

Sponsor & Exhibitor Prospectus

“WorldatWork is consistently amongst the elite when it comes to running a successful event. They are a model membership association and conference organizer in the human capital space.”

Mark Willaman
President
HRmarketer.com

www.worldatwork.org/seattle2009

TOTAL 2009 REWARDS

WorldatWork Conference & Exhibition

May 31-June 3, 2009

Washington State Convention

And Trade Center

Seattle, WA


WorldatWork[®]
The Total Rewards Association

What Makes Our Conference Different?

Founded in 1955, the WorldatWork association provides HR practitioners with knowledge leadership to effectively implement total rewards—compensation, benefits, work-life, performance and recognition, development and career opportunities—by connecting employee engagement to business performance. We have 30,000 members and customers in 75 countries, and our annual Total Rewards Conference & Exhibition is the premier event for HR executives and specialists.

Quality and Quantity

This year's conference will bring together over 2,000 compensation, benefits, work-life and total rewards human resources decision-makers from around the world eager to network, develop new skills and identify new resources and best practices. What this means for our sponsors and exhibitors is top-quality leads and relationship-building opportunities.



“BNA has been exhibiting at WorldatWork for many years and we come back each year because we know the attendees not only include mid-level benefits professionals but senior-level managers as well. And we love the way the organization goes all out to bring attendees into the exhibit hall.”

**Norman Kerner
Conventions Manager
BNA**

“We are meeting qualified decision makers for our target market, and the conference team ensures vendors have adequate time in the exhibit hall to having meaningful conversations with attendees. We have measurable ROI from WorldatWork — closing several deals from leads that came as a direct result of exhibiting. This will be our fourth year and I'm sure we'll keep coming back.”

**Barbara Levin
Senior Vice President,
Marketing & Customer Community
Enwisen**

Contact

**Audrey Johnson
Visibility Manager
Audrey.Johnson@worldatwork.org**

**480-304-6846 Phone
480-483-8352 Fax
866-816-2962 Toll-free fax**

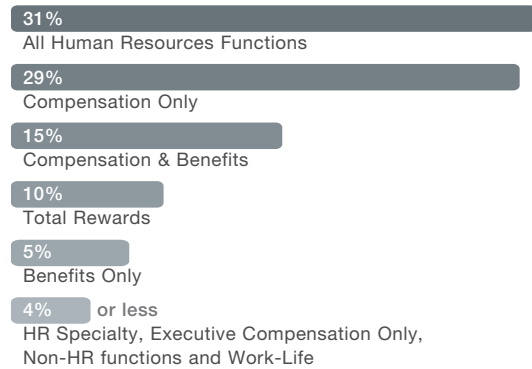
**WorldatWork
14040 N. Northsight Blvd.
Scottsdale, AZ 85260 USA**

The Strength of Partnership

Our conference is one of the best opportunities of the year to reach decision makers interested in implementing programs and products that will help their organizations improve business performance. Our conference team is dedicated to providing the best service and support to our sponsors and exhibitors, and we make sure our staff is available to help or answer questions. We truly value your presence and consider you our guest.

WorldatWork Conference Demographics

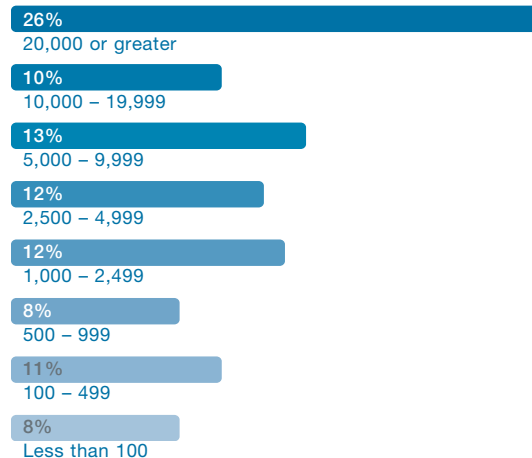
Functional Area



Level of Responsibility



Company Size



"I have been a member of WorldatWork for 13 years and have attended all but one of the annual conferences since then. I am always impressed by how well managed and organized the event seems to be. As an advertiser, I was overwhelmed by the kindness and professionalism from the WorldatWork staff. The entire event went smoothly and made work seem like play."

Patrick Atkinson
President
Waterford Executive Group Ltd

"WorldatWork Total Rewards conference is one I always look forward to each year. The show is top notch, as are the prospects we come away with!"

