



2012 spotlight on sales compensation

August 29-31, 2012 | Chicago, IL | Westin Chicago River North

sponsor
prospectus

DESIGN
SEGMENTATION
SALES STRATEGY
CENTRIMPLEMENTATION
PERFORMANCE
RENTAL PAY MIX
OPTION



find new
opportunities

WorldatWork 2012 Spotlight on Sales Compensation

Find solutions at an event dedicated solely to addressing the needs of sales compensation professionals.

Based on the overwhelming success of the 2010 and 2011 sales compensation events, WorldatWork is excited to make 2012 even bigger and better. The 2012 Spotlight on Sales Compensation event will bring together the profession's top thought-leaders to share their views on the current business environment and most importantly, their insight and vision about the future of sales compensation.

Turn Quality Leads into Sales

For 2012 we anticipate a strong turnout of senior executives, directors and mid-level managers, all searching for the ideal formula of salary, performance bonuses and benefits packages. The WorldatWork 2012 Spotlight on Sales Compensation event offers sponsors the opportunity to spend quality, face-to-face time with key decision makers. Business relationships established at this event can lead to short-term and long-term sales.

True Partnerships

Being a sponsor at the 2012 Spotlight on Sales Compensation event is one of the best opportunities of the year to reach decision makers interested in developing effective sales compensation programs. Our event team is dedicated to providing the best service and support to our sponsors and we make sure our staff is always available to answer questions or help find solutions to challenging questions. We truly value your presence and consider you as our guest.



**network
for leads**

Maximize your exposure to sales compensation professionals

Sponsorship Benefits

Examples of visibility and exposure for all sponsors will include:

- One-time use of pre- and post-conference attendee lists.
- Logo in Spotlight promotional brochure (due by April 1, 2012).
- Listing on the WorldatWork website with a hyperlink to your company's site through August 31, 2012.
- Slide presentation during General Session showcasing your company's logo to event attendees.
- First choice of same sponsorship for 2013 event.

Sponsorship Packages

Tabletop Display in Break Area
Available Sponsorships: 0

\$5,000
SOLD OUT

Includes tabletop display in break area, logo on thank you sponsor signs, listing in program guide, one insert in event bag, two complimentary attendees and one company rep to work at the tabletop display only.

Opening Evening Welcome Reception
Available Sponsorships: 1

\$9,000
SOLD | Varicent

Includes tabletop display in the break area, signage and table tents in reception room, table in back of room for sponsor collateral, two minutes of mic time, listing in program guide, one insert in event bag, three complimentary attendees and one company rep to work at the tabletop display only.

Opening General Session with Breakfast & Keynote Speaker

\$10,000

Available Sponsorships: 1

SOLD | ZS Associates

Includes tabletop display in break area, signage and table tents in room, table in back of room for sponsor collateral, two minutes of mic time, verbal thank you to sponsor at opening, listing in program guide, one insert in event bag, three complimentary attendees and one company rep to work at the tabletop display only.



gain new customers

Sponsor Packages (cont.)

Contact

Audrey Johnson

Visibility Manager

audrey.johnson@worldatwork.org



480-304-6846 *phone*

480-483-8352 *fax*

WorldatWork

14040 N. Northsight Blvd.

Scottsdale, AZ 85260 USA

Luncheon

Available Sponsorships: 1

\$10,000

SOLD | Towers Watson

Includes **tabletop display** in break area, signage and table tents in lunch room, table in back of room for sponsor collateral, two minutes of mic time, verbal thank you to sponsor at opening, listing in program guide, one insert in event bag, three complimentary attendees and one company rep to work at the tabletop display only.

Thursday Night Networking Reception

Available Sponsorships: 1

\$8,000

SOLD | Aon Hewitt

Includes **tabletop display** in break area, signage and table tents in room, table in back of room for sponsor collateral, two minutes of mic time, verbal thank you to sponsor at opening, listing in program guide, one insert in event bag, three complimentary attendees and one company rep to work at the tabletop display only.

Friday Breakfast

Available Sponsorships: 1

\$9,500

SOLD | Iconixx

Includes **tabletop display** in break area, signage and table tents in room, table in back of room for sponsor collateral, two minutes of mic time, verbal thank you to sponsor at opening, listing in program guide, one insert in event bag, three complimentary attendees and one company rep to work at the tabletop display only.

Event Tote Bag

Available Sponsorships: 1

\$6,000

SOLD | OpenSymmetry

Sponsor logo on bag that will be given to all paid attendees.

Sponsor Packages (cont.)

