

Lyra Pre-Expo event Sponsorship Package for World Expo 2007

Supplies-Side Economics: What Inexpensive OEM Cartridges Mean to You
August 21, 2007

Mandalay Bay Hotel

10 a.m.- 5:30 p.m. (time not confirmed)

Overall Event Sponsor (1)

\$15,000

This high-profile sponsorship puts your company front and center at this event. As the overall event sponsor, your logo will be prominently featured (larger than all other sponsor logos) in all event marketing collateral. The overall event sponsor will enjoy the following benefits:

- ✓ Four complimentary attendee passes valued at \$1,600
- ✓ Welcome remarks (no longer than 5 minutes) from the podium at the start of the event
- ✓ Acknowledgement in printed brochure inserted in the May through August issues of Recharger magazine (circulation 5,700) as well as mailed separately two times to a list of 11,000 contacts
- ✓ Acknowledgement in a series of 5 postcard mailers (2 mail to 11,000 names, and the remaining 3 mail to 6,000 U.S. only names)
- ✓ Prominent acknowledgement in the general session (several mentions)
- ✓ One full page, four-color ad in the conference binder with preferred placement
- ✓ Prominent acknowledgement on all official event signs
- ✓ Sponsor recognition in 2 full-page ads in *The Hard Copy Supplies Journal*
- ✓ Prominent acknowledgement in all email marketing for the event from Recharger Magazine (to a list of 23,000) and Lyra Research
- ✓ One-time use of the event attendee list for promotional mailing.

Conference Binder Sponsor (1)

\$12,500 value

This is a unique opportunity for a company who wants to showcase its ink or toner print quality. The conference binder sponsor will be able to showcase its logo on the binder cover. Conference attendees reference their binders throughout the year following the event and your logo will be clearly visible on the cover. There will be a special page in the binder dedicated to the “production technology” where the sponsor can explain the technology behind the ink or toner used, as well as hardware and media. In lieu of payment, the conference binder sponsor will be required to source and produce the binders, including cover and spine, as well as all inside pages and ship them to the event. Lyra will work out a schedule for the production of the binders with the sponsor. Sponsor benefits include:

- ✓ Four complimentary attendee passes valued at \$1,600.
- ✓ Acknowledgement in printed brochure inserted in the May through August issues of Recharger magazine (circulation 5,700) as well as mailed separately two times to a list of 11,000 contacts
- ✓ Acknowledgement in a series of 5 postcard mailers (2 mail to 11,000 names, and the remaining 3 mail to 6,000 U.S. only names)

- ✓ Acknowledgement at the start and end of the conference general sessions including a slide with your company's logo
- ✓ One full-page four-color advertisement in the conference binder
- ✓ Additional full-page description of the technology/products used to print the binder.
- ✓ Acknowledgement in all email marketing for the event from Recharger Magazine (to a list of 23,000) and Lyra Research
- ✓ One-time use of the event attendee list for promotional mailing.

Reception Sponsor (1)

\$7,500

After a long day of presentations and networking, your company can sponsor the cocktail reception where attendees can enjoy drinks and hors-d'oeuvres, unwind, and relax before World Expo begins the following day. Sponsor benefits include:

- ✓ Three complimentary attendee passes (valued at \$1,200)
- ✓ Welcome remarks (no longer than 5 minutes) from the floor at the start of the reception
- ✓ Acknowledgement in printed brochure inserted in the May through August issues of Recharger magazine (circulation 5,700) as well as mailed separately two times to a list of 11,000 contacts
- ✓ Acknowledgement in a series of 5 postcard mailers (2 mail to 11,000 names, and the remaining 3 mail to 6,000 U.S. only names)
- ✓ Acknowledgement in the general session just prior to the reception including a slide with your company's logo
- ✓ One full page, four-color ad in the conference binder
- ✓ Acknowledgement on event signage for the reception
- ✓ Sponsor recognition in 2 full-page ads in *The Hard Copy Supplies Journal*
- ✓ Acknowledgement in all email marketing for the event from Recharger Magazine (to a list of 23,000) and Lyra Research
- ✓ One-time use of the event attendee list for promotional mailing.
- ✓ Sponsorship (with link) in E-charger emails dedicated to this event

Luncheon Sponsor (1)

\$5,000

As attendees meet for lunch, networking, and to debrief the morning's presentations, your company will be recognized at a luncheon served to all attendees. The luncheon sponsor enjoys numerous top-tier benefits of sponsorship at the event with an excellent package of pre-conference and event marketing.

