

EVENT SPONSORSHIP PROSPECTUS

2nd Annual World Congress on the Future of Work

*Making It Real -
From Vision To Action*

*April 26th - 28th
Philadelphia, PA*

2005



FUTURE OF WORK

A Membership Organization
for HR, IT & Facilities Professionals





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OVERVIEW

We invite you to participate as a select vendor partner in the presentation of **The 2nd Annual World Congress on the Future of Work**, presented by *Future of Work*, a membership association of HR, information technology (IT) and operations/facilities executives focused on the changing nature of work, the workforce, the workplace and management practice. This innovative event will be held April 26th – 28th, 2005 in Philadelphia, hosted by the **General Services Administration**.

This incomparable, invitation-only executive forum will bring together more than 120 director and C-level decision-makers in the fields of human resources, IT, and operations/facilities management from the world's leading organizations, all joining together to craft a set of design principles that will enable organizations to make the vision of the future of work real in their organizations.

This is a rare opportunity for you to reach the most senior-level decision-makers from the nation's leading companies and public sector organizations, and to play an important role in this historic event. You will also have an opportunity to demonstrate your capabilities and thought leadership to our corporate members, including the GSA.

Sponsors of the 2004 World Congress included the **City of San Francisco** (which hosted the event), **Herman Miller** and **Groove Networks**.

The *World Congress on The Future of Work* was developed and launched in 2004 to address the fact that the very nature of work is rapidly changing. Knowledge work, creativity, and collaborative relationships have become not just central, but essential, to competitive success. To survive in the future, companies must create working environments that attract, retain, and motivate scarce creative talent, foster creativity and productivity, and enable work to be conducted whenever and wherever necessary on a global basis.

The *World Congress on the Future of Work* is a first step towards achieving these goals. The objective of the Congress is to bring together thought leaders, practitioners and leading vendors to build a community of interest, develop principles and guidelines for success, and develop a public call for action and change.

The *World Congress on the Future of Work* is not a traditional conference. Rather, it is an interactive executive forum, comprising an extended, meaningful conversation and the sharing of ideas and theories about the future of work in a variety of small group settings.



And, the World Congress is not just limited to a few days onsite at the physical conference. This event will begin as a virtual experience later this year, providing sponsors with an opportunity to reach a highly qualified audience of decision-makers for six months prior to the event via a wide array of communication vehicles, including the *Future of Work* website, eNewsletter, web briefings, teleconferences, blogs and more!

The 2nd Annual World Congress on the Future of Work will focus on the theme of **Making It Real – From Vision to Action**, and will hone in on issues surrounding such hot topics as collaborative technologies, evolving corporate culture, HR practices in an interdependent environment, distributed work and trends in work design.

Through sponsorship of this unprecedented forum, your company has the exclusive opportunity to position itself as a leading visionary on how work should and will be done in the future.

A wide variety of sponsorships is available; your opportunities are outlined in the following document. For more information on sponsorship opportunities and benefits, contact:

Darren Eng

Sponsor/Vendor Relations

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310-567-4844 ph

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“Groove Networks’ participation in the 1st Annual World Congress on the Future of Work was an excellent investment. Our sponsorship provided us with a high level of visibility with the attendees -- corporate change-agents who cannot be found at run-of-the-mill conferences and trade shows. Relationships that we established at last year’s Congress have led directly to real business at a Fortune 1000 enterprise.”

- Andrew Mahon

Senior Director of Strategic Marketing, Groove Networks



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WHAT IS THE FUTURE OF WORK?

“We're still in this mitosis phase, everything is in flux, and the dust hasn't settled yet. The physical landscape, the social contract is changing, and no one has figured it out yet.”

- Neal Zimmerman, Independent Architect

Charlie Grantham and Jim Ware founded the *Future of Work* community in 2002 to try to do just that. Their aim was to address how developments in technology, workplace designs and workers themselves are altering the nature of work. Today, the membership organization includes about 50 HR, IT and facilities management professionals, as well as researchers and independent consultants, all interested in the many changes occurring in the workplace.

Future of Work is a global network of resources – practitioners, thought leaders, researchers and senior consultants – who are committed to building and implementing physical, social and technology-based work environments that are cost-effective, socially and environmentally responsible and personally satisfying. We are focused on defining the future of work and helping our clients achieve new levels of workforce and workplace productivity. *Future of Work* produces and distributes management tools, surveys, benchmark databases, white papers and technical reports, conferences and workshops, newsletters, books, articles and public presentations on the changing nature of work.