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Event Notebook

\$5,000

Available Sponsorships: 1

SOLD | Sibson Consulting,
a division of Segal

WiFi Access, Cyberstation & Printer

\$5,000

Available Sponsorships: 1

Sponsor logo on signage by computer work stations and by event registration desk, logo in the program guide.

Tech Shootout

\$5,000

Available Sponsorships: 3 Remaining

1 SOLD | Callidus Cloud

Four sales compensation technology solution providers will each receive a sales compensation problem four weeks before the start of the Spotlight event. During the event, each provider will present their solution and compete for the audience's vote as the 2012 Tech Shootout winner. Sponsor logo on event website and on signage at event during Tech Shootout.

Event Lanyards

\$3,500

Available Sponsorships: 1

SOLD | ZS Associates

Sponsor logo on lanyards.

Room Drops

\$2,500

Available Sponsorships: 3

Sponsor information delivered under the door to all participants' hotel rooms in host hotel only. Room drops are available on Wednesday p.m.; Thursday a.m.; Thursday p.m., Friday a.m.

Application for Sponsorships

August 29-31, 2012 | Chicago, IL | Westin Chicago River North



Company Name (Please Print) _____ Date _____

Address _____

City _____ State | Prov _____ ZIP Code/Postal Code _____

Contact Name _____ Title _____

Phone _____ Fax _____

E-Mail _____ Web site _____ Cellphone _____

Sponsorship (All prices in U.S. dollars.)

Tabletop Display in Break Area **SOLD OUT** \$5,000

Opening Evening Welcome Reception **SOLD | VARICENT** . . . \$9,000

Opening General Session with Breakfast & Keynote Speaker **SOLD | ZS ASSOCIATES**. \$10,000

Luncheon with Speaker **SOLD | TOWERS WATSON** \$10,000

Friday Breakfast **SOLD | ICONIXX** \$9,500

Thursday Night Networking Reception **SOLD | AON HEWITT** . \$8,000

Event Tote Bag **SOLD | OPEN SYMMETRY** \$6,000

Event Lanyards **SOLD | ZS ASSOCIATES** \$3,500

Event Notebook **SOLD | SIBSON CONSULTING** \$5,000

Back Cover Program Guide Ad **SOLD | XACTLY** \$3,000

Inside Front Cover Program Guide Ad **SOLD | TOWERS WATSON** . \$2,500

Inside Back Cover Program Guide Ad **SOLD | SALES RESOURCES GROUP** \$2,500

Custom Room Key **SOLD | XACTLY** \$4,500

Room Drop

Wednesday p.m. \$2,500

Thursday a.m. **SOLD | HAY GROUP** \$2,500

Thursday p.m. \$2,500

Friday a.m. \$2,500

Tech Shoot-out (3 participants remain) \$5,000 each

Cyber Station (w/printer and WiFi access) \$5,000 each

Total \$ _____

Method of Payment

Please send an invoice to me.

I authorize WorldatWork to charge \$_____ to my:

VISA MasterCard American Express

Card Number

Expiration Date

Billing Credit Card Zip Code/Postal Code

Cardholder's Name

Authorized Signature

Signature

Sponsor agrees to comply with all applicable laws; and with the terms and conditions included in this application.

Authorized Representative

Signature

Date

Terms of Payment for Sponsorships

All applications for sponsorship must be accompanied with a 50% deposit of the total cost of the sponsorship. All deposits are non-refundable and due on or before April 1, 2012.

Final payment is due on or before June 1, 2012. Cancellations received after July 1, 2012, will result in WorldatWork retaining the full payment. Cancellations and requests for refunds must be in writing.

Submission Specifications for Logos

Conference sponsors must submit their company logo for use with on-site signage. It is important that WorldatWork receives your logo in one of the formats below. Please read the information carefully.

To be included in the conference promotional brochure, your logo must be received no later than April 1, 2012.

Your company logo must be submitted as high-resolution, CMYK, and grayscale Adobe Illustrator EPS files (vector-based) as well as PDF files.

E-mail logos to Becky.Williams@worldatwork.org.

Send application and payment to:

WorldatWork | Attn: Audrey Johnson, Visibility Manager
 P.O. Box 29312, Phoenix, AZ 85038-9312 USA
 Phone: 480-304-6846 | Fax: 480-483-8352

E-mail: Audrey.Johnson@worldatwork.org
www.worldatwork.org/salescompspotlight



For WorldatWork Use Only ID # _____ Total due _____

Deposit amt. _____ Date rec'd. _____ Balance due _____ Date _____

2012 spotlight on sales compensation



Event Dates

Wednesday, August 29, 2012
Thursday, August 30, 2012
Friday, August 31, 2012

Location

Westin Chicago River North
Chicago, IL

Contact

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Visibility Manager

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