



## Innovation Showcase at the 2013 MIT Sloan CIO Symposium

Looking to engage and connect with global IT leaders and decision makers who purchase over \$5 billion in IT resources annually?

**Look no further than MIT.**

The MIT Sloan CIO Symposium is a community of CEOs, CIOs and senior IT executives who connect with academic thought leaders, their practicing peers and IT partners in an annual one-day conference, held on the MIT campus, as well as through online conversations and educational webcasts. These CIOs and other senior business executives from around the world gather to explore how leading-edge academic research and innovative technologies can help address the practical challenges faced in today's volatile business environment and economy.

At the Innovation Showcase, attendees will be able to:

- **Engage with some of the most creative minds in the enterprise IT space.**
- **Stay in touch with state-of-the-art thinking on IT solutions.**
- **Network in a relaxing atmosphere with other leading IT executives.**

### A HIGH-LEVEL EXPERIENCE

Now in our tenth year, the MIT Sloan CIO Symposium provides a networking and knowledge-rich experience for sponsors and attendees. The 2012 Symposium was an unprecedented success, drawing a distinguished attendee and speaker group of CIOs and senior level decision-makers from over 250 companies. The 2013 Symposium promises to deliver even more high quality content and C-Level participation.





## WHY SENIOR EXECUTIVES ATTEND THE SYMPOSIUM

- MIT is a hotbed of innovative ideas, new technologies, business strategy and leadership education. The Symposium facilitates a spirited exchange between leading CIOs and academicians who spearhead these activities.
- The elite group of technology and business leaders who gather for this event together have thousands of years of experience leading the IT strategy and technology vision of major companies. The Symposium enables these leaders to learn from each other and make connections that help them do their jobs better.
- The Symposium capitalizes on recent academic research and showcases innovations, bringing together in a single day an unprecedented level and range of insight that helps CIOs and other business leaders work smarter.

## MIT CONNECTIONS DRAW LEADERS TO THE SYMPOSIUM

The MIT Sloan CIO Symposium is presented by the MIT Sloan Alumni Club, the MIT Center for Digital Business (CDB), and the Society for Information Management (SIM). Outreach through standards organizations, international collaborations, senior business executive associations, alumni from major business and technology graduate programs, and web-based communities draws leaders to the event.

## PRESTIGIOUS CIO INNOVATION AWARD

Growing interest in the Symposium's elite gathering of technology, business, and academic leaders has drawn attention to the CIO Innovation Award, which honors CIOs who lead their enterprise to deliver business value based on technology and business process innovation. Information on nominating your clients for this year's Award is available at [www.mitcio.com/award/](http://www.mitcio.com/award/).

## EXTENSIVE PRESS COVERAGE

More than 25 press attendees, including representatives from The New York Times, Financial Times, The Wall Street Journal, Dow Jones, CIO Magazine, Information Week, CFO Magazine, Network World, IDG News Service, Technology Review, People's Daily (China), and eWeek, covered the 2010 MIT Sloan CIO Symposium. More than 60 stories ran in the weeks and months following the event and the Symposium's PR firm arranged for a dozen sponsor interviews during the event.



# THE SYMPOSIUM DRAWS BIG ATTENTION. SO GRAB SOME FOR YOURSELF.

The MIT Sloan CIO Symposium is significant because:

- **MIT Sloan leads in collaboration.**  
The Symposium brings together the pragmatism of industry with leading-edge academic research. Leading researchers and successful business leaders offer the best thinking on topics of the day.
- **MIT Sloan Leads in innovation.**  
This Symposium explores how new forms of computing fuel innovation and how they can be applied in real-world business settings.
- **MIT Sloan leads in building IT community.**  
The event offers CIOs the opportunity to start connecting now with other senior IT executives, then meet at the Symposium and continue learning from each other afterwards.

Put yourself front and center with an experienced audience of CIOs, VPs and thought leaders. Your company can have a voice in panels discussing topics of vital concern to these high-caliber, qualified, decision makers.

The webcasts and podcasts of each session, some of them live from the event, reach a potential audience in the millions.

In the months leading up to the Symposium your affiliation will reach more than 25,000 business executives and decision makers.

## SPONSORSHIP OPTIONS

The MIT CIO Symposium offers a unique sponsorship opportunity for the Innovation Showcase.

Our Innovation Showcase sponsorship provides a significant networking opportunity with speakers and other VIPs in a relaxed and interesting environment during the Showcase. You will be recognized at the event, and in pre- and post-event correspondence as a leader and supporter of innovation and innovative companies.