Future of Work helps its members reduce their cost of operations and workforce support by 30% or more - by providing strategic guidance, change readiness assessments, executive learning and program management.

We are unique in emphasizing the integration and coordination of technology, facilities management, design and human resource management. Our community is composed of senior business, IT, HR and facilities executives, as well as smaller technology companies and service providers supporting and servicing these functional areas.

Current corporate members of *Future of Work* include:

- Accenture
- Agilent Technologies
- City and County of San Francisco
- General Services Administration
- HP
- Johnson Controls
- Jones Lang LaSalle
- Herman Miller
- Spherion

THE 2004 WORLD CONGRESS

For many American workers, the future is anything but certain. With 2.7 million jobs lost over the past three years and no new industry promising to fill the void any time soon, their anxiety is understandable. Whether one blames productivity increases or the “offshoring” of jobs to lower-cost nations like India and China, the fact remains that people are increasingly concerned the future may not hold any job, let alone one offering personal satisfaction.

But for those lucky enough to be working, questions remain, and the 87 delegates to the *First World Congress on the Future of Work*, held at the newly-renovated City Hall in San Francisco on March 16th and 17th, 2004, tried to answer them. At the end of the day, many agreed that the “industrial model” of work no longer applies, and that the future is about more than technology advancements. But beyond that, no one was sure what the future holds, other than change itself.

The Delegates, some of whom traveled from as far away as Paris, Johannesburg, and Hong Kong, huddled around tables of four, provided by corporate sponsor Herman Miller; sheets of paper and markers in front of them, contemplating the future, guided through two days of discussions using the World Café model. Not the future of a country or a government, but the future of their own livelihood, indeed the livelihood of “knowledge” workers across America and the world.

“What does the future of work look like in the best of all possible worlds?” they pondered. “What kinds of organizational structures, people considerations, and work designs are appropriate to support our vision of the future of work?”

The World Congress was a chance for nearly 100 executives, including representatives from Cisco Systems, HP, Herman Miller, Groove Networks, Jones Lang LaSalle, Accenture, Charles Schwab, Sun Microsystems, the University of California at Berkeley and the host City of San Francisco itself – to discuss these changes face-to-face.

The central question the group was trying to address: “What does it take to create positive, achievable visions of the future that are both organizationally productive and individually meaningful?”

“The one take-away I got from attending the World Congress was that I have seen a growth – huge growth – of people seriously considering these issues with people’s best interests at heart. Being part of the conversations at the World Congress and sharing our knowledge and experiences is going to accelerate the development of good solutions.”

- Catherine Adams Lee
Work Environments Design Specialist



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MARKETING PROMOTIONAL OPPORTUNITIES

Conference Reception & Dinner Gala

This premier, exclusive sponsorship opportunity is an excellent way to set your company apart, and can be customized to meet your marketing objectives. Your company will be extensively promoted in World Congress marketing materials, and we work closely with you on signage and announcements thanking your company, as well as other onsite visibility. You will also have an opportunity to welcome and address the attendees at the dinner. This is an exclusive opportunity for one company desiring a high level of visibility with this

executive audience in a relaxing and elegant environment. Your company name will appear in the marketing materials, on the website, and in the conference proceedings.

..... **\$15,000**

Conference Breakfasts

This exclusive opportunity allows your company to gain visibility with this C-level audience first thing each morning! Your literature, or perhaps a small gift, can be placed on the chairs waiting for these executives as they are seated. Your corporate banner will be hung in the conference area throughout the

entire conference. Your company name will appear in the marketing materials, on the website, and in the conference proceedings.

..... **\$10,000**

Executive Portfolio

Your company's logo along with the event logo will be printed on executive portfolios that will be provided to each World Congress delegate at registration. As the sponsor of the portfolio, you may include a promotional flyer. Your company name will appear in the

marketing materials, on the website, and in the conference proceedings.

..... **\$5,000**

Pens

All 120+ World Congress delegates will receive an elegant pen to use throughout the conference. This sponsorship opportunity allows you to imprint your logo on these pens, which these executive attendees will take with them and use long after the conference is over! Your company name will appear in the marketing materials, on the website, and in the conference proceedings.

..... **\$5,000**



SPONSORSHIP OPPORTUNITIES

Silver and Gold Sponsors receive extensive visibility and marketing benefits pre-event, onsite at the World Congress and post-event.