Ginger Gardner
Senior Vice President of Sales
Personal Best



The Power of Visibility

The WorldatWork Total Rewards Conference & Exhibition attracts the top people in human resources, and as a sponsor, you can gain visibility to this high-level audience of HR decision makers through a wide number of different sponsorship opportunities and levels of commitment. We want you there, and will work with you to make it happen.

Sponsorship Benefits

- Signage on item or event sponsored
- Highlighted listing in Conference & Exhibition on-site program guide
- Pre- and post-conference attendee lists
- Logo included in full conference promotional brochure (if submitted by Dec. 1, 2008)
- Listing on the WorldatWork Web site with hyperlink to your company's site through June 8, 2009
- Slide presentation during General Session showcasing your company logo to conference attendees
- Sponsorship badge ribbons
- First choice of booth space at WorldatWork Total Rewards Conference & Exhibition 2010
- First right to same sponsorship at the WorldatWork Total Rewards Conference & Exhibition 2010

“Every year Berkshire looks forward to exhibiting at the WorldatWork Conference, not only because of the substantial attendees it attracts, but because of the organization, and people-oriented planning that goes into the entire process. This show has become a staple in the industry.”

Lauren Perry
Berkshire Associates Inc.
Communications & Tradeshow Specialist

“WorldatWork Total Rewards Conference & Exhibition is a terrific event to market Compensation and Benefits products. The show is well organized! It sells out fast because of the aggressive marketing of this association. And it continues to grow each year with interested and involved attendees. It’s a great event to plan for each year.”

Cordell Clinger
Convention Manager
O.C. Tanner Company

“The WorldatWork Total Rewards Conference was a great marketing opportunity for the HR Certification Institute. Because of the caliber of the attendees, we were able to have our message about the value of HR certification reach our target audience. We’re looking forward to being in Seattle in 2009!”

Nona A. Chigewe
Marketing Coordinator
HR Certification Institute

Sponsorship Packages

Bronze Sponsors

\$4,000 - \$7,000

Includes All Sponsorship Benefits

Workshop Tracks & On-line Handouts

Price: \$4,000 each

■ Compensation	<i>Sold: ZS Associates</i>
■ Benefits	<i>Available</i>
■ Executive Compensation	<i>Available</i>
■ Total Rewards	<i>Available</i>
■ Work-Life	<i>Available</i>

Career Center Job Posting Board

Price: \$4,000

Sold: Work/Life Innovations

Daily Updates

Price: \$4,000

■ Co-sponsorship	<i>Sold: BNA</i>
■ Co-sponsorship	<i>Available</i>

Networking Break

Price: \$4,500

■ Monday AM	<i>Sold: Culpepper Surveys</i>
■ Monday PM	<i>Sold: Pearl Meyer & Partners</i>
■ Tuesday AM	<i>Sold: Globoforce</i>
■ Tuesday PM	<i>Available</i>
■ Wednesday AM	<i>Available</i>

Conference Highlighter

Price: \$6,200

Available

Grand Prize Drawings

Price: \$7,000

Sold: Charles Schwab

Hotel Room Drops

Price: \$7,000

Room drops limited to one company each day. Price may change due to size and method of room drop.

■ Sunday PM	<i>Available</i>
■ Monday AM	<i>Available</i>
■ Monday PM	<i>Sold: ZS Associates</i>
■ Tuesday AM	<i>Available</i>
■ Wednesday AM	<i>Available</i>

Coat Bag Check

Price: \$6,000

Available

Silver Sponsors

\$7,300 - \$14,500

Includes All Sponsorship Benefits Plus:

One Full Conference Registration

Continental Breakfast

Price: \$7,300

■ Monday AM	<i>Available</i>
■ Wednesday AM	<i>Available</i>

Certification Recognition Event

Price: \$9,600

Sold: ADP

Conference Pen

Price: \$9,650

Available

Badges & Lanyards

Price: \$12,000

Sold: Watson Wyatt Worldwide

Relaxation Station

Price: \$13,500

Sold: Children's Creative Learning Centers

Wellness Screening Station

Price: \$13,500

Sold: Quest Diagnostics

Tuesday Awards Breakfast

Price: \$10,000

Sold: Workplace Options

International Reception

Price: \$9,500

Sold: Worldwide Compensation

Bookstore

Price: \$11,000

Sold: Plateau Systems

Work-Life Networking Event

Price: \$10,000

Available

Closing General Session

Price: \$10,000

Sold: Softscape

Gold Sponsors \$15,000 - \$24,000

Includes All Sponsorship Benefits Plus:
Two Full Conference Registrations

Conference T-shirt

Price: \$24,000

Sold: Taleo

Conference Notebook

Price: \$17,000

Sold: Mercer

Hotel Room Key

Price: \$17,000

Sold: Workscape

Lunch in Exhibit Hall

Price: \$15,000

■ Monday	<i>Available</i>
■ Tuesday	<i>Available</i>

Water Sponsorship

Price: \$19,000

Sold: VPI Pet Insurance

Opening General Session

Price: \$18,500

Sold: Bright Horizons

High Speed Internet in Hotel Rooms

Price: \$20,000

Available

Conference Gift

Available

Platinum Sponsors \$25,000+

Includes All Sponsorship Benefits Plus:
Three Full Conference Registrations

Cyber Café

Price: \$32,000

Sold: Buck Consultants, an ACS Company

Conference Bags

Price: \$36,000

Sold: Towers Perrin HR Services

Social Event at Boeing Museum of Flight

Price: \$47,000

Sold: Hay Group

Contact

Audrey Johnson

Visibility Manager

Audrey.Johnson@worldatwork.org

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866-816-2962 Toll-free fax

WorldatWork

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Scottsdale, AZ 85260 USA

Have a sponsorship idea?

Share it with Audrey.

*Smaller sponsorships may be combined
to raise sponsor recognition level.*

Sponsorships sold as of January 2009



Extra Promotional Opportunities

“Highlights From The Hall” Kiosk Display **Price: \$1,500**



Entice attendees to your booth by featuring your product or service in our dramatic format. This great opportunity features your logo, large poster-sized ad, and 50-word description of your product or services, and a pocket to display your brochures. Our “Highlights From The Hall” Kiosks single-sided displays will be displayed outside the Expo Hall, right in the middle of the action, near registration. This package

also includes a Virtual Exhibit Booth (see below) so you can drive traffic before, during and after the conference! There are limited spots open, so call today.



Virtual Exhibit Booth **Price: \$300**

Display your products and services to attendees and interested parties who cannot attend the conference. Your online message

will run for two months prior to and two months after the conference. Display up to three product or service categories with your logo, URL link, Flash demo (provided by you), description and e-mail links. Only available to exhibitors.

Conference Program Guide

Four-color advertisement **Price: \$1,795 - \$3,395**

Complement your presence by placing a color ad in the popular conference program guide distributed to every registrant on site.

Covers:

Inside Front Cover
Price: \$2,795
Sold: Available

Back Cover
Price: \$3,395
Sold: Liberty Mutual

Inside Back Cover
Price: \$2,695
Sold: Purchasing Power

Tabs:

General Info Front
Price: \$2,395
Sold: Computershare

Sunday Back
Price: \$1,795
Sold: Available

Map Pages
Price: \$2,500
Sold: Ceridian

Monday Back
Price: \$1,795
Sold: Culpepper

General Info Back
Price: \$2,395
Sold: Sibson Consulting

Tuesday Back
Price: \$1,795
Sold: Caring Connections

Special Events Front
Price: \$1,995
Sold: IncentOne

Wednesday Back
Price: \$1,795
Sold: Available

Special Events Back
Price: \$2,395
Sold: Quest Diagnostics

Recognition Back
Price: \$1,795
Sold: Maritz Incentives

Program & Maps Front
Price: \$1,795
Sold: Workscope

Exhibitor Directory Front
Price: \$1,795
Sold: Aon Consulting

Program & Maps Back
Price: \$2,395
Sold: Decosoft

Exhibitor Directory Back
Price: \$1,795
Sold: Diamond H





The WorldatWork Exhibition Hall is one of the only shows offering you valuable face time with today's leading HR decision makers. With more than 170 exhibit booths, our conference is a showcase of the latest in compensation, benefits, work-life and total rewards products and services. As an exhibitor, you'll receive consistent traffic flow on the Exhibition floor, exclusive networking opportunities and more. Get your space reserved now—as our booths sell out early.

