FEBRUARY 12-15

NEWPORT BEACH MARRIOTT HOTEL & SPA
NEWPORT BEACH, CA

› GENERATE SALES & REVENUE

› CONNECT WITH CLIENTS & PROSPECTS

› GROW BRAND AWARENESS

› BUILD STRATEGIC PARTNERSHIPS

› MARKET YOUR PRODUCTS & SERVICES

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BENEFITS OF SPONSORSHIP

WHY IS PACNET VALUABLE?

PACnet is the ticketing industry's original community conference. Last year this exclusive event brought together over ***700*** clients and partners in the college athletics, professional sports, arenas, and performing arts genres to share success stories, learn about new technologies, inspire ideas, and network for personal and professional growth. Sponsoring gives you direct access to this tight knit, valuable group of organizations.

WHAT CAN PACNET DO FOR YOU?

Becoming a sponsor positions you face-to-face with your target audience. Capitalize on an array of opportunities for networking, prospecting, and brand positioning and relationship building with decision makers from some of the nation's largest venues. Attendees at PACnet are looking for new products and solutions to complement their Paciolan system and are qualified business opportunities for your organization.

KEY SPONSOR BENEFITS

- ✓ Gain access to key decision makers who do not attend other industry conferences and are current or are prospective clients of your products and services.
- ✓ Close new business and generate leads.
- ✓ Meet face-to-face with your clients and prospects in a single convenient setting, during a time when they are evaluating business solutions.
- ✓ Generate awareness of your brand message, products and services.

ADDITIONAL BENEFITS

- ✓ Connect with an influential community.
- ✓ Build your company brand and awareness as a trusted partner.
- ✓ Network with Spectra sales and executive teams.
- ✓ Create sales leads and build new relationships with prospective customers.
- ✓ Generate new business for your solutions and services.
- ✓ PACnet is a not-for-profit event. Your sponsorship enables us to keep registration costs to a minimum, attracting more attendees, and continuing the success of the conference.

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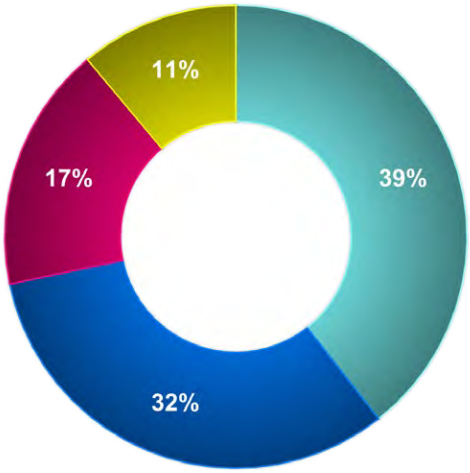
DEMOGRAPHIC BREAKDOWN

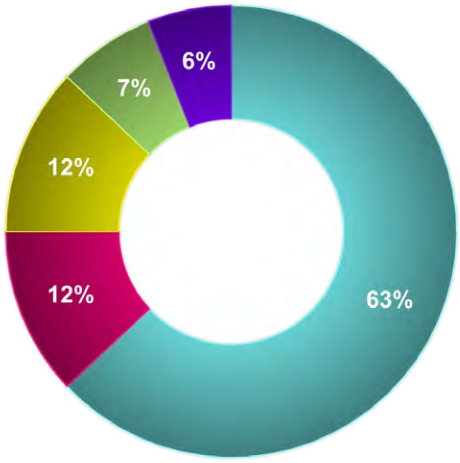


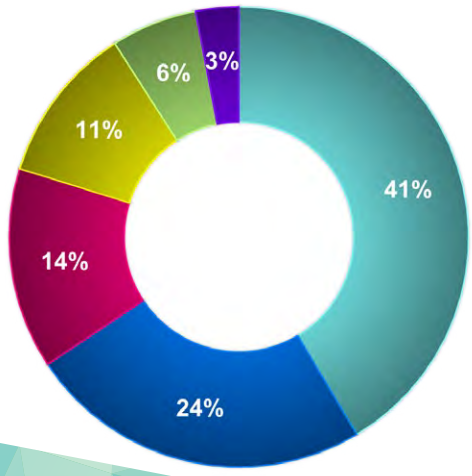
ATTENDANCE BY TITLE

- 39% - Directors
- 32% - Managers
- 17% - Senior Executives
- 11% - Specialists

ATTENDANCE BY MARKET

- 63% - College Athletics
- 12% - Arenas
- 12% - Performing Arts
- 7% - Regional Partners
- 6% - Professional Sports





ATTENDANCE BY FUNCTION

- 41% - Ticketing
- 24% - Marketing/Sales
- 14% - Executives
- 11% - Fundraising
- 6% - Operations
- 3% - Tech/IT/Accounting

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CORE MARKETS & SAMPLE ATTENDEES

