

TOTAL 2008 REWARDS

WorldatWork Conference & Exhibition



Dear Partner,

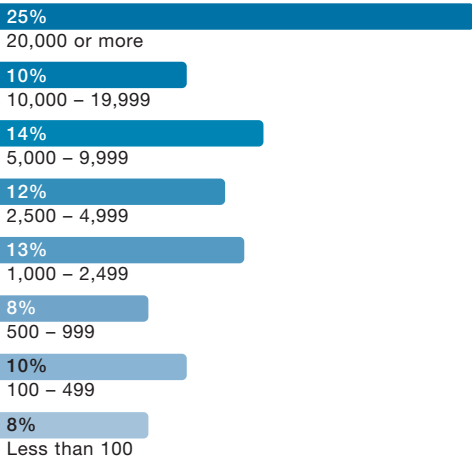
We are gearing up for WorldatWork Total Rewards Conference and Exhibition 2008 in Philadelphia and we're looking for this year's media sponsors! As you already know, our conference attracts over 2,000 Human Resource specialists in the area of compensation, benefits, work-life and total rewards. Our conference is the perfect opportunity to reach HR decision makers and maximize your brand awareness through a media sponsorship.

Our Conference Attendees

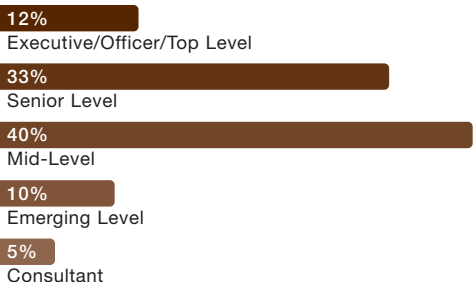
Functional Area



Company Size



Level of Responsibility



"I've been attending and exhibiting at all sorts of HR events since 1996 and WorldatWork is consistently amongst the elite when it comes to running a successful event. They do it right, and they are a model membership association/conference organizer in the human capital space."

Mark Willaman,
President and Founder,
HRmarketer.com

Contact

Kalisa C. Turanchik
Marketing Project Manager
kturanchik@worldatwork.org
480/348-7280

Media Sponsorship Opportunities

Media Sponsor Benefit Highlights

For our media sponsor partners, we are preparing a special media center, in the high-traffic area near our bookstore.

The Media Center will feature:

- Dedicated space in the Convention Center's Great Hall
- Location near the high traffic area
- Plenty of space for stocking your publications
- Lots of comfortable seating and tables for attendees and visitors

With over 2 million visitors per year to our Website, and a membership of over 23,000, WorldatWork offers media sponsors access to the profession's largest HR specialist audience. See our complete list of offerings for our media sponsors or call us and we'll customize a package for you.

Media Sponsor Benefits

Presence in Media Center at Conference:
Media Center will be an area with seating, tables, and with publications on display for 4 days of conference.

Media name and logo in conference brochure mailing, reaching more than 150,000 targets

Two (or more) complimentary conference registrations

Access to speakers, or WorldatWork faculty or Management for interviews (depending on availability)

One-time use of conference attendee list

Media name, logo and hyperlink on conference Website

Media name and logo in on-site program guide

Media name and logo on conference signage

Media Sponsor Contribution Highlights

WorldatWork would like to ask our media sponsors to assist us with our pre-conference advertising from December 2007 through May 2008.

We are looking for sponsors to:

- Carry 3x5 blow-in cards in your publication promoting conference registration
- Carry a pre-conference printed insert
- Insert our flyer in your polybag
- Run our conference ad in your publication
- Send out e-mails to your subscribers
- Post our conference Web banner on your site during our targeted period.

Media Sponsor Contributions

Carry 3.5 x 5 blow-in card promoting our conference in publication twice. (Choose Dec/Jan/Feb/Mar/Apr/May).

Carry special pre-conference insert in Feb/March issues of publication.

E-mail to subscribers or include us in eNewsletter twice. (Choose Dec/Jan/Feb/March/April/May).

Conference Website banner on media sponsor site from Dec/Jan/Feb/March/April/May linking to our registration page.

Ad or 500 word article on conference to run twice. (Choose Dec/Jan/Feb/March/Apr/May)