<b>Event presence</b>	<b>\$6,000</b>
Your banner(s) will be prominently displayed in the Showcase venue	1
Complimentary Symposium tickets	2
Discounted Tickets (50% discount)	25
Event program: Your logo in the program guide. The guide is distributed to all the attendees and is the primary onsite piece used to plan schedules.	1/2 page
Web logo: Your logo will be displayed on website (www.mitcio.com)	●
Distribution of sponsor marketing material: ● = at check-in: Your company promotion or collateral delivered to all attendees. Provide collateral piece(s) and a promotional item in the carry-bag distributed at registration (needs to be shipped in advance) ○ = at venue: Your company promotion or collateral placed in a central table for attendees to browse.	●
Pre-event dinner tickets: This exclusive dinner brings together speakers, selected CIOs, sponsors and organizers.	1
Table in the Innovation Showcase, Access to post on MIT CIO Blog	●



# SAMPLE OF PREVIOUS ATTENDING ORGANIZATIONS, SPEAKERS AND PANELISTS

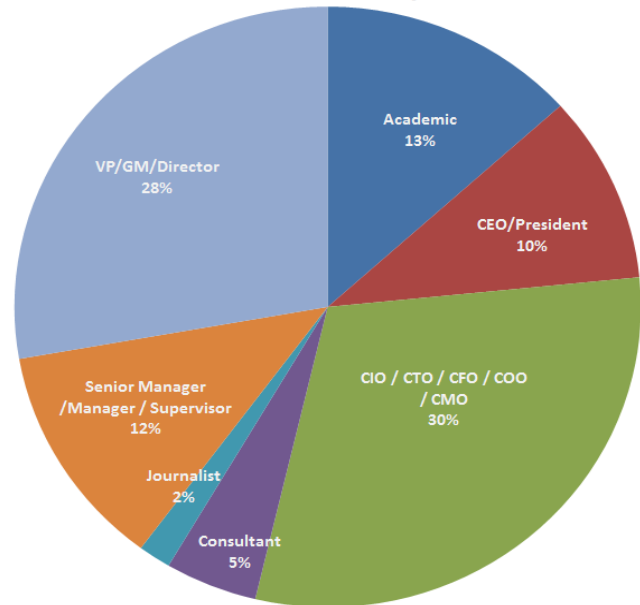
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Bayer Pharmaceuticals Corp.  
BJ's Wholesale Club  
Bose Corporation  
Boston Consulting Group  
BT Group  
Chubb Specialty Insurance  
COX  
Dell Inc.  
Draper Laboratory  
Dunkin' Brands  
EMC Corp.  
ESPN  
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Ford Foundation  
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Haemonetics Corp.  
Hewlett-Packard Company  
Hitachi Consulting  
Hyperion  
Intel Corporation  
ISGN  
Iron Mountain  
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Microsoft Corporation  
Millennium Pharmaceuticals  
Monitor Group  
Monster Worldwide  
NASCAR  
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Red Hat  
RSA Security  
SAP  
Staples Inc.  
State Street Financial Center  
Symantec Corporation  
The Boston Red Sox  
The Procter & Gamble Company,  
and more...

Dave Girouard, VP & GM, Google Enterprise  
Ron Markezich, Corporate VP, Microsoft Online  
Stephen F. Schuckenbrock, President-Large Enterprise, Dell Inc.  
Bob Brennan, President and CEO, Iron Mountain  
Sir Tim Berners-Lee, Inventor of the World Wide Web  
JP Rangaswami, CIO, Global Services, BT  
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Rick Broughton, Director, IT Strategy, Dunkin' Brands  
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Gary Fromer, SVP, SAP Managed Services  
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Donna Slyster, SVP & CIO, CHEP  
Damian Smith, Managing VP, Hitachi Consulting  
Lorraine Spadaro, VP of Technology & eBusiness, TD Banknorth Garden  
Brian Stevens, CTO, Red Hat  
Bob Suh, Chief Technology Strategist, Accenture  
Gerard Wilson, CIO, RSA Security  
Ken Theis, Director, Michigan Department of Information Technology

