



June 18-19, 2008
Radisson SAS Hotel
Amsterdam
www.lyra.com

2008 LYRA EUROPE IMAGING CONFERENCE

Sponsorship Information

For contract, see pp 12-13.

For more information, or to apply,
contact Sandy Tobin at +1-617-454-2612,
or by email at stobin@lyra.com



Comments from the Annual Lyra Imaging Symposium in Palm Springs, CA



"Excellent Information at a strategic level!"

"Highly commended. I'll be back!"

"...by far, the *best* conference we attend each year."

"An excellent mix of perspective and data from the industry and from Lyra."

The Opportunity: The Premier Digital Imaging Industry Market Research Conference and Networking Event

The 2008 LYRA EUROPE IMAGING CONFERENCE features one and a half days of engaging European market focused industry presentations, primary research results, news trends analysis, financial perspectives, and networking activities empowering attendees to critically examine how the industry is changing with a view toward the future. Attendees leave the event with crucial insights into today's European imaging industry, enabling them to identify and seize opportunities for market growth and expansion.

An ideal venue to debate, discuss, network, and challenge conventional wisdom with the industry's leading players, the 2008 LYRA EUROPE IMAGING CONFERENCE provides attendees with an unrivaled assessment of the industry today in Europe and a top-to-bottom analysis of what lies ahead.

The sponsorship opportunities at Lyra's inaugural EUROPE IMAGING CONFERENCE offer unmatched, high-profile visibility to deliver your message to a select group of industry decision-makers. The cost of sponsorship at the Conference is affordable to ensure satisfaction and maximum ROI.

About the Lyra Imaging Symposium in North America

"This is by far the *best* conference we attend each year. The opportunity to meet with industry colleagues also makes this conference an automatic to attend."

Dave McCarthy
Vice President and
General Manager
Printer Imaging
Monotype Imaging Inc.

Read on to consider how a sponsorship will strengthen your visibility, enhance your positioning and create new prospects for your firm. Sponsorship allows you to:

- Stand out and communicate your leading role in the industry.
- Co-brand with a respected Lyra Research event.
- Gain direct access to other executives for growing new business and collaboration prospects.

Sponsors: Gain the Advantage

As a sponsor at the inaugural LYRA EUROPE IMAGING CONFERENCE, exposure goes well beyond a day and a half event in Amsterdam. The value proposition for CONFERENCE sponsors spans Lyra's pre-conference marketing to connect your brand and message with top executives and managers.

Online: Lyra's innovative web-based marketing of the 2008 LYRA EUROPE IMAGING CONFERENCE maximizes your presence online through featured listings on the Lyra website and targeted e-mail messaging.

Print: Print marketing for the CONFERENCE delivers significant results. CONFERENCE sponsorship includes placement of your company's logo in event-specific mailings to Lyra's industry databases, in Lyra's industry-leading newsletters, partner publications, event collateral, and signage.

Hybrid: Leverage Lyra's public relations engine to optimize your company's visibility as part of the EUROPE IMAGING CONFERENCE'S media coverage across web and print outlets.

There is simply no other digital imaging industry event that gathers such a targeted audience offering invaluable networking opportunities. A breakfast, luncheon, breaks, and a reception allow maximum sponsor exposure during the LYRA EUROPE IMAGING CONFERENCE and throughout the conference hall. Sponsors enjoy several key benefits:

- One and a half days of conference sessions complete with optimized intervals for sharing ideas.
- Complimentary and discount conference registrations for employees or clients.
- Foster networking and strategy meetings during the event.

Building on the Success of Lyra's Annual Imaging Symposium in North America

Lyra is very excited to hold the 2008 LYRA EUROPE IMAGING CONFERENCE in Amsterdam to meet the specific needs and priorities of the European imaging market.

The LYRA EUROPE IMAGING CONFERENCE sessions will consist of one and a half full days of presentations and meeting opportunities to accommodate a broad array of imaging topics, including:

Office and Corporate Printing

We'll look at major trends for hardware shipments and their impact on the European installed base, examine opinions and acceptance of business ink jet printing in Europe, and examine the cost of printing on the desktop in the office versus using the workgroup printer.

Home and Office Digital Imaging Supplies

With ink jet printing dominating the home user market, we'll take a close look at low cost color laser printing in Europe to reveal insights into the preferences of European SOHO users, both inside and outside the EU.

