



PERFORCE

MERGE 2016

THE PERFORCE CONFERENCE

SPONSORSHIP OPPORTUNITIES

APRIL 13-15, 2016
PARC 55 HOTEL – SAN FRANCISCO, CA

MERGE 2016 THE PERFORCE CONFERENCE

April 13-15, 2016

Perforce users and decision makers from around the globe attend MERGE for three days of talks, breakout sessions, and networking events. **Join over 400 attendees at the Parc 55 Hotel in San Francisco** to connect, learn, and have fun with like-minded people from some of the world's most innovative companies.

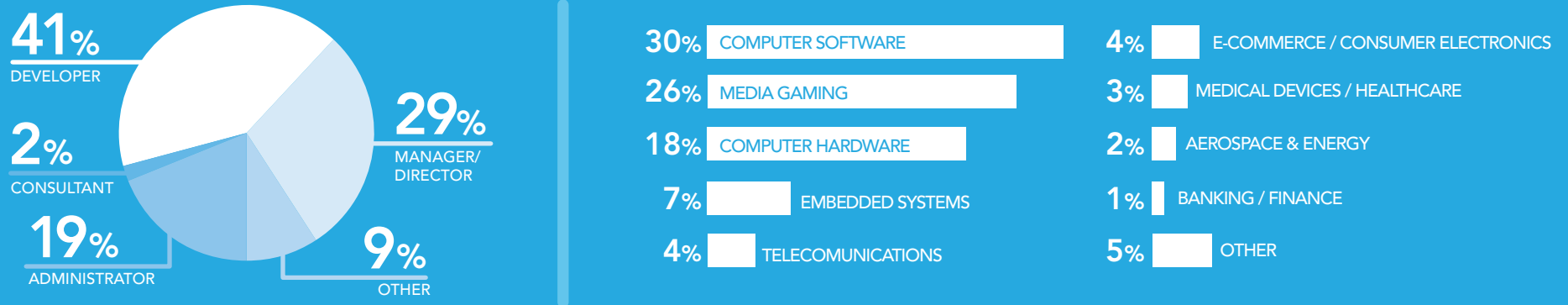
Sponsor kiosks will be located in the large foyer at the Parc 55 Hotel that surrounds the proceedings room, **guaranteeing maximum foot traffic and interaction between Sponsors and attendees** throughout the conference.

This year, you'll be able to choose from three levels of sponsorship for an invaluable opportunity to connect with attendees and share your brand. We have a limited amount of sponsorships, so act quickly by contacting us at conference@perforce.com. We can't wait to see you!



MERGE ATTENDEE DEMOGRAPHICS

The Perforce Conference attracts a range of attendees including key decision makers and influencers at some of the world's largest companies and hottest start-ups.



PAST ATTENDEES HAVE REPRESENTED THESE COMPANIES



SPONSORSHIP OVERVIEW

SPONSORSHIP BENEFITS	STANDARD	PREMIUM	HEADLINE
Pricing	\$6,000	\$10,000	\$15,000
Complimentary registrations (\$1,200 value per pass)	2	3	5
Acknowledgment in attendee confirmation email	●	●	●
Company logo & description on the conference website	●	●	●
Acknowledgement in all advertisement & collateral surrounding the conference	●	●	●
Turnkey exhibit space including: branded kiosk with logo, Wifi connection, power with power strip	●	● Premium location in ballroom foyer	● First choice in kiosk location selection
Listing in the conference app	●	●	●
Sponsor logo on screen in the general session room between sessions	●	●	●
Lead retrieval capabilities on your own mobile device	●	●	●
Premium logo placement & company description on the conference website		●	●
Logo on Conference bag		●	● Large logo sizing and premium placement on bag
Premium exhibit location		●	●
Spot in the demo theatre agenda		●	● First choice in agenda slot
General session chair drop		●	● First choice in session drop
Meal sponsor (specifics on sponsorship pages)		● Day one breakfast sponsor – high traffic opportunity	● Day one lunch sponsor – high traffic opportunity
Sneak-peak at the list of attendees (company names & titles)		●	●
30-minute speaking session			●
Happy Hour sponsor branding			●
Wifi sponsor			●



SOLD

~~HEADLINE SPONSORSHIP~~

1 AVAILABLE

\$15,000 USD

The Headline sponsorship is designed to give you a high-profile presence at the event. The Headline sponsor will be the leading partner brand and will have the ability to maximize their presence with premium exhibiting opportunities, a speaking slot, a unique happy hour presence, and more.

