INVITATION TO EXHIBIT/SPONSOR

AUGUST 8 –10, 2011

HILTON NEW YORK

NEW YORK CITY

SpeechTEK 2011

The Voice Solutions Showcase

Unparalleled Face-to-Face Networking Opportunities—SpeechTEK NY 2011

WWW.SPEECHTEK.COM

- Customer Case Studies
- Development and Deployment of Speech Applications
- Principles of Voice User Interface Design
- Security
- Analytics
- Product Demos
- Natural Language Processing
- Meeting Business Goals With Speech
- Mobile Devices
- Advanced Recognition Techniques
- Advanced Dialogue Techniques
- Voice Search Technologies
- Intelligent Agents
- Multimodal Dialogues

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Why Exhibit or Sponsor at SpeechTEK NY 2011?

Here are just a few reasons:

- Reach Prospects
- Face-to-Face Interaction
- Introduce Products
- Gather Leads
- Build Relationships
- Evaluate Competitors
- Media Attention
- Market Research

FOCUSED SOLUTIONS
The SpeechTEK Exhibit Hall is a must for anyone selling speech technology products or services. Here, exhibitors have an unmatched opportunity to brand and communicate their company's image and message, make major industry announcements, release new products and initiatives, make deals, and do business.

COST-EFFECTIVE AND TARGETED
SpeechTEK offers and affordable way to reach decision makers looking for information and to purchase solutions for their business—don't miss the opportunity to share your knowledge and expertise and get your products and services in their hands!

INDUSTRY-SPECIFIC PROMOTION
SpeechTEK is backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media and web advertising; association partnerships; and a compelling PR campaign. With this level of promotion and the combination of world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face to face with customers and integrators of speech technologies.

What Decision Makers Are Thinking ...

89% say trade shows keep them up-to-date on trends and developments in their industry.

88% say trade shows save them time by bringing many vendors under one roof at the same time.

86% say that trade shows help their company make buying decisions.

84% say trade shows provide the opportunity to discuss problems and ideas with other professionals in the industry.

83% say that trade shows allow them to be very productive in a concentrated amount of time.

62% say that trade shows save them money by bringing many vendors under one roof at the same time.

–Center for Exhibition Industry Research

Did you know?

88% of attendees have not been seen by a member of your company's sales staff in the preceding 12 months.

Seven out of 10 attendees plan to buy one or more products.

76% asked for quotes and 26% signed purchase orders.

72% of show visitors say the show influenced their buying decision.

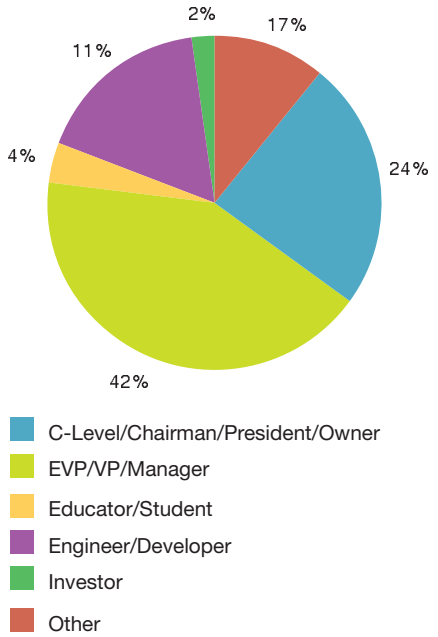
87% of attendees will share some of the information obtained in the exhibit hall.

58% attend only the show in which YOU are exhibiting.

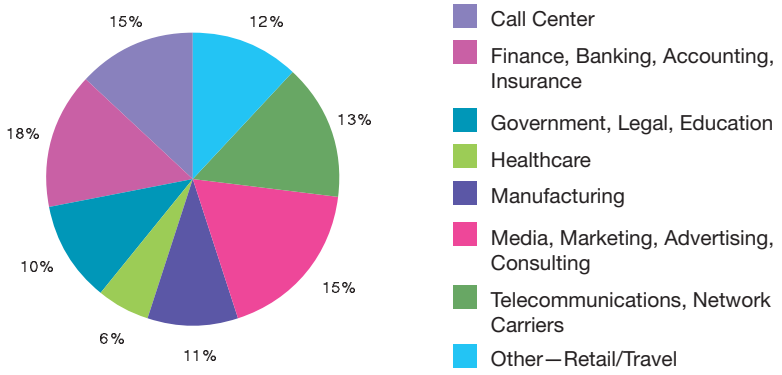
It costs 22% less to contact a potential buyer at a show than it does through traditional field sales calls.

–Center for Exhibition Industry Research

Attendees by Job Description



Attendees by Business Activity



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GOLD SPONSOR $35,000

- Lead-generating white paper posting for the months of July and August.
- Dedicated webpage for each sponsor located on www.speechtek.com that will include your speaking sessions, workshop, any links to webcasts or podcasts from their site, the Annual Reference Guide profile and any web events coming up or posted for them, and the articles mentioned in the query.
- Looping PowerPoint slide prior to keynote and all general sessions reflecting your company as a Gold Sponsor.
- 1 stand-alone HTML electronic blast to all SpeechTEK attendees.
- 10 Conference passes.
- 2-time usage of attendee mailing list through a third-party mailing house of your choice.
- Attendee bag insert of your choosing. Sponsor must provide insert.
- Full-page 4-color ad in both the Advanced Program* and On-site Show Directory *(*in advanced program if contracted before March 15, 2011).*
- 2 guaranteed general session speaking opportunities *(if contracted by January 15, 2011).*
- Unlimited VIP passes.
- 15% discount off additional SpeechTEK purchases excluding web events.
- On-site signage reflecting your company as a Gold Event Sponsor.
- Premium positioned logos on www.speechtek.com.

