“CIO Solutions Gallery”

Sponsorship Information
The “CIO Solutions Gallery” is a unique national program for high-end technology executives and their leadership peers.

Its recognized hallmark is its creation of a collaborative engagement environment among its three (3) active program components:

- **Top tier corporate technology leaders,**
- **Strategically important technology product/service providers, and**
- **Select named universities.**

Unlike more the traditional events, this widely acclaimed program is specifically designed to leverage insights, knowledge and experience across all three of these components in a way that provides mutual benefits to all involved.
The Program Uniqueness...

The “CIO Solutions Gallery” is the only nationally known senior IT leadership program available today that is organized around “peer learning”, and it has been specifically created to:

a) Actively engage all participants and sponsoring providers in open issue-based/problem-solving discussions on identified themes of common interest,

b) Showcase those companies that have become leading pioneers in developing exemplary responses to the issues being discussed, and

c) Collaboratively build a trusted relationship-developing “shared space” for all involved.
A Broad Audience…

Co-founded by the internationally acclaimed IT futurist, Thornton May, this peer-to-peer program provides a highly curated base of senior IT leaders, typically ranging from 70 - 100+ executives per session.

Hosted nationally through select universities, since its inception in 2003 program components have visited nearly twenty cities across the country, some of which include:

- Columbus OH
- Boston MA
- Miami FL
- Chicago IL
- Lexington KY
- St. Paul MN
- Washington, D.C.
- Philadelphia PA
- Dallas TX
- San Francisco CA
- Louisville KY
- Phoenix AZ
- New York City
- Jacksonville FL
- Houston TX
- Los Angeles CA
- Detroit MI
- St. Louis MO
Several universities continue to host multiple sessions per year.

- The Ohio State University
  Columbus OH
  - March 6, 2014
  - May 21, 2014
  - August 12, 2014
  - September 3-4, 2014
  - December 9, 2014

- The University of Kentucky
  Lexington KY
  - March 11, 2014
  - May 20, 2014
  - September 2, 2014
  - December 2, 2014

- Florida State College
  Jacksonville FL
  - February 3-4, 2014
  - April 30 - May 1, 2014

- Olin College of Engineering
  Needham MA
  - April 21-22, 2014
  - October 6-7, 2014

Other universities are also under consideration for recurring sessions. To date IT leaders from over 300 companies across multiple industry verticals have attended sessions at The Ohio State University location alone.
These are highly interactive events. Formats can vary, yet most are typically performed in a four-step manner:

1) **Opening presentation** by the program co-founder, **Thornton May**, introducing the theme and its associated related context,

2) **Keynote presentations** by noted IT luminaries further outlining personal perspectives regarding the theme, as well as related issues they now face,

3) **Follow-on presentations by participating “Presenting Level”, “Program Level” and/or “Gold Level” sponsors**, each outlining for the executives their own perspectives on the topic(s) and how they are (or would be) addressing the issue(s) presented, and

4) **Concluding discussion led by Mr. May**, intended to derive from the attending participants **subsequent action steps** based upon the presentations or specific issues raised.
The Value To Sponsors….

1. Active engagement in direct “trusted conversations” with senior IT leaders in a uniquely personalized environment.

2. Better first-hand understanding of the actual expressed needs of your customers, leading to improved sponsor marketing initiatives.

3. Expanded direct opportunities to showcase the sponsor’s own industry thought leadership and solution portfolio.

4. Improved longer term value-focused customer relationships, yielding improved customer loyalty and sustained selling outcomes.

5. Improved profitability opportunities related to the very economical sponsorship investment.

6. Variety of sponsorship options and program involvement choices.
Sponsorship Contributions Vary By Location.

The Following Example Is For The Ohio State University, Which Is The Program HQ Site.

Specific Options At Other Locations Can Be Provided Upon Request.
** Sponsorship Options **

The Annual **Full Day** “CIO Solutions Gallery” Showcase Event
(including preceding day **Keynote Dinner**)

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Sponsor Type</th>
<th>Which Includes:</th>
<th>Sponsor’s Level of Program Design</th>
<th>Sponsor Seats Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Sponsor</td>
<td><strong>Exclusive</strong></td>
<td>1 CIO Solution Gallery (with free Non-Exclusive invitation to any 2 other 2014 events)</td>
<td><strong>Exclusive</strong> (w/ Multiple Speaking Opportunities)</td>
<td>5</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>Non-Exclusive (Up to Four Allowed)</td>
<td>1 CIO Solutions Gallery</td>
<td>Direct (with Showcased Speaking Opportunity)</td>
<td>4</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>Non-Exclusive (Up To Three Allowed)</td>
<td>1 CIO Solutions Gallery</td>
<td>Indirect</td>
<td>3</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>Non-Exclusive (Up To Three Allowed)</td>
<td>1 CIO Solutions Gallery</td>
<td>Indirect</td>
<td>2</td>
</tr>
</tbody>
</table>
** Sponsorship Options **

The “CIO Breakfast Gallery” All-Morning Event (Three Per Year)

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Sponsor Type (Exclusive or Non-Exclusive)</th>
<th>Which Includes:</th>
<th>Sponsor's Level of Program Design</th>
<th>Sponsor Seats Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>Exclusive</td>
<td><em>All Three</em> “CIO Breakfast Gallery” Events</td>
<td><em>Exclusive (w/ Multiple Speaking Opportunities)</em></td>
<td>5</td>
</tr>
<tr>
<td>Program Sponsor</td>
<td>Non-Exclusive (Up To Three Allowed)</td>
<td><em>All Three</em> “CIO Breakfast Gallery” Events If Annual Option Is Chosen</td>
<td>Leading (w/ Single Speaking Opportunity)</td>
<td>4</td>
</tr>
<tr>
<td>Session Sponsor</td>
<td>Non-Exclusive (Up To Four Allowed)</td>
<td><em>All Three</em> “CIO Breakfast Gallery” Events If Annual Option Is Chosen</td>
<td>Indirect</td>
<td>3</td>
</tr>
</tbody>
</table>
** Sponsorship Options **

The “CIO Practicum” Dinner Event
(One Per Year)

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Sponsor Type (Exclusive or Non-Exclusive)</th>
<th>Which Includes:</th>
<th>Sponsor's Level of Program Design</th>
<th>Sponsor Seats Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>Exclusive</td>
<td>One CIO Practicum</td>
<td>Exclusive (w/ Showcased Speaking Opportunity)</td>
<td>5</td>
</tr>
<tr>
<td>Session Sponsor</td>
<td>Non-Exclusive (Up To Six Allowed)</td>
<td>One CIO Practicum</td>
<td>Indirect</td>
<td>2</td>
</tr>
</tbody>
</table>

For **Exclusive Sponsorship At All 2014 Program Events**

| Presenting Sponsor     | Exclusive                                 | 1 CIO Solutions Gallery - Plus - All Other 2014 Events | Exclusive (w/ Multiple Speaking Opportunities) | 5 and 4 |
Contacts....

Mr. Thornton A. May  
(Co-Founder)  
thorntonamay@aol.com  
Cell: (207) 229-7930

Mr. Bruce C. Barnes  
(Co-Founder)  
bbarnes@bold-vision.com  
Cell: (614) 595-4404

Ms. Michelle M. Norris  
(Program Director)  
norris.83@osu.edu  
Office: (614) 292-8574