	MARKETS	SAMPLE CLIENTS	SAMPLE ATTENDEE TITLES
COLLEGE ATHLETICS	Over 120 Division I Athletics Programs & Major Bowls	› University of Wisconsin › University of Southern California › Kansas State University › Clemson University › University of Mississippi	› Athletic Director › Associate Athletic Director of Fundraising › Assistant Athletic Director of Ticketing › Director of Marketing › Senior Associate Athletic Director of External Operations
PERFORMING ARTS	Over 75 Premiere Venues & University Performing Arts Organizations	› Cincinnati Arts Association › Fox Theatre Atlanta › Smith Center for the Performing Arts › Playhouse Square › Theatre Under The Stars › The Long Center for Performing Arts	› President & Executive Director › VP of Operations › VP of Marketing › Director of Ticket Services › Director of Sales & Marketing › Ticket Operations Manager
PROFESSIONAL SPORTS	Clients Representing the NHL, NBA, & MLS, Plus More	› Philadelphia Flyers › Philadelphia Sixers › Philadelphia Union › Ottawa RedBlacks › Portland Timbers	› VP of Ticket Operations › Executive Director, Ticket Operations › VP, Information Systems › Director of Fan & Ticket Services › Director of Ticket Sales
ARENAS	Over 80 Clients Representing Major Arenas & Entertainment	› XL Center › Iowa Events Center › Budweiser Gardens › Wells Fargo Center › TD Place	› General Manager › Arena Director › VP of Marketing › Director of Arena Sales & Marketing › Box Office Manager

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SPONSORSHIP PACKAGES

DETAILS	PLATINUM $27.5K	GOLD $15K	SILVER $10K	BRONZE $6K
PACNET (PACFEST) PARTY SPONSORSHIP: Feature your brand and logo throughout the PACfest Party on invitations, event banners, and handouts.	✓			
GENRE SESSION PARTICIPATION: Opportunity for your senior executive to present your value proposition for two minutes during the genre sessions for all attendees. Also includes branding and sponsorship recognition during the genre session.	✓			
PLATINUM BRANDING: Infuse your brand throughout PACnet with your logo featured prominently on all promotions, marketing materials, and pre/post-conference communications (including up to six email blasts to installed base). Includes page on PACnet website with rich content, branding and links to drive demand generation.	✓	✓		
TRACK SESSION SPONSORSHIP BY MARKET: Be the featured sponsor of your choice of market tracks on the first day of the conference. Includes branding, recognition and an opportunity for your senior executive to present in front of one Spectra's market groups during the session introduction.	✓	✓		
EXHIBIT BOOTH: Includes booth space, signage, chairs, carpet, and demo space during exhibit hours and reception events. Exhibit hall will host the opening reception, cocktail reception, breakfast, breaks, and prize drawing.	20 X 6	10 X 6	10 X 6	10 X 6
CLOSING RECEPTION: Enjoy networking with attendees, developers, and prospects at this casual event. Includes your logo on conference guide and prominent signage.	✓	✓		
MEAL SPONSORSHIP: Feature your logo via signage at all breakfast, lunch and coffee breaks.	✓	✓	✓	

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DETAILS	PLATINUM $27.5K	GOLD $15K	SILVER $10K	BRONZE $6K
PREMIUM SPONSOR EXPOSURE: Exclusively for Gold and Platinum sponsors only, you may select one of the following value-added components to increase your visibility: ✓ Drive pre-event awareness by sponsoring a sweepstakes for a free hotel room* at the Newport Beach Marriott Hotel & Spa. ✓ Internet Café sponsorship with signage throughout the conference at one of the most frequently visited areas. ✓ PACfest Casino Room: Sponsor one of the most highly coveted locations during our annual crowd-pleasing party. ✓ HACnet Golf Outing: Sponsor this pre-conference scramble. ✓ Hospitality Suites: Host clients and prospects in your own hospitality suite to help uncover new opportunities, network and close business. **Room good for three nights, single or double occupancy.*	✓	✓		
BAG INSERT: Capture the attention of conference attendees as soon as they arrive by including your company brochure, or success story insert, in the PACnet attendee welcome bag.	✓	✓	✓	
PACNET ATTENDANCE: Network with Spectra clients, sales team, executives, developers prospects and media contacts. Registration includes access to all receptions, general sessions, track sessions, and meals.	Passes (4)	Passes (4)	Passes (3)	Passes (3)
PREMIER EXHIBIT HALL SIGNAGE AND BRANDING: Highlight your brand and sponsorship level on column banners in the main hall.	✓	✓	✓	✓