Booth Pricing:
$4,500 per each 8'x10' space

BOOTH INCLUDES:

- **Pipe and drape**
- **6' draped table**
- **two chairs**
- **wastebasket**
- **lead retrieval machine**
- **one time pre-show booth cleaning,**
- **one 7" x 44" identification sign**
- **online profile**
- **Final Program profile**
- **unlimited VIP passes that include a 25% discount off any conference pass for your customers, 50% discount off any conference pass for employees**

SILVER SPONSOR $30,000

- Lead-generating white paper posting for the month of August.
- Dedicated webpage for each sponsor located on www.speechtek.com that will include your speaking sessions, workshop, any links they have to webcasts or podcasts from their site, any web events coming up or posted for them, and the articles mentioned in the query.
- Looping PowerPoint slide prior to keynote and all general sessions reflecting your company as a Silver Sponsor.
- 5 Conference Passes.
- 2-time usage of attendee mailing list through a third-party mailing house of your choice.
- Attendee bag insert of your choosing. Sponsor must provide insert.
- 1/2-page 4-color ad in both the Advanced Program* and On-site Show Directory. *(*in advanced program if contracted before March 15, 2011).*
- Guaranteed general session speaking opportunities *(if contracted by January 15, 2011).*
- Unlimited VIP passes.
- 10% discount off additional SpeechTEK purchases excluding web events.
- On-site signage reflecting your company as a Silver Event Sponsor.
- Premium positioned logos on www.speechtek.com.

BRONZE SPONSOR $25,000

- Dedicated webpage for each sponsor located on www.speechtek.com that will include all of their speaking sessions, workshop, and articles mentioned in the query.
- Looping PowerPoint slide prior to keynote and all general sessions reflecting your company as a Bronze Sponsor.
- 4 Conference passes.
- 1-time usage of attendee mailing list through a third-party mailing house of your choice.
- Attendee bag insert of your choosing. Sponsor must provide insert.
- 1/2-page B&W ad in both the Advanced Program* and On-site Show Directory *(*in advanced program if contracted before March 15, 2011).*
- Unlimited VIP passes.
- 5% discount off additional SpeechTEK purchases excluding web events.
- On-site signage reflecting your company as a Bronze Event Sponsor.
- Premium positioned logos on www.speechtek.com.

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SpeechTEK NY 2011 Marketing Opportunities

All Sponsorships are exclusive unless otherwise noted.

(Pricing does not include production, material, or talent for the Entry Greeters.)

HIGH-TRAFFIC MARKETING PLATFORMS

Meterboards . . . . . $3,000 each
Entry Greeter $3,000
Table Tents $4,000
Floor Tiles $3,000
Email Stations $10,000
Conference Pads and Pens $4,000
Hotel Room Drop . . . . . $3,000 each
A per-room drop fee will be charged by the hosting hotel

Registration Marketing Platform

Lanyards $8,000
Badge Holder $5,000

Tote Bags

EXPO Bags $7,000
Conference Bags $6,000

Hospitality Marketing Platform

Continental Breakfasts $9,500
Morning and Afternoon Breaks $6,000
Sponsored Keynote Lunches $15,000
Monday, Tuesday, and Wednesday Available
Media Center $4,000
Receptions . . . . . Call for pricing
Monday and Tuesday evening receptions available

ELECTRONIC MARKETING PLATFORM

Attendee News Sponsorship — In the weeks prior to the conference, we contact registered attendees with information they'll need at SpeechTEK. Take this opportunity to highlight your message using a banner ad and 75 words.

Registration Page Banner — Highlight your message in a banner ad that will run by the week at the top of SpeechTEK's registration pages.

Confirmation Email — Get extra coverage by displaying your logo and booth number under the "Don't Miss" heading at the bottom of the registration confirmation emails. Space is limited to two sponsors.

Exhibit Hall Pass Sponsorship — Your chance to capture the attention of our largest source of registrations. We now offer sponsorship of the "Free Exhibit Hall Pass" code in each weekly Event News. You will receive all leads generated by your code.

NEW SPONSORSHIP OPPORTUNITIES

(Call for Customized Pricing)

Social Media Gateway Sponsorship — Brand yourself as the Social Media sponsor of SpeechTEK 2011.

Track Sponsorship — Sponsor a track or virtual track that speaks to your targeted audience for maximum exposure. Exclusive.

Twitter Sponsorship — Sponsor our www.twitter.com/speechtech channel and set times throughout the show to send messages to attendees. Includes 200 tee-shirts to hand out as prizes.

Survey — You've got a captive audience at SpeechTEK. Use your technology to create a survey for attendees. Questions must be approved by SpeechTEK staff.

Didn't find what you need? Ask your integrated marketing manager about new opportunities that may have been added. We welcome your own creative suggestions.

Important Note: Unless otherwise specified, costs listed are for sponsorship fee only. Production, related costs, and elective marketing materials are the responsibility of the sponsor.

Final Program Marketing Platform

FINAL PROGRAM

Full-page color $1,500
Half-page color $900
Logo upgrade to exhibitor profile $400
Post-it Note on Final Program (Exclusive) $3,000
Post-it Note on Show Issue of the Magazine (Exclusive) $3,000

Reserve your booth space and/or sponsorship today!

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dennis@destinationCRM.com