

National Conference Sponsorship Opportunities



THE INC 500 LIST: DYNAMIC COMPANIES THAT REPRESENT THE PINNACLE OF ENTREPRENEURIAL SPIRIT AND SUCCESS

Currently in its twenty-first year, the Inc 500 is *Inc* magazine's renowned annual ranking of the fastest-growing companies in America. These turbo-charged enterprises are the pulse of the real economy — fast-growth success stories that cross a wide range of sectors from consumer products, financial services, and retail, to high-tech hotbeds like software, hardware, and telecom. Microsoft, Oracle, E*Trade, Timberland, The Sharper Image, Patagonia, and Domino's Pizza are just a few of the corporate superstars that have graced the Inc 500 list.

Published in *Inc* magazine each October, the Inc 500 rankings are based on five-year sales growth. The information is verified through tax forms, financial statements from certified public accountants, and CEO interviews.

THE INC 500 NATIONAL CONFERENCE: THE MOST IMPORTANT CELEBRATION OF ENTREPRENEURSHIP AND INNOVATION IN AMERICA

During this dynamic, three-day event, current and past Inc 500 winners gather for education, networking, keynote addresses, strategic panel discussions, workshops, welcome receptions, a golf tournament, unique regional tours, special events designed to highlight the beautiful Palm Springs surroundings, and the traditional black-tie gala and awards ceremony and celebration.

This exclusive CxO-level Conference affords more than 700 participants an opportunity to engage in deal-making with their peers, as well as to listen and learn from noted business personalities. These distinguished guests share their experiences, their wisdom, and provide advice to our guests as they lead America's fastest-growing companies.

THE INC 500 AUDIENCE: CEOs, FOUNDERS & PRESIDENTS—AMERICA'S BUSINESS DECISION-MAKERS AND HIGH NET-WORTH INDIVIDUALS

CLASS OF 2001 INC 500 CEO PROFILE

Median Age	41	Number of companies that exceeded \$100 million in sales	22
Median CEO Compensation	\$215,000	Average company age	8 years
Influenced business purchase	100%	Company size: number of employees	
Average five year growth rate	1,933%	<100	36%
Average 2000 sales	\$25 million	101-999	15%
Collective 2000 sales	over \$12 billion	1,000+	26%

(data for remaining 23% not available)

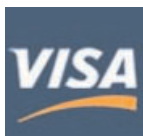
PAST INC 500 COMPANIES: MORE THAN 10,000 COMPANIES HAVE BEEN HONORED ON THE INC 500 LIST, INCLUDING THE FOLLOWING HOUSEHOLD NAMES:

- Applebee's (1991)
 - Clif Bar (1997)
 - CompUSA (1990)
 - Domino's Pizza (1983)
 - E*Trade (1996)
 - Fresh Samantha (1999)
 - Gateway (1990)
 - Intuit (1992)
- Jamba Juice (1998)
 - Jenny Craig (1988)
 - Jiffy Lube (1985)
 - Microsoft (1984)
 - Morningstar (1995)
 - Nantucket Nectars (1997)
 - Oracle (1983)
 - Patagonia (1983)
- Paul Mitchell (1988)
 - Pete's Brewing Co. (1993)
 - The Princeton Review (1989)
 - The Sharper Image (1982)
 - Stonyfield Farm (1991)
 - Stride Rite (1988)
 - Super 8 Motel (1988)
 - Timberland (1983)

For additional details about sponsoring the 2003 Inc 500, contact your local *Inc* sales representative.

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PAST INC 500 SPONSORS



ABOUT PARTNERING WITH THE INC 500: BUILD UNIQUE RELATIONSHIPS WITH TODAY'S MOST DYNAMIC BUSINESS LEADERS

Sponsoring the Inc 500 will ensure consideration and preference for your brand with over 700 CxOs and senior decision-makers as well as the 1.4 million readers of *Inc* magazine.

Affiliation with *Inc* magazine and the prestigious Inc 500 National Conference helps to elevate your brand with favorable and highly targeted exposure to your most valuable prospects—some of this nation's most innovative business leaders who are forging the industry-changing companies of tomorrow.

SPONSORSHIP OPPORTUNITIES: A DIVERSE RANGE OF OPPORTUNITIES TO HELP YOUR COMPANY ATTAIN ITS MARKETING, BRANDING, AND SALES GOALS

As a **National Sponsor**, your company will establish a meaningful dialogue with our loyal *Inc* audience through extensive marketing and promotion of the conference, prominent on-site presence, and in-magazine and online exposure.

As a **Best Practices Sponsor**, your company will be the exclusive sponsor of a specific content track at the Inc 500, reaching a targeted audience of CxOs who are interested in your business' products or services. **Included:** Your Best Practices Sponsorship includes an exclusive print supplement relating to your company's area of interest and will be inserted in an issue of *Inc* magazine.

Sponsoring our **Personal Finance Knowledge Track** will provide your company with targeted exposure at specific concurrent sessions, aligning your company with the Inc 500's special-interest audience: 200 participants hungry for knowledge to teach them how to better manage their personal finances.

Event Sponsors receive exposure on-site at specific locations during the conference, enabling your representatives to connect with a specific sub-set of attendees.

Economic Development Sponsors receive display space to promote your city or state's incentive programs and network with 700+ CxOs, and have the opportunity to sponsor various guest services which will enrich our attendees stay at the conference.

Exhibition Sponsors receive display space on-site to promote your company's products and services as well as gain access to the Inc 500 for your company's representatives.

SPONSORSHIP LEVEL

NUMBER AVAILABLE PRICING

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<ul style="list-style-type: none"> • National Sponsorship Opportunities <ul style="list-style-type: none"> • National Partner Sponsorship • Premier Sponsorship • Supporting Sponsorship 	1 3 5	\$200,000 \$150,000 \$65,000
<ul style="list-style-type: none"> • Best Practices Sponsorships & Print Supplement <ul style="list-style-type: none"> • Technology Best Practices • Financial Services Best Practices • Human Capital Best Practices 	1 1 1	\$125,000 \$125,000 \$125,000
<ul style="list-style-type: none"> • Speciality Programs Sponsorship <ul style="list-style-type: none"> • Personal Finance Knowledge Track 	1	\$35,000
<ul style="list-style-type: none"> • Event Sponsorships <ul style="list-style-type: none"> • Golf Tournament Sponsorships 	2	\$30,000
<ul style="list-style-type: none"> • Economic Development Sponsorships <ul style="list-style-type: none"> • Economic Development Sponsorships 	30	\$25,000
<ul style="list-style-type: none"> • Exhibition Sponsorships <ul style="list-style-type: none"> • Inc 500 Marketplace Sponsorships 	30	\$15,000

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