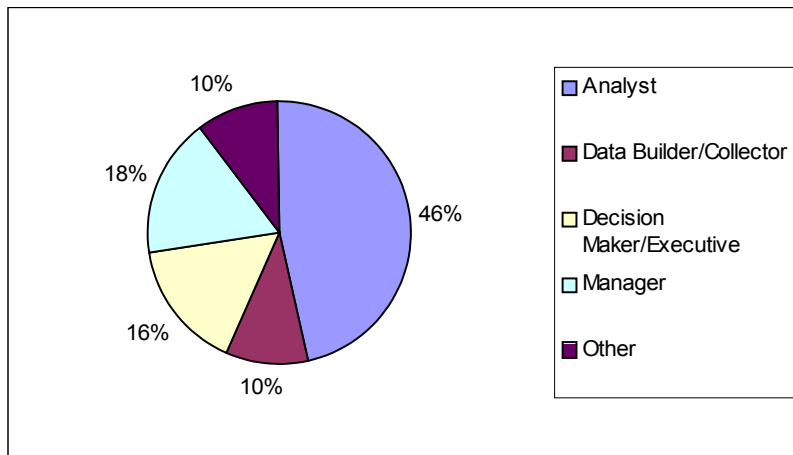
Vital Statistics

Attendees by Industry Segment



- 55+ sponsors and exhibitors
- 1,200+ participants
- Decision Maker/Executive: 17%
- Manager: 19%
- Analysts: 50%
- Data Collectors/Builders: 11%

Attendees by Role



Sponsorship Opportunities and Features

The 2007 SCIP Annual International Conference & Exhibit offers maximum flexibility in designing your sponsorship package to meet your business development goals.

The benefit of the Premier Sponsorship Levels (Platinum, Gold, Silver, Bronze) are earned based on the total amount invested when you choose your sponsorship activities. After you select the the sponsorships you would like to buy, you calculate your total investment to determine sponsorship level criteria you meet and which sponsorship features you receive based on the chart below.

The pages immediately following this chart contain descriptions of each available sponsorship opportunity.

Features	Platinum \$15,001 or more total sponsor \$	Gold \$5,001 - \$15,000 total sponsor \$	Silver \$1,501 - \$5,000 total sponsor \$	Bronze \$500 - \$1,500 total sponsor \$	Exhibit Only
Pre-Conference Mailing List	Yes	Yes	Yes	Yes	No
Post-Conference Mailing List	Yes	Yes	No	No	No
Bonus Points	30	16	8	4	N/A
Exhibit Hall Passes for Clients	20	10	5	1	None
Thursday Night Event Passes	20	10	5	2	None
Listing in Sponsor section of conference website with link to sponsor's website	Yes	Yes	Yes	Yes	No
Logo on Sponsorship Recognition Signs at Conference	Yes	No	No	No	No
Logo on Sponsorship Listing in Final Program	Yes	Yes	No	No	No
Table in Registration Area with Promotional Literature	Yes	No	No	No	No
Listing in Competitive Intelligence Services Directory	1 year	6 months	None	None	None
Advertisement in Competitive Intelligence Magazine	Full page in Mar/Apr Issue	½ Page in Mar/Apr Issue	None	None	None
50-Word Description in Final Program	No	No	No	No	Yes
Listing in Exhibitor section of conference website with link to exhibitor's website	No	No	No	No	Yes
Meals & refreshments (2 for 10x10 booth; 6 for 20x20 booth)	No	No	No	No	Yes

Sponsorship Descriptions

Cyber Café/Wi-Fi Hot Zone (\$8,500, limit of one sponsor) -SOLD! –

The Cyber Café and Wi-Fi Hot Zone will be located in the exhibit hall, and feature at least four stations with PCs that provide internet access for attendees. Sponsor gets logo on signage, logo as screen saver, Hot Zone ad in final program, opportunity to place literature on tables next to PCs.

*This is a **Gold Level sponsorship** (see sponsor level chart for all Gold Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*



Booth booster in tote (\$2,250, limit of 5 sponsors) – Sponsors have opportunity to place a brochure or product in all attendees' tote bags. Product samples must be provided to SCIP for approval. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits)*

and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.

