

The Boardroom Connection

One of the biggest challenges for today's senior IT management is articulating a salient, business case around proposed technology investments. Accountability has increased and getting buy-in from the board is greatly influenced when investment justification is conveyed in language consistent with business objectives and priorities. Improving customer retention, automating cross selling opportunities, reducing operational costs, adhering to regulatory compliant issues, etc., are now table stakes in order to receive sign off from the C-Suite.

Peer-based information and third party research continue to be top sources of information for today's senior IT audience. The Boardroom Connection program combines both of these critical sources to define your sales proposition and help your prospects sell your technology solution through their organization in a context that's necessary for final sign-off.

Program Benefits

- Exclusive, high-level sponsorship opportunity to define your sales proposition and enable your prospects to clearly identify ROI for their IT initiatives
- Association with peer-based, authoritative research of high interest to influential IT customers and prospects
- Turnkey educational White Paper series (3) targeted to IT managements' information needs
- Video Webcast series (3)
- Multi-purpose executive summary collateral including access to Network World's 170,000 influential subscribers with executive summary running ROB within the magazine
- End of program statistics and lead report

Executive Summary in Network World

The image shows a two-page spread from the magazine 'Network World'. The left page features an article titled 'Virtual Storage = Real Business Benefit' with a sub-headline 'A HOLISTIC APPROACH STREAMLINES DATA CENTER LANDSCAPE FOR EFFICIENCY'. The right page features a large graphic with a gear icon and the text '79% of companies surveyed indicate their company's risk, compliance and security process and systems leave room for improvement.' Below this, there is a section titled 'RISK IS BOTH A THREAT AND AN OPPORTUNITY'.

Program Details

Research Development

- Network World's expert Custom Solutions Group works with you to develop a research topic and survey instrument designed to generate peer-based content of high-interest to your target group.
- Base of 100 respondents per topic.
- Web-based survey with in-depth telephone interview follow-up (15 interviews–5 per study topic).
- 60 quantitative questions (inclusive of multi-part questions) with a maximum of 20 questions per study topic.

Program Components

White Papers

- Includes research data and qualitative interview material, charts, and illustrations based on client-approved outline.
- Series: 3 White Papers, in 4-page written format per topic.
- Lead generation: posted on NetworkWorld.com over a three month period.
- Available as .pdf.

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Webcasts

- Three (3) 15 minute executive interview video webcasts to add perspective and commentary to your Boardroom Connection topics.
- Network World's Custom Solutions Group provides a professional host to interview your company executive/subject matter expert, and up to one client supplied customer.
- Select slides from the research, and/or client provided slides featured during the discussion.
- Edited .flv file will be delivered to the client for posting on the client's site and showcasing at events.
- Final edited version is posted on NetworkWorld.com for three months as lead generation.

Executive Summary Collateral

- Three (3) two-page executive summaries focused on each White Paper topic and created using top-line results from the research, and quotes from key Network World contributors.
- By-lined by an independent market expert (analyst, editor, etc.) with client approval of outline.
- Promotion of webcasts in piece.
- Each Executive Summary (a total of 3) running as a 2-page spread, ROB, within *Network World* magazine, reaching 170,000 influential IT/Networking Executives.

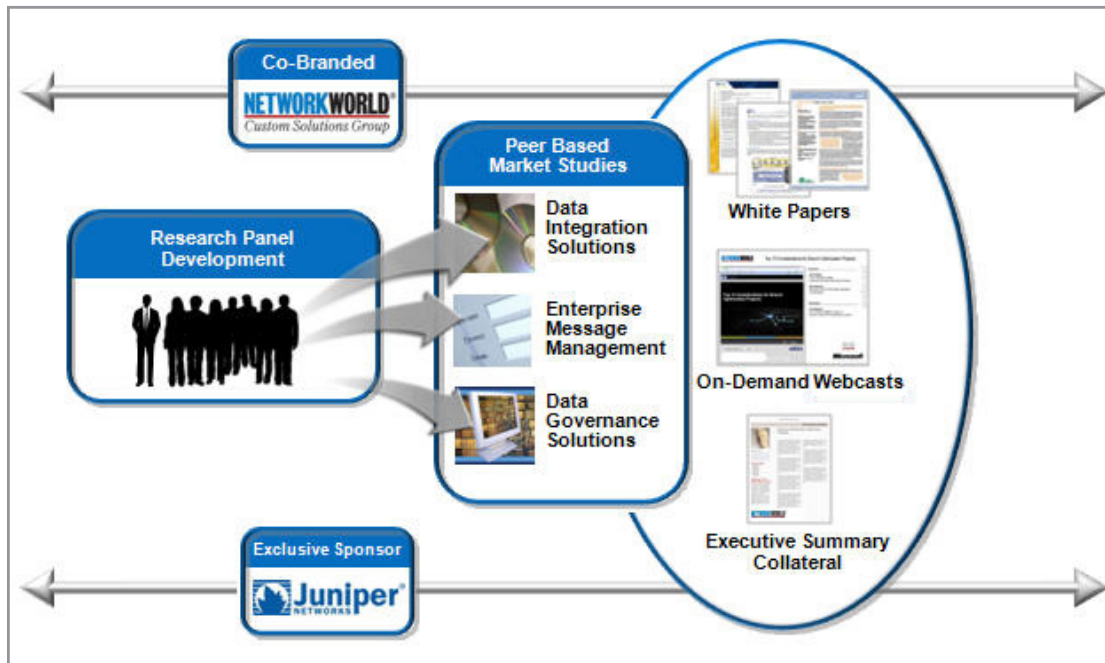
Lead Generation & Delivery

- The Boardroom Connection program promoted to our audience, driving a total aggregate sum of 1,350 registrants over the life of the program.
- Full profiles of the leads who register are delivered on an on-going, real-time basis.

Pricing

Cost: \$285,000 net (\$335,300 gross)

Marketing Structure



*Leads: Pricing represents worldwide leads. Network World removes invalid leads, duplicates and up to three client competitors. Competitors must be included on contract.

For more information contact sales@nww.com, Custom Solutions at 415-267-4512 or Corporate Sales at 800-622-1108.