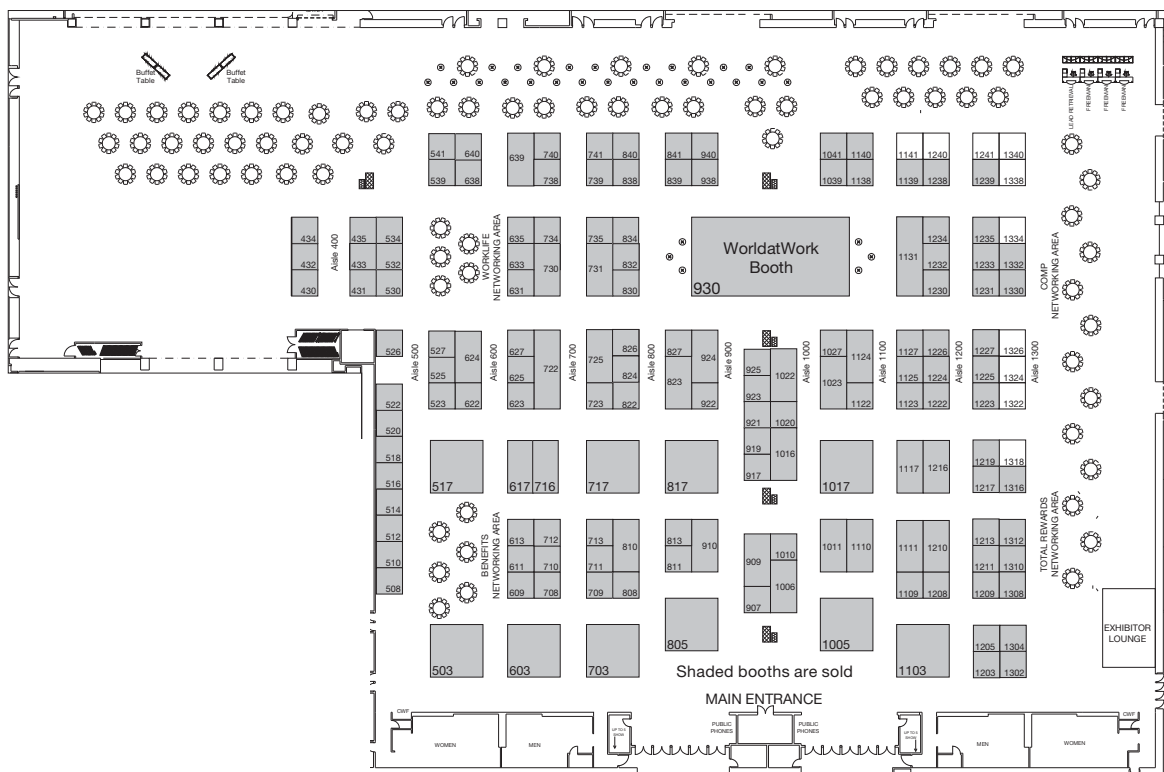
Booth Pricing

10' x 10'	\$3,295
10' x 10' Corner	\$3,595
10' x 20'	\$6,590
10' x 30'	\$9,885
20' x 20' Island	\$13,180

Application must be accompanied with 50% deposit within 30 days of application until Dec. 31, 2008. Full payment must accompany applications received after January 1, 2009. Please refer to the Exhibition Space Application and Contract for specific pricing details, show rules and regulations.

Exhibitor Package Includes:

- One full conference registration (per each 10' x 10' space rented)
- One-time use of pre- and post-conference attendee mailing lists
- Exclusive extended networking hours with lunches and receptions in Exhibit Hall
- Six exhibitor badges per each 10' x 10' space rented for access to Exhibit Hall and all General Sessions
- Description of your company in the WorldatWork conference program guide
- Exhibitor name listed on the WorldatWork Web site
- Complimentary Exhibit Hall passes for clients and/or guests
- 24-hour Exhibit Hall security
- Pipe, drape, 7" x 44" identification sign and wastebasket





Show Hours & Exhibitor Information*

Saturday, May 30, 2009

10:00 AM–5:00 PM	Exhibitor Registration Open
11:00 AM–5:00 PM	Exhibitor Move-in

Sunday, May 31, 2009

7:00 AM–7:00 PM	Exhibitor Registration
7:00 AM–3:00 PM	Exhibitor Move-in
4:30 PM–7:00 PM	Exhibit Hall Open/ Welcome Reception
7:00 PM–9:00 PM	Exhibitor Appreciation Reception

Monday, June 1, 2009

6:30 AM–6:00 PM	Exhibitor Registration
11:00 AM–2:00 PM	Exhibit Hall Open/Lunch
4:00 PM–6:30 PM	Exhibit Hall Reception

Tuesday, June 2, 2009

6:30 AM–5:00 PM	Exhibitor Registration
11:00 AM–2:00 PM	Exhibit Hall Open/Lunch
2:00 PM–7:00 PM	Exhibitor Move Out

Wednesday, June 3, 2009

8:00 AM–12:00 PM	Optional Move Out
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*Tentative Schedule. Subject to change.