Silver Sponsor Package - \$5,000

- One Full World Congress Delegate Registration – Value \$895. - Your chance to have one approved executive (IT, HR, or Operations/Facilities) attend the Congress, and network with other World Congress delegates throughout the event
- Logo and 150-word company description and link on World Congress conference website, and marketing materials
- Company Listing and Logo in Conference Program including a 150-word company description
- Logo and url link in *Future of Work Agenda* eNewsletter one month prior to event – emailed to more than 1,500 decision-makers
- Ad on *Future of Work* Weblog for one month pre- or post-event
- Banner (4' x 6' or smaller) to be hung in general conference area
- Welcome Reception Sponsorship - Your company will be recognized with thank-you signage at the reception
- Conference Collateral Insertion - This opportunity allows you to insert one piece of marketing material into the conference materials the attendees will receive onsite at registration
- Post-conference Attendee Mailing List - This vital list is critical to your company. Continue your marketing efforts by reaching out to the 100+ top tier delegates of the World Congress after the event. (One-time use only through bonded mail house.)

Gold Sponsor Package - \$7,500

- All Silver Sponsorship Package Benefits +
- Guest authorship on the *Future of Work* Weblog – 1 issue
- Sponsorship of, and guest speaker on, a pre-event web briefing or teleconference – Your company will receive extensive pre-conference visibility with World Congress delegates as well as other *Future of Work* member organizations and industry leaders nationwide with this opportunity. This sponsorship benefit includes pre-briefing emails that include your company's name, logo and link, and a guest speaker from your company being interviewed by conference hosts Charlie Grantham and Jim Ware. Your company can also link to this web briefing from its website



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PREMIER LEVEL SPONSORSHIPS

Conference Keynote Luncheon Sponsorship - \$17,500

Take 100 executives to lunch and enhance your organization's involvement and message through one of our two luncheon keynote presentations! This exclusive opportunity will provide you with exclusive sponsorship of one of the conference's two sit-down luncheons. Your company will receive:

- All Gold Sponsorship Package Benefits +
- Two Full World Congress Delegate Registration – Value \$1,790. Your chance to have two approved executives (IT, HR, or Operations/Facilities) attend the Congress, and network with other World Congress delegates throughout the event
- Tent card signage on each table and one piece of marketing collateral or small gift at each attendee's seat
- Welcome remarks to all 120+ attendees prior to luncheon keynote presentation and opportunity to introduce speaker and moderate the post-keynote Q&A

Platinum Conference Sponsor Package - \$20,000

Platinum Sponsors receive extensive pre-event, onsite, and post-event marketing benefits in conjunction with their sponsorship of the World Congress. In addition, Platinum Sponsors receive acknowledgement for sponsorship of conference content and an opportunity to showcase their latest products and services to Congress delegates onsite at the event.

- All Gold Sponsorship Package Benefits +
- Three Full World Congress Delegate Registrations – Value \$2,685.
 - o Your chance to have three approved executives (IT, HR, and Operations/Facilities) attend the Congress and network with other World Congress delegates throughout the event
- Sponsorship of conference content – i.e. during the Technology portion of the Congress discussion (or one of the other more appropriate topic areas), your company's name will be announced, and your logo will be featured throughout the World Congress venue on signage and materials related to this portion of the content
- Category-exclusive* opportunity to showcase your company's latest products and services to Congress delegates onsite at the event, e.g. providing the technology or furniture that will be used throughout the World Congress by the delegates
- Inclusion in a video webcast from the conference



Presenting Sponsor Package – \$35,000

Limited to one company

This premier level sponsorship provides unparalleled pre-event, onsite, and post-event marketing benefits in conjunction with sponsorship of the World Congress. In addition to receiving category-exclusive sponsorship of conference content, and an opportunity to showcase your latest products and services to Congress delegates onsite at the event, this exclusive sponsorship includes:

- All Platinum Sponsorship Package Benefits* +
- Exclusive “Presented by...” status
- One-day management briefing with Jim Ware and Charles Grantham at your organization before or after the event (Value \$15,000)
- Exclusive executive networking event after the World Congress with select group of Congress Ambassadors

**Category-exclusive benefits based upon availability.*

“With our reputation of being a city on the cutting edge, the government of the City and County of San Francisco is committed to exploring issues surrounding the changing nature of work. Therefore, we were delighted to host the First Annual World Congress on the Future of Work. The event took place in the City Hall’s South Light Court. The juxtaposition of this grand space and the sleek furniture provided by fellow sponsor, Herman Miller, set the perfect stage for the discussions and explorations about the changing nature of work to occur among the various public and private organizations.”

- Gloria Young

*Clerk of the Board/Legislative Administrator Board of Supervisors,
San Francisco, CA*