- ✓ Two complimentary attendee passes (valued at \$800)
- ✓ Welcome remarks (no longer than 5 minutes) at the luncheon
- ✓ Acknowledgement in printed brochure inserted in the May through August issues of Recharger magazine (circulation 5,700) as well as mailed separately two times to a list of 11,000 contacts

- ✓ Acknowledgement in a series of 5 postcard mailers (2 mail to 11,000 names, and the remaining 3 mail to 6,000 U.S. only names)
- ✓ Acknowledgement in the general session just before lunch including a slide showing your company logo
- ✓ One full page, four-color ad in the conference binder
- ✓ Sponsorship acknowledgement on lunch event sign
- ✓ Sponsor recognition in 2 full-page ads in *The Hard Copy Supplies Journal*
- ✓ One-time use of the event attendee list for promotional mailing.
- ✓ Acknowledgement in all email marketing for the event from Recharger Magazine (to a list of about 23,000 names) and Lyra Research

Tote Bag Sponsor (1)

\$3,500

The tote bag sponsorship offers a high-profile place to display your company's logo at the event. The tote bags will be used to hand out the binders at the beginning of the event. Those attendees who might walk the show floor later on during the week could give your company additional exposure throughout World Expo. Sponsor benefits include:

- ✓ One complimentary attendee pass to the conference (\$400 value)
- ✓ Acknowledgement in printed brochure inserted in the May through August issues of Recharger magazine (circulation 5,700) as well as mailed separately two times to a list of 11,000 contacts
- ✓ Acknowledgement of sponsorship at the beginning of the general session
- ✓ Your company's logo screened onto a canvas tote bag
- ✓ One-page four-color ad in the conference binder
- ✓ Acknowledgement in a series of 5 postcard mailers (2 mail to 11,000 names, and the remaining 3 mail to 6,000 U.S. only names)
- ✓ Sponsor recognition in 2 full-page ads in *The Hard Copy Supplies Journal*
- ✓ Acknowledgement in all email marketing for the event from Recharger Magazine (to a list of about 23,000 names) and Lyra Research

Break Sponsor (2)

\$2,500 each

Sponsor the morning coffee break or the afternoon refreshment break and get your logo in front of attendees while they take a break from the presentations. Enjoy the benefits of sponsorship with this value-priced opportunity. Select either the morning or afternoon break. Sponsor benefits include:

- ✓ One complimentary attendee pass to the conference (\$400 value)
- ✓ Acknowledgement in printed brochure inserted in the May through August issues of Recharger magazine (circulation 5,700) as well as mailed separately two times to a list of 11,000 contacts
- ✓ Acknowledgement in the general session just before the break
- ✓ Sponsorship acknowledgement on break signage
- ✓ One-page four-color ad in the conference binder
- ✓ Acknowledgement in a series of 5 postcard mailers (2 mail to 11,000 names, and the remaining 3 mail to 6,000 U.S. only names)
- ✓ Sponsor recognition in 2 full-page ads in *The Hard Copy Supplies Journal*
- ✓ Acknowledgement in all email marketing for the event from Recharger Magazine (to a list of about 23,000 names) and Lyra Research

Lyra On-Floor Sponsorship Package for World Expo 2007

Five Things Every Aftermarket Vendor Needs To Know

August 23, 2007

Mandalay Bay Hotel

4 p.m.- 5:30 p.m.

Exclusive Show-Floor Event Sponsor (1)

\$9,500

Lyra and Recharger Magazine will co-host a presentation and reception event during World Expo on Thursday, August 23 from 4pm (when the show floor closes) until 5:30 pm. The presentation, called *Five Things Every Aftermarket Vendor Needs To Know* will focus on new technologies, lawsuits, OEM pricing strategies and more, and will last from 4:00 to 4:45. For the remaining 45 minutes, attendees can ask questions of Lyra's analysts and network with their colleagues over cocktails and light hors d'oeuvres. This is a great opportunity for booth-weary attendees to learn about what's happening in the industry and locate and network with folks they haven't seen on the show floor. In addition, this will be Jim Forrest's last year with Lyra before he retires, so there will be opportunities for folks to share their favorite Jim stories and anecdotes.

Sponsor benefits include:

- ✓ Sponsor logo in Recharger's printed brochure advertising the event included in the May-August issues of Recharger Magazine (circulation of 5,600) as well as mailed twice to a list of 11,000 supplies-industry colleagues.
- ✓ Sponsor logo (along with Lyra and Recharger) on all signage for this event.
- ✓ Welcome remarks (no more than 5 minutes)
- ✓ Sponsor recognition in 2 full-page ads in the *Hard Copy Supplies Journal*
- ✓ Exposure to the entire World Expo audience through an invitation and information disseminated about this at the show, all with your company's logo

White Paper Sponsor (1)

\$9,500

Lyra will distribute a white paper to all attendees at World Expo in their welcome kits. The white paper will provide a written report covering *Five Things Every Aftermarket Vendor Needs to Know*. The white paper will be printed and distributed to all attendees in their welcome kits, with your company's logo prominently displayed as the sponsor. Attendees will read these white papers in their booths and also pass them around when they return to their offices. The sponsor will also have the ability to post a PDF of the white paper on their Web site after the show for free download.

Sponsorship & Exhibiting Costs

Platinum Tier

Overall Event Sponsor	\$15,000
Conference Binder Sponsor	\$12,500
Reception Sponsor	\$7,500

Gold Tier

Luncheon Sponsor	\$5,000
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Silver Tier

Break Sponsors (2: a.m. and p.m.)	\$ 2,500
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Specialty Sponsorships

Tote Bag Sponsor	\$3,500
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On-Floor Sponsorships:

\$9,500

Exclusive Show-Floor Event Sponsor

\$9,500

White Paper Sponsor

Please note:

1. Sponsors are encouraged to sign on as early as possible. Fulfillment of benefits described herein is subject to *Supplies-Side Economics* marketing schedules (e.g., sponsors signing on after mailer material goes to print may not be included in the mailer, etc.).
2. Costs for specialty sponsorships' related tangibles are included in prices listed above, unless otherwise indicated.

Tailored Custom Packages Available

Lyra Research has significantly expanded its sponsorship options at Recharger's World Expo. Sponsor companies may still opt however, to develop a custom sponsorship package to promote their company, product or press event in a special way.

If you would like to discuss a custom sponsorship idea, please call or email Sandy Tobin: +1-617-454-2612, stobin@lyra.com.

Or, fax the following application form with "Custom Package—Contact Me!" checked off.



The 2007 Lyra Event at World Expo
*Supplies-Side Economics: What Inexpensive OEM Cartridges
Mean to You*
August 21, 2007
Mandalay Bay Hotel
Las Vegas, Nevada

SPONSORSHIP CONTRACT

Please complete the following **two pages** and fax to (cover sheet not required):

To: Sandy Tobin

Fax: +1-617-454-2601

Email: stobin@lyra.com

Voice: +1-617-454-2612

Upon receipt and acceptance of this application, a confirmation of your sponsorship benefits will be sent to you.

My company would like to select the following LYRA'S WORLD EXPO EVENT sponsorship(s):

Platinum Tier

- | | |
|--|----------|
| <input type="checkbox"/> Overall Event Sponsor | \$15,000 |
| <input type="checkbox"/> Conference Program Binder & Event Signage Sponsor | \$12,500 |
| <input type="checkbox"/> Evening Reception Sponsor | \$7,500 |

Gold Tier

- | | |
|---|---------|
| <input type="checkbox"/> Luncheon Sponsor | \$5,000 |
|---|---------|

Silver Tier

- | | |
|---|---------|
| <input type="checkbox"/> Break Sponsors | \$2,500 |
| <input type="checkbox"/> Tues. a.m. | |
| <input type="checkbox"/> Tues. p.m. | |

Specialty Sponsorships

- | | |
|---|---------|
| <input type="checkbox"/> Conference Tote Bag Sponsors | \$3,500 |
|---|---------|

On-Floor Sponsorships

- | | |
|--|---------|
| <input type="checkbox"/> On-Floor Presentation | \$9,500 |
| <input type="checkbox"/> White Paper | \$9,500 |

Custom Package—contact me!

Cancellation Policy: This agreement will bind the applicant and Lyra Research and there shall be NO RIGHT OF TERMINATION if sponsorship privileges have been activated prior to termination. If applicant cancels its sponsorship and sponsorship privileges have not yet been activated, a \$500 service charge will be invoiced to applicant. Applicant must provide a request to cancel in writing to Sandy Tobin, Lyra Research, Inc., P.O. Box 9143, Newtonville, MA 02460-9143. At its discretion, Lyra Research reserves the right to cancel this contract at any time.

Hold Harmless: The Applicant shall indemnify, defend, and hold harmless Lyra Research and its respective officers, directors, partners, agents, members, and employees from and against all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorney's fees (collectively "claims") arising out of or caused by Applicant or its members' negligence in connection with the use of the hotel facilities. Applicant shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

Terms and Payment: The Applicant accepts that the benefits of each sponsorship are limited to what is described in this sponsorship prospectus unless negotiated and noted otherwise. Should adjustments be made to the baseline package, the Applicant will be responsible for additional expenses and will be invoiced accordingly. Submitting this contract will reserve the sponsor's initial choice if available. Upon signed receipt of this contract, Lyra will process Applicant's credit card for the sponsorship amount, or will submit an invoice for the sponsorship amount, payment of which will be required in net 30 days of the date of invoice.

Sponsor Payment Information

Company Name (as you'd like it to appear on event signage and collateral): _____

Company URL (as you'd like it to appear on event signage and collateral): _____

Please email a standard company description and high-resolution logo files (EPS or TIF) to stobin@lyra.com.

Name: _____

Title: _____

Department: _____

Company: _____

Address 1: _____

Address 2: _____

City: _____

State: _____ Zip: _____

Country: _____

Telephone: _____

Fax: _____

Email address: _____

Are you the Event Primary Contact? Yes No

If *No*, please supply:

Name: _____

Email: _____

Phone: _____

Purchase Order # (optional): _____

Credit Card Number: _____ Exp. mo/yr: _____

Card Type: AMEX MASTERCARD VISA

Name on Card: _____

Title: _____ Company: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Authorization Signature: _____

Please carefully review and fax both pages to +1-617-454-2601