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DETAILS	PLATINUM $27.5K	GOLD $15K	SILVER $10K	BRONZE $6K
PACNET WEBSITE: Company description and logo on the PACnet website, linked to your company's site. The conference website is primary source for customers to view agenda, content, and register for PACnet, and is promoted in all conference communications.	Logo + 100 word description, premier placement	Logo + 100 word description, premier placement	Logo + 100 word description, prominent placement	Logo + 100 word description, prominent placement
ONSITE CONFERENCE GUIDE: Your company logo and description included in the conference guide, distributed onsite to all attendees. This is the primary piece used by attendees to plan their conference schedules and networking opportunities.	Logo + 100 word description	Logo + 100 word description	Logo + 100 word description	Logo + 50 word description
PRE-CONFERENCE EMAILS TO THE PACNET COMMUNITY: Your logo in all pre-conference emails to Spectra customers. This plan includes up to five emails beginning in November and concluding in February.	✓	✓	✓	✓
PARTICIPATION IN THE PACNET "CHAMPION PROGRAM": Team up with an internal Spectra team member "Champion" who will assist you in achieving your PACnet goals including making introductions to internal and executive resources.	✓	✓	✓	✓
MEET MEMBERS OF THE SPECTRA TEAM: Gain access to key executives to share ideas, gain insights into the market and strengthen relationships.	✓	✓	✓	✓
PARTICIPATION IN HACNET GOLF OUTING: Network with the industry's movers and shakers while playing 18 holes of best ball. Box lunch included.	Limit four (4) person per company	Limit three (3) person per company	Limit two (2) person per company	Limit one (1) person per company

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A LA CARTE OPTIONS *(AVAILABLE FOR AN ADDITIONAL FEE)*

A LA CARTE - PRIVATE MEETING / CONFERENCE ROOMS: Leverage all of your clients / prospects being in a single location by scheduling meetings and reviews during conference break periods or after conference sessions.

A LA CARTE - VIP HOSPITALITY SUITE: Create brand awareness and build life long relationships with clients and prospects by hosting your own PACnet event. *(Time and date of event must be coordinated with PACnet team.)*

A LA CARTE - ROOM DROP TO ALL GUEST ROOMS: Your company promotion* or collateral delivered to all attendees staying in the hotel. **Promotion to be approved by Spectra.*

EXHIBITOR SCHEDULE

SUN | FEB 12	MON | FEB 13	TUES | FEB 14	WED | FEB 15
11:00 AM - 4:00 PM Booth Installation and Registration	**8:00 AM - 4:30 PM** Exhibit Hall Open	**8:00 AM - 4:00 PM** Exhibit Hall Open	**12:00 PM - 2:00 PM** Closing Reception Lunch
5:00 PM - 7:45 PM Opening Reception	**7:00 PM - 11:00 PM** PACfest Party	**5:15 PM - 7:00 PM** Cocktail Reception	
7:45 PM - 10:00 PM Pub Crawl		**7:00 PM - 9:00 PM** Booth Dismantle	

CONTACT

CRAIG RICKS
Vice President of Marketing, Spectra

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CRAIG_RICKS@COMCASTSPECTACOR.COM

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FAX TO: (949) 823-1601
ATTN: CRAIG RICKS

SPONSOR PACKAGE APPLICATION FORM

COMPANY INFO

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Website: _____

PACKAGE TYPE

- ☐ Platinum $27.5k
- ☐ Silver $10k
- ☐ Gold $15k
- ☐ Bronze $6k

ATTENDEE INFO

SAVE TIME!

Each package includes up to four attendees for PACnet. See package type for details.
Register attendees *(up to four individuals)* online.

» Register online today at http://pacnet.paciolan.com/register/

MON | FEB 13

PACFEST PARTY

All registered attendees receive complimentary access to PACnet Party.

BOOTH CONTACT

Please provide primary point of contact information if you will have a booth at PACnet:

Company: _____

Name: _____ Phone: _____

Email: _____

PLEASE MAKE CHECK PAYABLE TO: PACIOLAN.

(Please reference PACnet on the check & include a copy of your invoice with the check.)

MAIL CHECK TO: Paciolan • P.O. Box 824841 • Philadelphia, PA 19182-4841

CANCELLATION POLICY: A 50% refund will be made if written request is received prior to December 2, 2016. *No refunds will be issued after December 2, 2016.* As an Exhibitor, I agree that Spectra shall not be liable for injuries to persons or damage to property for the use of the exhibit space by Exhibitor. Exhibitor agrees to indemnify and hold harmless Spectra from and against any and all liabilities, claims and causes of action for personal injury or wrongful death by third persons and any and all claims for damage to property arising out of the use of the exhitbit space, whether or not caused by negligence of or breach of an obligation by Exhibitor. Exhibitor will reimburse Spectra for all of its costs and expenses (including reasonable attorneys' fees) incurred in connection with Spectra's defense of any such claim. The term "Exhibitor" includes his, her or its employees, agents, contractors, successors and assigns, and any person Exhibitor allows to use the exhibit space.

Signature: _____ Date: _____