



EVOLVE 2011: *Experience What's Now*

SPONSOR PROSPECTUS

October 26 – 28, 2011

The Ritz Carlton, Key Biscayne

Key Biscayne, Florida

EVOLVE 2011: *Experience What's Next*

October 26 – 28, 2011
The Ritz Carlton, Key Biscayne



Meet Our Customers

Sigma Systems is the proven global leader in delivering advanced IP service fulfillment solutions. Now in its fourth year, the Sigma Systems EVOLVE 2011 User Conference is one of the most respected user conferences in the industry. We would like to invite you to play a key role at this important event.



Invitation to Sponsor

By becoming a sponsor at any of the levels described in this packet, your company will have the remarkable opportunity of grabbing the attention of senior-level executives from Sigma Systems' global MSO & telco customer base. Our user conference features high-level networking and educational sessions for these important current and prospective service provider customers, who represent every region of the world. As a sponsor of EVOLVE 2011, you will have the opportunity to present your product/solution to a highly targeted audience made up of executive decision-makers and influencers.

For more information on sponsorships, please contact:
Karin Mastrangelo at
karin.mastrangelo@sigma-systems.com
+1 301 938 8801



Past Evolve Attendees



“I was most impressed with the conference organization, events and agenda. The guest speakers, panel discussions and Sigma lead presentations were informative and entertaining. It was a great opportunity to meet new prospects”

— Stephen Rickaby
General Manager, Americas Region
Digital Route



SIGMA SYSTEMS
NEW SERVICES | DELIVERED.

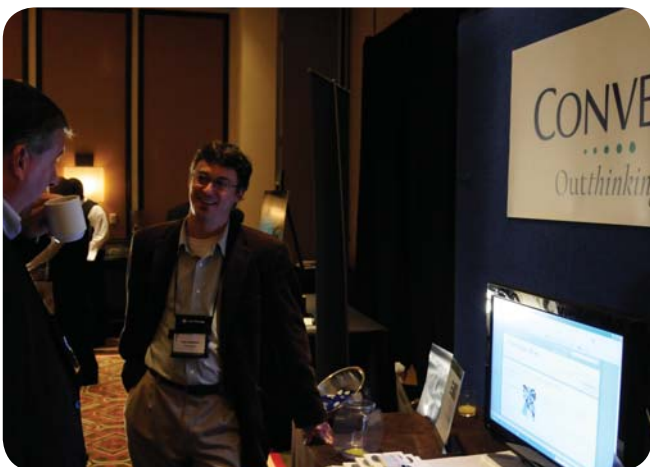
PREMIER SPONSOR – \$20,000

Available: 1

Premier sponsorship offers the maximum exposure for sponsors, with the highest level of visibility for your company and solutions.

SPONSOR BENEFITS

- **Sponsor of Keynote Speaker**
- **Two-minute welcome speech and introduction of Keynote Speaker**
- **Introduction to five (5) Sigma Systems customers**
- **Hospitality Suite**
- **Pre-show email marketing to registered attendees**
- **Banner promotion on EVOLVE website**
- 6 complimentary full conference passes
- Corporate logo exposure on all pre-show marketing
- Corporate logo on EVOLVE website main page
- Corporate logo on signage throughout the event
- Turnkey table-top exhibit space including internet, 10-amp electrical drop, monitor, and sign with corporate logo
- Post-event attendee list



“As one of Sigma Systems’ solution partners, Convergys was delighted to be a key sponsor, speaker and exhibitor at the Evolve 2010 event. This event provides not only great insight into how Cable MSO’s can overcome barriers and challenges to grow, it also enabled great networking by likeminded industry professionals.”

— Carl Davies
Head of Global Solution Marketing
Convergys

ELITE SPONSOR – \$10,000

Available: 5

Be among the sponsors that will stand out from the crowd by taking advantage of these exclusive opportunities as an Elite Sponsor to attract the attention of senior executives.

SPONSOR BENEFITS

- **Opportunity to give a 2-minute welcome remark at your sponsored event***
- **Pre-show email marketing to registered attendees**
- **Corporate logo exposure on pre-show attendance marketing**
- **Corporate logo on EVOLVE website main page**
- 4 complimentary full conference passes
- Your company logo on signage throughout the event
- Turnkey table-top exhibit space including internet, 10-amp electrical drop, monitor, and sign with corporate logo
- Post-event attendee list

*Special benefit for Elite Sponsors only for the Welcome Reception and Thursday Evening Event.

You will receive the above benefits *PLUS* exclusive promotion at or on one of the following events or promotional items you choose to sponsor:

Welcome Reception

Make a great first impression by sponsoring a grand welcome at EVOLVE 2011. Not only will you receive plenty of exposure, you will be associated with a first-class event.