Logo on conference tote bags (\$2,750, limit of 5 sponsors) -SOLD!– Sponsor has logo printed on tote bags provided to all conference attendees, and the opportunity to place a brochure or product in all attendees' tote bags. Product samples must be provided to SCIP for approval. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Travel mugs (\$7,500, limit of one sponsor) -SOLD! – Sponsor has logo printed on travel coffee mugs made available to all conference attendees in the exhibit hall. *This is a **Gold Level sponsorship** (see sponsor level chart for all Gold Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*

Lanyards (\$6,000, limit of one sponsor) -SOLD! – Sponsor has logo printed on lanyards that are distributed to all attendees at time of registration. *This is a **Gold Level sponsorship** (see sponsor level chart for all Gold Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*

Writing tablets (\$4,000, limit of one sponsor) – Sponsor has logo printed on writing tablets that are inserted in tote bags provided to all conference attendees. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Relaxation Station (\$2,000 per day, limit of one sponsor per day) -DAY 2 SOLD!– A designated area in the exhibit hall where attendees can get neck and shoulder massages. Sponsor has signage in the station, the station is located next to or near the sponsor's booth and mention in the conference program. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Welcome reception (\$3,250, limit of one sponsor) -SOLD!– Opening reception for all annual conference attendees held in the exhibit area. Sponsor has signage in the event, tent cards with logo on tables, napkins with logo. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Continental Breakfast (\$5,000) – Continental breakfast served outside the first day general session, the most widely attended event of the conference. Sponsor has table signage, opportunity to position staff in breakfast area and distribute handouts, recognition in event's section of the SCIP07 program book. *This is a **Gold Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*



Exhibit Hall Coffee/Refreshment Sponsor (\$4,750 per day, one sponsor per day) – Sponsor gets signage at coffee/refreshment stations set up in exhibit area during all open exhibit hours; sponsor is recognized in all promotional materials that mention the coffee stations. Sponsor will have booth space reserved next to refreshment stand. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Morning coffee breaks (\$3,000 per break, limit of one sponsor per break) – Coffee break each morning and refreshment break each afternoon held for all attendees in the exhibit hall. This break offers attendees enhanced refreshments, including light food and specialized coffee drinks

(latte, cappuccino) that are not available during the rest of the day at the refreshment station. This sponsorship is sold in addition to the all day refreshment stand. Sponsor has tent cards with logo on tables and napkins with logo. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Conference Luncheon, Day 1 (\$3,500, limit of one sponsor) – Buffet lunch served for all conference attendees on the first day of the conference. Tent cards with sponsor logo on tables and napkins with logo, and opportunity to have promotional information placed on all tables. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Conference Luncheon, Day 2 (\$6,000, limit of one sponsor) -SOLD!– Lunch provided in lunch bags to all attendees on second day of conference. Lunch bags printed with sponsor logo. Tent cards with sponsor logo and napkins with logo on tables, and opportunity to have promotional information placed on all tables.. *This is a **Gold Level sponsorship** (see sponsor level chart for all Gold Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*

Afternoon refreshment breaks (\$3,000 per break, limit of one sponsor per break) – Refreshment break each afternoon held for all attendees in the exhibit hall. This break offers attendees enhanced refreshments, including light food and specialized drinks that are not available during the rest of the day at the refreshment station. This sponsorship is sold in addition to the all day refreshment stand. Sponsor has tent cards with logo on tables and napkins with logo. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Pre-Theater Dinner (\$9,500, limit of one sponsor) – Reception to be held in exhibit area for all annual conference attendees. Sponsor has signage in the event, table signage, recognition in all pre-event marketing, public relations and invitations to the event, and opportunity to have promotional information placed on all tables. *This is a **Gold Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Closing Reception (\$3,250, limit of one sponsor) – Closing reception for all annual conference attendees. Sponsor has signage in the event, tent cards with logo on tables, napkins with logo. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Ad in final program (\$750 for ½ page, \$1,500 for full page) – ½ page or full page space ad in final program which will be distributed to all conference participants. *This is a **Bronze Level sponsorship** (see sponsor level chart for all Bronze Sponsor benefits) and can be combined with other sponsorships to qualify for Silver, Gold or Platinum level sponsorships.*

Belly band for final program (\$4,000, limit of one sponsor) – Belly band printed with logo and promotional message wrapped around final program and distributed to all conference participants. The advantage of the belly band is that it must be seen in order for the participants to access their program and conference schedule. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

Women's Leadership Council Lunch (\$1,500, limit of two sponsors) -SOLD! – Luncheon for Women's Leadership Council special interest group. This event had 125 participants in 2006. Sponsor has logo on tent cards and napkins for event and is able to participate in the event. *This is a **Silver Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for Gold or Platinum level sponsorships.*

General Session Sponsor (\$10,500, limit of one sponsor) – Sponsor's logo included on the agenda, pre-conference marketing, website, table cards; sponsor will be recognized by the Executive Director/Conference Chair during the general session introductions; opportunity to distribute one-page information brochure to participants. *This is a **Gold Level sponsorship** (see sponsor level chart for all Gold Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*

Awards Breakfast (\$9,500, limit of one sponsor) – Sponsor has table signage; acknowledged on all marketing, public relations and communication materials related to awards breakfast (throughout 2007); opportunity to distribute one-page information brochure to participants. *This is a **Gold Level sponsorship** (see sponsor level chart for all Silver Sponsor benefits) and can be combined with other sponsorships to qualify for a Platinum level sponsorship.*

To reserve a sponsorship simply fill out the sponsorship contract at the end of the prospectus and select the appropriate sponsorship(s). You can return the form to Jon Lowder by fax at +1.336.217.8610, by email at jlowder@scip.org or by mail to:

SCIP, Attn: Jon Lowder, 8700 Concord Church Road, Lewisville, NC 27023, USA.

** Please note that sponsorship opportunities may be added if they become available; a revised prospectus will be provided immediately if that does occur. All sponsorships are first come, first serve.*



Exhibit Space Contract

**SCIP 2007 Annual International
Conference & Exhibit – April 30-May 3, 2007
New York Marriott Marquis Hotel
New York, NY USA**

PRINCIPAL CONTACT (please complete)

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Tel: () _____ Fax: () _____ E-Mail: _____

You are authorized to reserve space in the SCIP 2007 exhibition, April 30 – May 3, 2007, at the New York Marriott Marquis Hotel, New York, NY, 2007. The price for each standard 10' x 10' booth is \$2,650 before January 10, 2007 and \$2,850 after January 10, 2007. 20' x 20' island booths are \$11,250 before January 10, 2007 and \$11,750 after January 10, 2007. The booth price includes all conference meals, refreshment breaks and networking events for **2 staff members per 10'x10' booth and 6 staff members per 20'x20' island booth. Each additional member of booth staff will cost \$200.**

SCIP has established an exhibitor point system to allocate exhibit space. The point system is used to prioritize space assignments and, should the space demand exceed quantity, to determine who will obtain exhibit space. To reserve space, this 'Exhibit Space Contract' must be completed and returned to Society of Competitive Intelligence Professionals., with full payment. Payment can be made by check, *payable to Society of Competitive Intelligence Professionals*, or by major credit cards including American Express, MasterCard and Visa. Please note that exhibit space is guaranteed only after the exhibiting company has been assigned a booth number. By submitting this contract and payment you agree to adhere to the terms and conditions in the conference Exhibitor Kit.

Transferring or subletting of assigned spaces is strictly forbidden. Exhibitor contract cancellations received and approved by SCIP prior to February 1, 2007 will be refunded all but \$450 of the money received. ***Exhibitor space cancellation received after February 1, 2007 is nonrefundable.***

Please list your five booth location preferences (see floor plan). Include all booth numbers

1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Figuring out your cost:			
Booth Type	Rate	# of Booths	Cost
10' x 10'	\$2,850		
20' x 20'	\$11,750		
Total booth cost:			

Return completed form and check payable to:
 Society of Competitive Intelligence Professionals
 1700 Diagonal Road, Suite 600
 Alexandria, VA 22314, USA
 Tel: +1.336.499.6126 /+1.703.739.0696
 Fax: +1.336.217.8610 /+1.703.739.2524

Payment by Credit Card American Express MasterCard Visa

CARD NUMBER EXPIRE DATE CARDHOLDER'S SIGNATURE SECURITY CODE