Exhibit Hall Experience

“If your target audience includes compensation and benefits professionals, then you need to be at the annual WorldatWork conference.”

Jeffrey Meyers
Manager, Marketing & Communications
Hay Group

“In our opinion WorldatWork does the best job of ensuring that show attendees will get to your booth and spend some time with you. We’ve been doing shows for a long time and we haven’t found anyone better than Audrey and her team at taking care of you before and after the show too. WorldatWork Total Rewards Conference & Exhibition is a terrific venue to network and find new customers.”

Dennis Borst
President / COO
Foot Locker GiftCard Sales / PMG

Location

Washington State Convention
 and Trade Center

800 Convention Place
 Exhibit Hall A, B, C
 Seattle, WA 98101
 Phone: 206-694-5030



Sponsors* & Exhibitors

Abbott, Langer Association Surveys

ADP

Aetna

Aflac

AIRINC

Aliquant

Alliant Credit Union

AMC Theaters

Aon Consulting

ARAG

Arete Group Incorporated

Authoria

Baudville

Benefit Software Inc.

Berkshire Associates

Best Buy

Best Upon Request

BNA

Brainshark

Bright Horizons Family Solutions

Buck Consultants

Callidus Software

Carena Inc.

Caring Connections

CBIZ Human Capital Services

Ceridian

Charles Schwab

Children's Creative Learning Centers

Choose Your Gift

Cigna Intl. Expatriate Benefits

Circles

Clark Consulting

College Coach

Colletti-Fiss LLC

Compdata Surveys

Compensation Resources Inc.

Corporate Renaissance Group

ComPsych

CSI International

Culpepper Surveys

Cultural Awareness Inc.

Decusoft

Diamond H

Employee Benefit News

Engagement Health

Enwisen

Equilar Inc.

ERI Economic Research Institute

Executive Wealth Management

Free & Clear

GiftCertificates.com

Global Equity Organization

Globoforce

Green Total Compensation

Halogen Software

Harris Rothenberg International

Hay Group

HCR Software

Health

Hewitt Associates

Hinda Incentives

Honey Baked Foods

HR.com

HR Certification Institute

HRchitect

HTH Worldwide

Human Resource Executive Magazine

iHouse

IHRIM

IncentOne

Inquisite

Interpreters and Translators Inc.

John Hancock

Koker Goodwin & Associates

Lands' End

Laserbeam Software

Legal Acces Plans

Liberty Mutual

Life Care

Macy's

MarketPay

Merced Systems

Mercer

MetLife/MetDesk

Michael C. Fina

Milliman

Mind Design Systems

Minnesota Life

MTM Recognition

myStockOptions.com

Nationwide Better Health

NEXTCOMP.NET

NorthgateArinso

NuView Systems

OC Tanner

ORC Worldwide

The Oxygen Plan

P+W Software

PayScale

Pearl Meyer & Partners

Performensation Consulting

Periscope IQ

Personal Best

Pet Assure

Plateau

PriceWaterhouse Coopers

Prompt> Inc.

Purchasing Power

Quest Diagnostics

Regal Entertainment Group

Rymax Marketing Services Inc.

Salary.com

Sears Gift Card

See's Candy

Shepell·fgi

SHRM

Sibson Consulting, a division of Segal

Silkroad Technology

Sittercity

Social Security Administration

Softscape

Solium Capital

Spiralinks

Stewart Daly

Successfactors

Suddath Relocation Systems

Syngy

Talent Management Magazine

Taleo

The Learning Experience

The Tharpe Robbins Company

Towers Perrin

Transamerica Affinity

Triad

Trion

U.S. Department of Labor, Bureau of Labor Statistics

Upper Iowa University

Varicent Software

The Vitality Group

VPI Pet Insurance

VSP Vision Care

Walkstyles

Watson Wyatt WorldWide

Watson Wyatt Data Services

WellPoint NextRX

WFD Consulting

Winston Financial

Work Life Innovations

Workforce Management

Workplace Options

Workscape

Worldwide Compensation

Worldwide Expatriate Association

Xactly Corporation

ZS Associates

* Sponsors are listed in orange as of April 2009

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Scottsdale, AZ 85260 USA

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