- 1 turnkey exhibitor kiosk in ballroom foyer (premium location) branded with your logo that will include: power, a power strip, 32" monitor, and wifi access
- 5 complimentary passes valued at \$1,200 each
- Lead retrieval capabilities on your own mobile device
- Sneak-peek at the list of attendees (company names & titles)
- Spot in the demo theatre agenda
- 30-minute speaking slot
- Happy Hour branding with: opportunity to bring branded tablecloth and rollup banner, additional signage throughout the happy hour event, opportunity to bring giveaway items

- General session chair drop
- Lunch sponsor on day 1 of the conference
- Wifi sponsor
- Premium logo placement & description on the conference website
- Premium logo placement on conference bag
- Acknowledgement in press releases, printed promotional materials, advertisements and other collateral related to the conference, listing in the conference app
- Sponsor logo projected on the screen in the general session room in between sessions

PREMIUM SPONSORSHIP

5 AVAILABLE

\$10,000 USD

The Premium Sponsorship is built to give you a well-rounded presence at the event, enabling you to benefit from the wide range of branding, marketing and sales opportunities available.

- 1 turnkey exhibitor kiosk in ballroom foyer (premium location) branded with your logo that will include: power, a power strip, & wifi access (monitor not included)
- 3 complimentary passes valued at \$1,200 each
- Lead retrieval capabilities on your own mobile device
- Spot in the demo theatre agenda
- General session chair drop
- Breakfast sponsor
- Logo on conference bag
- Premium logo placement & description on the conference website
- Acknowledgement in press releases, printed promotional materials, advertisements and other collateral related to the conference
- Listing in the conference app
- Sponsor logo projected on the screen in the general session room in between sessions
- Sneak-peak at the list of attendees (company names & titles)



STANDARD SPONSORSHIP

10 AVAILABLE

The Standard Sponsorship is your opportunity to achieve critical marketing objective, increase brand awareness, promote company capabilities, and generate new leads.

- 1 turnkey exhibitor kiosk in ballroom foyer branded with your logo that will include: power, a power strip, and wifi access (monitor not included)
- 2 complimentary passes valued at \$1,200 each
- Lead retrieval capabilities on your own mobile device
- Company logo & description on the conference website
- Acknowledgement in press releases, printed promotional materials, advertisements and other collateral related to the conference
- Listing in the conference app
- Sponsor logo projected on the screen in the general session room in between sessions

\$6,000 USD





ADDITIONAL SPONSORSHIPS

DEMO THEATER SPEAKING SLOT **\$5,000**

10 AVAILABLE

30 minutes to showcase your product's unique solutions to conference attendees.

- Slot in the Demo Theater agenda
- Opportunity to speak directly to attendees in a high traffic area

QUIET AREA **\$4,000**

1 AVAILABLE

Opportunity to showcase your brand in our work area with signage, literature, and giveaways. This sponsorship is designed to give you high visibility in a high traffic area.

- Opportunity to bring roll-up banners for quiet area
- Opportunity to bring branded tablecloths for quiet area
- Opportunity to bring literature and giveaways for quiet area

CHARGING STATION **\$2,000**

UNLIMITED

Draw attendees to your booth with your own branded charging station. Add custom graphics and a company video or demo to this customizable device to bring your own unique look to your sponsor kiosk.

- Custom graphics
- Pre-loaded video or slideshow
- Charging capabilities for any mobile device





SPONSORSHIP APPLICATION

Primary Contact Information

Name		Email	
Company			
Phone			
Mailing Address (if different from billing)			
City		State	Zip Code

Billing Information

Name		Email	
Phone			
Mailing Address			
City		State	Zip Code

Payment Type

- Company Check Visa Mastercard American Express

(Make payable to Perforce Software Inc.)

Credit Card #		Exp. Date
Print Cardholder's Name		Cardholder's Signature

- Purchase Order P.O. # (Required if payment is not submitted with application):

Please email completed paperwork to conference@perforce.com, or mail to Perforce Software, 2320 Blanding Avenue, Alameda, CA 94501

Questions? Contact conference@perforce.com or call Rehana Lerandau at 510.473.3047

Sponsorship Selections

- Standard Sponsorship: \$6,000 (10 available)
- Premium Sponsorship: \$10,000 (5 available)
- Headline Sponsorship: \$15,000 USD (1 available)

Sponsorship Add-ons

- Quiet Area Sponsor: 4,000 USD
- Charging Station Sponsor: \$2,000 USD

Payment Information. Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor. Space is revocable until payment is accepted. Cancellation Policy: We will refund (forgive) 75% of the total sponsor or exhibitor fee payable for cancellations received in writing 120 days before the first day of the conference. We will refund (forgive) 50% of the total sponsor or exhibitor fee payable for cancellations received in writing 60 days before the first day of the conference. We will refund (forgive) 25% of the total sponsor or exhibitor fee payable for cancellations received in writing 30 days before the first day of the conference. After 30 days before the first day of the conference, no refunds will be made and all fees are due an payable. in the unlikely event of cancellation of the conference, the liability of The Perforce Conference is limited to the amount of fees paid.

TOTAL AMOUNT DUE:
