



CommNexus™
San Diego

a network of communications companies



Sponsorship Benefits Guide

Chairman's Message

Dear Sponsors, Members, and Friends of CommNexus San Diego:

I am honored to have been elected Chairman of CommNexus San Diego's Board of Directors and look forward to working with new and long-time sponsors and supporters. CommNexus is an organization that exists to support San Diego's tech companies and all the people who work in and contribute to the tech sector. This is a cause to which I am most dedicated.

The economic crisis that hit our country in 2008 took a toll on San Diego's tech sector. We realize that people are struggling with their jobs, and companies are struggling with business. Because of this, we have made a commitment to help our constituents on what they are telling us to be their biggest concerns for 2009: saving money and finding jobs.

In 2009, we plan to focus our energies into three programs we believe will help lift the tech community out of this economic sinkhole:

BusinessRewards – How we are saving you money

This is a new program that I am particularly excited to announce. Through one online purchasing portal (which you can access through our web site), our sponsors can purchase products and services from several participating vendors, including Office Depot, Hertz, and FedEx. BusinessRewards:

- Can help your company save on these products and services at discounted rates up to 50%
- Will improve your company's bottom line up to \$180,000 per year
- Is a one-stop location where you can approve, monitor and account for company spending

If you are a CommNexus sponsor, sign up for BusinessRewards a.s.a.p. We developed this program to help tech companies like your own save time and money this year. And if you are not a sponsor, I would encourage you to become one. The steps are easy and can be found on our web site's home page under the "Our Community" tab. To get started, visit rewards.commnexus.org.

JobNexus – How we are helping you find talent and new jobs

I'm sure that you know, or at least have heard of, someone losing a job due to our down economy. Like I mentioned before, CommNexus is committed to helping recruit and retain talent this year through JobNexus. JobNexus has become increasingly popular because it lists open job positions ONLY in the technology industry and ONLY in the San Diego region. Since it went live, JobNexus has had:

- Over 1 million local views of tech industry jobs per month
- Over 5,000 job applications submitted
- Over 400 jobs at 60+ companies posted

Pass it on to your friends and colleagues—jobs.commnexus.org.

MarketLink – How we are facilitating relationships between your company and others

MarketLink is a business development program through which we set up a personalized, 1-on-1 session in which you can pitch your technology to multinational corporations. We handle all the details—all you have to do is show up. Start off 2009 with this great opportunity to develop new business relationships (and it's free for CommNexus sponsors!).

We want this year to be a prosperous one for you. Take advantage of the resources we offer!

If you have any questions or comments, please contact me at chairperson@commnexus.org, or Rory Moore, CEO of CommNexus, at rmoore@commnexus.org.

Best regards,
John Major
Chairman of CommNexus San Diego

12/2008

Technology Company Sponsorship Levels & Pricing

Sponsorship Level	Company Size (# of Employees)				
	<i>1 to 5</i>	<i>6 to 30</i>	<i>31 to 500</i>	<i>501 to 1000</i>	<i>1001+</i>
Mentor Sponsor	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Platinum Sponsor	\$ 5,000	\$ 8,000	\$ 10,000	\$ 15,000	\$ 17,500
Silver Sponsor	\$ 2,500	\$ 4,000	\$ 5,000	\$ 7,500	\$ 10,000
Spectrum Sponsor	\$ 695	\$ 1,500	\$ 2,500	\$ 5,000	\$ 7,500

Service Provider Company Sponsorship Levels & Pricing

Sponsorship Level	
Mentor Sponsor	\$ 25,000
Platinum Sponsor	\$ 10,000
Silver Sponsor	\$ 5,000
Spectrum Sponsor	\$ 2,500
Spectrum Sponsor (5 or fewer employees)	\$ 1,500

Event Attendance	Mentor	Platinum	Silver	Spectrum
Number of FREE attendees to all Headliner events	Unlimited	15	10	7
Number of executive invitations to attend a Headliner Private VIP Dinner, including strategic seating and personal introductions to event speakers and CommNexus Board members.	3	2	1	Upon request, as available
Number of FREE attendees to all SIG events.	Unlimited			
Special Events for Your Company	Mentor	Platinum	Silver	Spectrum
A SIG event themed around your company's technology with the option of hosting the event at your company's office	✓	✓	✓	
A Special SIG event and job fair showcasing your company with the option of hosting the event at your company's office	✓	✓		
An exclusive and personally customized CommNexus VIP networking event at a noteworthy location for your company (additional costs may apply depending on venue)	✓	✓		
The opportunity to participate in the CommNexus MarketLink™ program, including an event in San Diego showcasing your company, in order to develop new business partnerships and discover new technologies	✓			
Leadership	Mentor	Platinum	Silver	Spectrum
SIG Co-Chair Designate	✓	✓	✓	✓
A seat on the CommNexus Board of Directors	✓			
Networking	Mentor	Platinum	Silver	Spectrum
Special access to the CommNexus CEO for business development, HR referrals, funding assistance, media coverage, and more	✓	✓	✓	
Recruiting Assistance	Mentor	Platinum	Silver	Spectrum
Access to JobNexus and InternNexus career engines to post jobs and search for employees. Package includes unlimited job postings and a \$100 discount per job posting at SignOnSanDiego.com	✓	✓	✓	✓

Exposure/Visibility	Mentor	Platinum	Silver	Spectrum
Your company appears more prominently on the Silicon Beach Map (according to sponsorship level) and has an extended interactive Company Profile listing that gives the ability to add videos and multimedia files to accentuate your company and highlight its culture	✓	✓	✓	✓
A listing in the special sponsors section on the CommNexus website	✓	✓	✓	✓
Inclusion of your company's press releases into our Industry Press Release feed (rss feed must be present on your site)	✓	✓	✓	✓
Your company name and logo are included in the presentation slide show at all Headliner events	✓	✓	✓	✓
Announcement of your sponsorship at Headliner events (for all new sponsors)	✓	✓	✓	✓
Posting of your press releases on the CommNexus homepage (upon request)	✓	✓	✓	
Your company logo will be displayed on all pages on our website (homepage excluded, some other exceptions apply)	✓	✓		
A Company Spotlight feature story with video interview and PR package posted on our homepage	✓	✓		
An opportunity to post your view of the industry on our Industry Leaders Blog	✓	✓		
Additional placement of your company logo on the CommNexus homepage	✓			
Placement of your company logo on the Silicon Beach Map	✓			
Inclusion of your company news into the CommNexus Newswire real-time news feed	✓			

Event Hosting/Participation	Mentor	Platinum	Silver	Spectrum
Opportunity to showcase your company at our SIG events by participating as a panelist (based on availability and event topic)	✓	✓	✓	✓
Opportunity to host SIG events and CommNexus NextStage™ scrubs at your offices (based on availability and the size of your venue). All marketing at and for the event will feature your company logo and a link to your website.	✓	✓	✓	
Opportunity to host a Headliner reception or dinner (based on availability and for an additional fee of \$5,000). All marketing at and for the event will feature your company logo and a link to your website	✓	✓	✓	
Opportunity to host a CommNexus MarketLink event at your office (service providers only, based on availability and the size of your venue). All marketing at and for the event will feature your company logo and a link to your website	✓	✓		
The opportunity to brand a SIG with your company name (for an additional fee of \$5,000). All marketing for the SIG and its events will feature your company logo, marketing materials, a location for a representative from your company, and a chance for your representative to welcome and speak to guests	✓	✓		
Opportunity to sponsor a CommNexus BusinessLink reception at a major trade show (for an additional fee of \$1,500). All marketing at and for the event, and on the BusinessLink website will feature your company logo, and a link to your website	✓	✓		
Opportunity to host a Headliner event at your offices (based on availability and the size of your venue). All marketing at and for the event will feature your company logo and a link to your website	✓			
Metrics	Mentor	Platinum	Silver	Spectrum
Web and event analytics reporting, detailing the return gained from your sponsorship	✓	✓	✓	✓