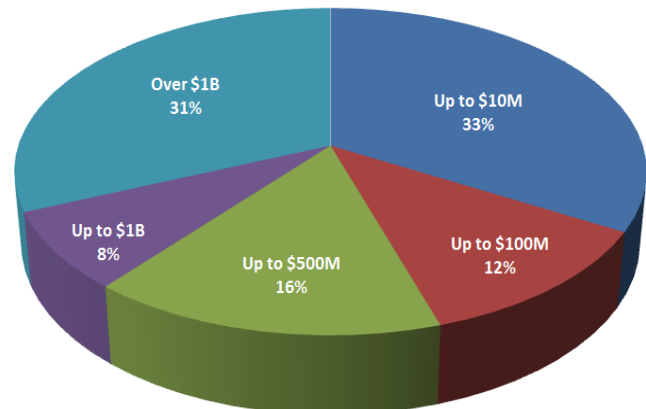


# SAMPLE OF PREVIOUS ATTENDEE DEMOGRAPHICS

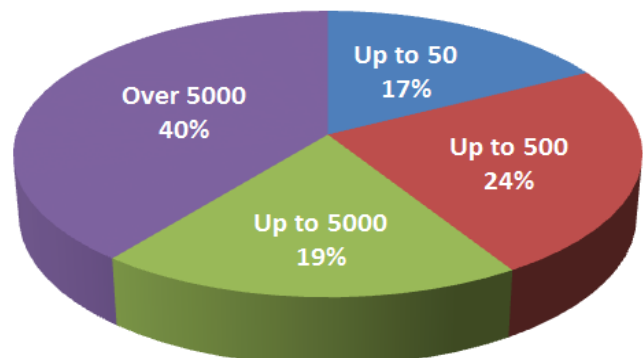
2012 MIT Sloan CIO Symposium  
Attendee Distribution  
By Title



2012 MIT Sloan CIO Symposium  
Annual Revenue of Attendee  
Organizations



2012 MIT Sloan CIO Symposium  
Total Employees by Attendee Organization



## Draft 2013 Agenda

7:30	Registration and Continental Breakfast
8:30	Welcome remarks
8:45	CEO Keynote Panel
9:45	Academic Keynote Panel
10:45	Coffee/Networking Break
11:15	CIO Keynote Panel
12:30	Lunch + Lunch Keynotes
1:45	<ul style="list-style-type: none"> <li>Breakout Session A</li> <li>Breakout Session B</li> </ul>
2:45	Coffee/Networking Break
3:15	<ul style="list-style-type: none"> <li>Breakout Session C</li> <li>Breakout Session D</li> </ul>
4:30	Afternoon Keynote Panel
5:30-7:00	Reception, Innovation Showcase & Networking



# MIT Sloan CIO Symposium Sponsor Agreement – Part A

Company Name:

Sponsorship Package: ☐ \$6,000

Payment Method: ☐ I will pay by check

Please make checks payable to:  
"MIT Sloan Alumni Club of Boston, Inc."  
Kurth Association Services  
21 Hawthorne Street  
Watertown, MA 02472

☐ Invoice my company

Billing Contact Name:

Billing Contact Email:

Address:

City, State, Zip Code

P.O. # (if required)

☐ Please send your W9 form to my **Primary Company Contact** for my records.

**Payment Terms:** This contract is exclusively between the MIT Sloan Alumni Club of Boston and the Company listed in Part A above. Sponsorship is not confirmed until payment is made in full. Payment is due within 15 days of application acceptance. For applications submitted within 30 days of the event, full payment is due at time of application. All sponsorships must be paid in full prior to the event.

**Cancellation Policy:** For cancellations received on or before February 15, 2013, 50% of the total sponsorship package fees will be charged. For cancellations received after February 15, 2013, 100% of the total a package fees will be charged.

In the event of fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which the MIT CIO Symposium organizers (the organizers) have no control, or should the organizers decide that because of any such cause it is necessary to cancel, postpone or re-site the event, or reduce the installation time, show time, or move-out time, the organizers shall not be liable to indemnify or reimburse sponsors in respect of any damage or loss, direct or indirect arising as result thereof. Furthermore, there will be no refund or cancellation of any fees paid or due. The organizers reserve the right to change the symposium content as deemed necessary. If this application/ contract is accepted by the organizers, we agree to be bound by the terms and conditions above. The signer is fully authorized to commit his/her company to all terms and conditions of this contract. An unsigned contract will not be processed.



# MIT Sloan CIO Symposium Sponsor Agreement – Part B

## Primary Company Contact Information:

Name:

Phone:

Email:

## Primary Logistics Contact Information:

Name:

Phone:

Email:

## Sponsorship Agreement:

I agree to the Payment Terms and Cancellation Policy.

Name:

Signature:

Company:

Date:

Please sign and fax your completed application, Part A and Part B, to: 1-(772) 618-7534  
or send to: MIT Sloan Alumni Club of Boston, c/o Kurth Association Services, 21 Hawthorne Street, Watertown, MA 02472

For further questions or inquiries, please contact:

Kathleen Tetrault-Event Chair-MIT Sloan CIO Symposium-1 571 329 5215 or David Verrill-Director-MIT Center for Digital Business 1 617 452 3216  
Email: [sponsorship@mitcio.com](mailto:sponsorship@mitcio.com)

The MIT Sloan CIO Symposium is part of the MIT Sloan Alumni Club of Boston's CXO event series which includes the "CFO Summit", and "Carer Series". Sponsorship of the MIT CIO Symposium enables companies to become part of this event and market to the Sloan Club and other affinity groups with their extensive network of technology senior decision makers. We look forward to your participation.