



Captive Audience - Qualified Leads Direct Engagement

AIIM's Process Revolution Seminars

Moving Your Business From Paper To PCs To Tablets

As an exhibitor or speaker at AIIM's Process Revolution Seminars, you get direct access to a highly qualified end-user audience in an intimate, local, and focused setting. Our seminar program consistently attracts users who are tasked with IT purchase decisions. They come to hear from AIIM about the latest user trends and business drivers. They come to hear from you about how your solution can solve their information management challenges. This is a turn-key opportunity for in-person engagement and complete lead generation transparency.

That's right, all sponsors receive full contact details and demographics for each seminar registrant. You'll know what their job function is, what industry they are a part of, the size of their organization, and their purchasing intentions.

Spring 2012 Series*

Houston, TX — May 1
Dallas, TX — May 3
Denver, CO — May 8
Los Angeles, CA — May 10
Seattle, WA — May 15
San Francisco, CA — May 17

**Dates and locations subject to change*

Fall 2012 Series*

Minneapolis, MN — October 2
Chicago, IL — October 4
Toronto, ON — October 10
Washington, DC — October 16
Atlanta, GA — October 18
Boston, MA — October 23
New York, NY — October 25

**Dates and locations subject to change*

No other event provides this level of interaction and detail about the attendees.

"AIIM's ECM Seminar packs a punch. I have seen more impact from these focused events than most of the mammoth tradeshows I've attended. The venue is working well for our CoSign® digital signature solution, not only has it provided better access to potential customers and partners, but the events themselves are extremely well organized. My many thanks to AIIM's staff for formulating and offering this excellent seminar series."

*John Marchioni, Vice President,
ARX, Inc.*

"This seminar had really good turnout with the right kind of buyers. My presentation was standing-room-only. I made some excellent contacts."

*Dave Tobias, Regional Sales Manager – NY Metro,
KnowledgeLake, Inc.*

Contact your AIIM marketing representative to secure your space.

Tel: 301.587.8202 / 800.477.2446 Email: sales@aiim.org



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Past Sponsor Sample

- Alfresco
- Allyis
- American Microlmaging
- ARX
- Autonomy
- Box
- Canon
- CM Mitchell Consulting
- Cranel
- Databank IMX
- Dexik
- EMC
- Epson
- FileBound
- Fujitsu
- Google
- HP
- Hyland Software
- IBM
- Imaging411
- IronMountain
- KnowledgeLake
- Kodak
- Kofax
- Microsoft
- Nuxeo
- OpenText
- Oracle
- Promark
- Risetime
- Rivetlogic
- ShareSquared
- Siteworx
- SpringCM
- Visioneer

Demonstration Sponsorship

Demonstrate your company's products and services in a high caliber, intimate setting, and help users learn about the ways in which your solutions can help solve their information management challenges.

Demonstration Sponsorship includes:

- Introduction to your company -- in your own words -- during the opening general session.
- Post-event attendee list with full contact information and demographics.
- Dedicated networking and demonstration time throughout the day including lunch.
- Your own, topically-focused roundtable for lunchtime networking & attendee collaboration (your discussion outputs populate the closing general session.)
- Demonstration space with 6' draped table.
- Company logo on event Web site with hyperlink to your Web site.
- Company logo on event signage.

Spring - All 6 Cities

\$18,110 (AIIM Trade Member)
\$20,160 (Non-Trade Member)

Per City

\$3,150 (AIIM Trade Member)
\$3,500 (Non-Trade Member)

Fall - All 7 Cities

\$21,130 (AIIM Trade Member)
\$23,520 (Non-Trade Member)

Per City

\$3,150 (AIIM Trade Member)
\$3,500 (Non-Trade Member)

All 13 Cities

\$37,540 (AIIM Trade Member)
\$41,630 (Non-Trade Member)

Speaking Sponsorship

In your own 25-minute educational end-user case study session, you'll present a personalized view of how your company will help industry professionals with their information management issues. By sharing customer examples of successful implementations, you can illustrate how your products and services contribute to a sound information management strategy.

Speaking Sponsorship includes:

- All of the demonstration sponsorship benefits listed above.
- 25-minute speaking opportunity.
- Ability to place your company materials in session room, during your session.
- AIIM will capture your session participants details using a badge reader.
- Link to your presentation sent to all pre-registrants and attendees in follow-up communications from AIIM.

Spring - All 6 Cities

\$31,500 (AIIM Trade Member)
\$34,650 (Non-Trade Member)

Per City

\$5,775 (AIIM Trade Member)
\$6,350 (Non-Trade Member)

Fall - All 7 Cities

\$36,750 (AIIM Trade Member)
\$40,425 (Non-Trade Member)

Per City

\$5,775 (AIIM Trade Member)
\$6,350 (Non-Trade Member)

All 13 Cities

\$66,545 (AIIM Trade Member)
\$73,710 (Non-Trade Member)

Ask about participating in the "Expert Corner."

\$2,100 (AIIM Trade Member)
\$2,520 (Non-Trade Member)
(For vendor-neutral consultants / integrators.)

AIIM Members Discount

AIIM Trade Members receive 10% off the list price.

AIIM Advisory Trade Members receive 15% off the list price.

Process

Revolution:

Moving Your Business from Paper to PCs to Tablets.

Attendees will learn a 4-step framework for turning manual processes into information-driven efficiency:

- **Capture to Process** - scanning paper documents and capturing at the point of creation to drive business applications
- **Automation** - minimizing paper and manual processes in core backend activities (finance, HR, sales, marketing)
- **Taxonomy and Metadata** - understanding the contextual nature of business content so that reliance on siloed repositories is minimized
- **Accessibility / Deliverability** - The combination of social and mobile gives organizations massive new opportunities to localize services, initiate processes, and deliver content”.

Education Program

During each seminar, an AIIM executive launches the day’s program with a brief summary of the latest user trends and business drivers as identified from AIIM research. As a solution provider sponsor, you are introduced, and encouraged **“in your own words,”** to provide a brief statement as to how your company can help organizations with information management issues and challenges. The introduction session is followed immediately by dedicated product/service demonstration time.

The day’s educational program continues with sponsor presented case studies.

As a speaking sponsor, your 25-minute presentation should illustrate real-world examples of implemented technology solutions that can better prepare organizations for automating their document-centric processes, and improving productivity. Vendor demonstrations occur throughout the program.



Sample Daily Seminar Format

| | |
|----------------------------|---|
| 8:00 am - 8:30 am | Registration, Continental Breakfast and Vendor Demonstrations |
| 8:30 am - 9:20 am | Opening General Session and Vendor Introduction |
| 9:20 am - 9:40 am | Vendor Demonstrations |
| 9:45 am - 10:10 am | Capture to Process Vendor Case Studies |
| 10:15 am - 10:40 am | Automation Vendor Case Studies |
| 10:45 am - 11:10 am | Taxonomy and Metadata Vendor Case Studies |
| 11:10 am - 11:40 am | Coffee Break & Vendor Demonstrations |
| 11:45 am - 12:10 pm | Accessibility / Deliverability Vendor Case Studies |
| 12:15 pm - 12:40 pm | Vendor Case Studies |
| 12:40 pm - 1:35 pm | Hosted Luncheon Roundtables |
| 1:40 pm - 2:30 pm | Closing General Session and Prize Drawings |

*Agenda Subject to change

Over 70% of attendees are end-users that determine solution needs and features, and are responsible for evaluating and specifying products for purchase.

JOB FUNCTION

- C-Level / President/ VP
- Director/Senior Management
- Content / Documents / Records Management
- Engineer/R&D
- Finance / Accounting
- IS / IT Management
- Librarian / Archivist
- Marketing / Sales
- MIS / Data Processing
- Network Administrator
- Project Management
- Systems Integrator
- Education/Training
- Web Content Management / Development
- Consultant

INDUSTRY

- Banking / Insurance / Investments
- Education
- Government (Federal/National/Local/State)
- Utilities
- Healthcare / Pharmaceutical
- Manufacturing
- Media / Marketing / Advertising
- Non-Profit/ Association
- General Business (Legal, Retail, Food Service)
- Publishing / Printing / Graphics
- Transportation
- Service Bureau / Service Company
- Channel (VAR / VAD / Systems Integrator / ASP)

3M
A.G. Edwards
AAA Michigan
Abbot Laboratories
ABC/Disney
ADP Inc.
Aetna Insurance
Allstate Insurance Company
American Airlines
American Broadcasting Co.
American Express
American Heart Association
American Kennel Club
American Red Cross
Amway Corporation
Anheuser-Busch
AOL/Time Warner
Apple Computer
Arizona State University
Arizona Dept of Transportation
ASRC Aerospace
AT&T
Avis Rent-A-Car
Avon Products Inc.
Bank of America
Bank One
BASF
BellSouth
Blockbuster
Blue Cross / Blue Shield
BMG Entertainment
Boeing Company
Booz Allen & Hamilton
BOSE Corporation
Boy Scouts of America
BP America, Inc.
Bristol-Myers Squibb
Broward County Office of Information Technology
California Department of Motor Vehicles
Canadian Broadcasting Corp
Canadian Tire Corporation
Charles Schwab
Chase Manhattan Bank
CheckFree Corporation
Chevron Corporation
Chicago Board of Trade
Childrens Hospitals and Clinics
Citigroup
City of Los Angeles
Coca Cola Company
Coors Brewing Company
Costco Wholesale
County of Sacramento Public Works Agency
Daimler Chrysler
Deloitte & Touche
Delta Airlines

Department of Energy
Dow Chemical Company
Duke University
Dun & Bradstreet
Ernst & Young
Estee Lauder Companies
Exxon Mobil Corporation
Fannie Mae
FAA - Federal Aviation Administration
FEDEX
Fidelity Investments
Ford Motor Company
Freddie Mac
Frito-Lay, Inc.
Gap, Inc.
General Dynamics
General Electric
Georgia-Pacific Corporation
Gillette Company
GlaxoSmithKline
Guardian Life Insurance Company
Greyhound Lines, Inc.
Home Depot
ING - Americas
Internal Revenue Service
J. C. Penney
Johns Hopkins University
Johnson & Johnson
JP Morgan Chase
Kaiser Permanene
Kinkos
Kmart Corporation
Lawrence Livermore National Laboratory
LAND O' LAKES
Library of Congress
Marriott Corporation
Mayo Clinic
McDonalds Corporation
McGraw-Hill Companies
Men's Warehouse
Mercedes Benz
Merrill Lynch
Metlife
Metropolitan Transportation Authority
Morgan Stanley
Motorola
MTV
Mutual of America
NASA
National Archives & Records Administration
National Football League
National Geographic Society
National Weather Service
Nestle USA
New York Public Library
Nokia, Inc.
Northrop Grumman

Northwest Airlines
Novartis Pharmaceuticals
Office Depot
Old Dominion Freight Line
Ontario Ministry of Education
Oppenheimer Funds, Inc.
PacifiCorp
Pepsi Company
Pfizer
Philip Morris
Phoenix Zoo
Prudential Insurance Company
Quest Diagnostics
Qwest Communications
R. R. Donnelley & Sons
Radio Shack
Raytheon
Revlon, Inc.
Royal Bank of Canada
Rutgers University
SAIC
Safeway Inc.
Salomon Smith Barney
Sony Corporation
Sony Pictures Entertainment
Southwest Airlines
Sprint
St. Jude Medical
St. Paul Companies
Staples
Starbucks Coffee Company
Starwood Hotels and Resorts Worldwide
Target Corporation
The Hartford
TIAA-CREF
Time Warner
T-Mobile USA
Toronto Stock Exchange
Toyota Motor Sales
TRW
United Airlines
United Nations
UPS - United Parcel Service
USPS - United States Postal Service
University of Denver
Viacom
Verizon
Wells Fargo Bank
Weyerhaeuser
World Bank
Zoological Society of San Diego

Contact your AIIM marketing representative to secure your space.
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