Thursday Evening Event

Providing the perfect mix of networking opportunities and entertainment, the Thursday evening event marks the close of the first day of the conference sessions. Capture that “first-day” enthusiasm and energy as participants enjoy a memorable evening.

Conference Notebook

Attendees will use the notebook to capture important tips and notes during the conference, and then take them to their office for later use. Your company logo will be featured on the notebook cover.

Pocket Guide

One of the most visible advertising venues, this concise schedule of conference events will be used time and time again by attendees.

Lanyard

The lanyard sponsor will have its company name around the necks of all attendees – seen every time someone looks at a badge. (Sigma will choose lanyard and/or name badge holder for event.)





PAVILION SPONSOR – \$5,000

The Pavilion brings together all EVOLVE 2011 User Conference participating sponsors in an exhibition environment. The Pavilion will be open during breaks and networking sessions, when all attendees can visit your exhibit space.

SPONSOR BENEFITS

- **Company logo on EVOLVE website**
- 2 complimentary full conference passes
- Turnkey table-top exhibit space including internet, 10-amp electrical drop, monitor, and sign with company logo
- Post-event attendee list

SIGNATURE SPONSOR – \$2,500

Gain brand exposure and let EVOLVE 2011 attendees know you are a Sigma Systems' trusted partner.

SPONSOR BENEFITS

- **Company logo on EVOLVE website**
- 1 complimentary full conference pass
- Post-event attendee list

For more information on sponsorships, please contact:

Karin Mastrangelo at

karin.mastrangelo@sigma-systems.com

+1 301 938 8801

SPONSOR AGREEMENT

Yes, I agree to sponsor EVOLVE 2011 at the following level:

Sponsor Packages

- | | |
|---|-----------------|
| <input type="checkbox"/> Premium Sponsor | \$20,000 |
| <input type="checkbox"/> Keynote Speaker | |
| <input type="checkbox"/> Elite Sponsor | \$10,000 |
| <input type="checkbox"/> Welcome Reception | |
| <input type="checkbox"/> Thursday Evening Event | |
| <input type="checkbox"/> Conference Notebook | |
| <input type="checkbox"/> Pocket Guide | |
| <input type="checkbox"/> Lanyard | |
| <input type="checkbox"/> Pavilion Sponsor | \$5,000 |
| <input type="checkbox"/> Signature Sponsor | \$2,500 |
| TOTAL | \$ _____ |

Agreed and accepted for and on behalf of _____
Company Name

AUTHORIZED SIGNATURE _____
Print or Type Name: _____
Title: _____
Date: _____





COMPANY INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ ZIP/Postal Code: _____ Country: _____

Telephone: _____

URL: _____

EVENT CONTACT

Name: _____

Address: _____

City: _____ State: _____ ZIP/Postal Code: _____ Country: _____

Telephone: _____

Email Address: _____

BILLING CONTACT (if different from above)

Address: _____

City: _____ State: _____ ZIP/Postal Code: _____ Country: _____

Telephone: _____

Email Address: _____

Payment Terms: Net 30; prices listed in USD. Payment required prior to start of event. If any part of the sponsorship fee is not received by September 30, 2011, Sigma Systems reserves the right to remove company as a sponsor and cancel and rescind all sponsorship benefits and collect any nonrefundable portion.

Mail check to:

Sigma Systems Canada Inc
55 York Street, Suite 1100
Toronto, Ontario, Canada M5J 1R7

Wire transfer:

USD a/c # 02874 003 4009494
Royal Bank of Canada
North York/North Toronto
Business Banking Centre
5001 Yonge Street, 2nd Floor
Toronto, Ontario, Canada M2N 6P6
Swift Code: ROYCCAT2

Cancellation: Should Sigma Systems cancel EVOLVE 2011, written notice of cancellation will be sent to all sponsoring companies. Sponsorship fees will be reimbursed to sponsoring companies within 30 days of written notice of cancellation.

Sponsor Cancellation: Should the sponsoring company cancel their sponsorship of EVOLVE 2011, written notice of cancellation is required. For any cancellation before July 1, 2011, 50% of the sponsorship fee is nonrefundable. Cancellation after September 1, 2011, 100% of the fee is non refundable. The sponsoring company will be removed as a sponsor of the conference and all benefits of sponsorship will be immediately canceled and rescinded.

Email signed agreement to karin.mastrangelo@sigma-systems.com or fax to +1 416 365 9227



SIGMA SYSTEMS
NEW SERVICES | DELIVERED.