Channels in Europe: B2B and B2C

The European electronic office supplies market is huge and dominated by a sophisticated network of distributors and resellers. We'll discuss the complexities of the channels, especially their reach into European vertical markets, and hear how major distributors do business with suppliers.

Consumer Imaging and Digital Photography

From home printing to kiosks and online services, there are big differences in the way consumers buy digital cameras, and capture and print images across Europe. Trends and opportunities across the region will be discussed.

Commercial Printing

Europe has a high density of wide format printers and constantly innovates in ways the media is deployed. We'll examine trends in the European display graphics media market, channel players that get products to market, and applications that are shaping displays in the region.

Software for Imaging

Whether in the home, office, or production environment, scanning, proofing, managing color, ripping, and archiving all demand high levels of integrated workflow management. Industry experts discuss the opportunities and challenges from both the OEM's and the user's perspective.

European Financial Analysts Panel

There are a number of key imaging OEMs with stock available on European stock markets. Financial analysts from market leading brokers discuss their views of the overall imaging market in Europe and specific imaging companies they follow.

About the Lyra Imaging Symposium in North America

"As a regular sponsor of the Lyra Symposium, I am pleased to mark it as 'highly commended'. The attendees are of the highest caliber, the organization is always superb and the conference itself is one of the highlights of the printing and imaging year for us. If you haven't made it down to Palm Springs in January to hang out with Lyra and the cream of the imaging and printing industry then you have definitely missed out big time!"

Tony Harris
Chief Technical Officer & Founder
Software Imaging

Selected Previous Sponsors of Lyra's North American Imaging Symposium



CONFERENCE Attendee Profile

- OEM and aftermarket C-level executives
- Product marketing directors
- Product development leaders
- Strategic business development directors
- Corporate communications managers
- Product sales and marketing teams
- Market intelligence specialists
- Financial and industry analysts, press
- Buy- and sell-side investors
- Technology and engineering directors
- All individuals seeking an opportunity to meet and network with industry colleagues while gaining invaluable industry information for strategic decision-making.

About the Lyra Imaging Symposium in North America

"I've always found the Lyra Symposium to be a great way to get clear analysis and insightful knowledge about the hard-copy market and related trends. The Symposium is also a great way to network with industry leaders and partners that are vitally important to Microsoft's business."

Andy Simonds
Group Program Manager,
Windows Digital
Documents Team
Microsoft Corporation

Companies Who Attend the Lyra Imaging Symposium in North America

The LYRA IMAGING SYMPOSIUM attracts the most diverse set of companies from the digital imaging industry's hardware makers, suppliers, retailers, software developers, and online companies—from the old guard to new start-ups:

3M Electronics	InkTone	Pitney Bowes
Abitibi Consolidated Sales Corp.	Innotex Precision Ltd	Pixology
Adobe Systems	Intel Corp.	Primax Electronics
AEG Photoconductor	International Paper	Powis Parker Inc
American Ink Jet Corp.	Isaberg Rapid AB	Printfleet
Artifex Software	Island Inkjet Systems	Print-Rite Holdings
Avery Dennison	JP Morgan	Quality Logic
Banc of America Securities	Katun	Rastar
Blicktek	Konica Minolta	Raymond James & Associates
Brother International	Kyocera Mita	Reliant Equity Investors LLC
Cabot Corporation	Laser Imaging International	Rhinotek Computer Products
California EPA	LaserCycle / InkCycle	Ricoh Corporation
Canon	Laser Networks	R-Jet Tek
Capital Group Companies, Inc.	Lasertek	Rohm and Haas
Cartridge World	Lehman Brothers	Royal Consumer Products
Clover Technologies	Lexmark International	Samsung Electronics
CCIA (China Computer Industry Assn.)	LSI Logic	SanDisk Corporation
Charrette	Marvell Semiconductor	Sappi
Citigroup	MeadWestvaco	Seasons Capital Mgt
Clarity Imaging Technologies	Media Sciences	Sensient Imaging Technology
Conexant Systems, Inc	Merrill Lynch	Sharp
Credit Suisse	Microsoft	Sheffield Asset Management
Cross Research	Minolta Corporation	Shutterfly
Dell	Mitsubishi Imaging	SigmaTel, Inc
Depot America	Mitsubishi Digital Electronics	Smart Papers
Digimarc	Mohawk Fine Papers	Sofha GmbH
Domtar Industries, Inc.	Monotype Imaging	Software Imaging, Inc.
Dow Chemical	Moors & Cabot	Sojitz Corp. of America
DuPont	Morgan Stanley	Solomon Smith Barney
Eastman Kodak	Motorola Imaging	Sony Electronics Inc.
Electronics For Imaging (EFI)	Multi-Laser	Staples
ENCAD	Muratec	Static Control Components
ENX Magazine	NEC Technologies, Inc.	Stora Enso North America
Epson America	NuKote	Sun Chemical
Esprit Technologies	Océ USA, Inc.	Teckn-O-Laser Company
Felix Schoeller Jr	Office Depot	TECO Image Systems
Foamex	Oki	Tomoe-gawa USA, Inc.
Force Capital Management	Olivetti Tecnost, S.p.A.	TonerHead
Freescale Semiconductor	Orient Corporation of America	TonerNow
FTN Midwest Securities Corp	Pagemark Technology	Toshiba America Business Solutions
General Plastic Industrial	Panasonic	Tudor Investment Corp
Global Graphics	Parts Now!	UBS
Goldman Sachs & Co.	Peerless Systems	West Point Products
Hewlett-Packard	Pentax	Weyerhaeuser
Hologic, Inc.	Pharos Systems	Xerox
IBM	Photofinishing News	xpedx
Image Polymers	PhotoWorks	Zoran Imaging Division

Sponsorship Details

→ Official Event Sponsorship

The highest sponsor honors at the LYRA EUROPE IMAGING CONFERENCE belong to the event sponsor. By customizing a combination of sponsor options, an organization may opt to be the official sponsor of this leading conference event, communicating to the digital imaging industry a commitment to vision and leadership. Companies that are interested in this sponsorship status are encouraged to contact Lyra as soon as possible to ensure that the optimal combination of sponsorships can be arranged. Specific deliverables are dependent on which component sponsorships are selected. Please contact Sandy Tobin at 617-454-2612 or by email at stobin@lyra.com to learn more.

→ Customized/Combination Sponsorship Options

Lyra is proud to offer a wide range of sponsor options designed to achieve every event-marketing goal and satisfy every budget. In addition, Lyra invites sponsor companies to contact us to discuss customized sponsorship packages that may not be specifically outlined in this prospectus. Do you have an idea for a sponsorship that will more effectively communicate your product or service's value-proposition? Call Lyra today. Or, if you would like to evaluate a combination of existing sponsorships, we would be eager to coordinate multiple offerings and benefits to suit your organization's needs. Please contact Sandy Tobin at 617-454-2612 or by email at stobin@lyra.com to learn more. (Specific deliverables are dependent on which component sponsorships are selected.)

Platinum Sponsorship Options

Platinum Sponsors benefit from the top level of sponsorship at the LYRA EUROPE IMAGING CONFERENCE. The Platinum package offers unparalleled visibility in pre-conference marketing and at the event. In addition to exclusive recognition for the specific sponsorship (see options below), benefits include:

- ✦ Exclusive recognition for the selected sponsorship(s).
- ✦ Prominent acknowledgement in the general session.
- ✦ One complimentary attendee pass (an \$1,295 value).
- ✦ Up to four discount registrations for your company or clients at \$1,095 (\$200 off standard registration).
- ✦ Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- ✦ Acknowledgement on official event signs.
- ✦ Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, press releases, event materials, etc.)
- ✦ The conference web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- ✦ Inclusion in targeted EUROPE IMAGING CONFERENCE email-based event marketing.

Platinum Reception Sponsor

\$10,000 (Wednesday/Welcome Reception)



Be among the first to welcome attendees to the EUROPE IMAGING CONFERENCE, and make an immediate impact by sponsoring the evening event. The **Welcome Reception** is the initial opportunity attendees have to meet and greet old friends and colleagues, make new acquaintances and get a glimpse of the agenda ahead. All attendees are invited to the **Welcome Reception** to enjoy a variety of hors d'oeuvres and cocktails.

The **evening reception** includes a **5-7 minute presentation**. (Sponsor may configure an optional theme or design for an additional premium. Contact us for more information: 617-454-2612.)

Platinum Welcome Kit Sponsor

\$8,000



When attendees arrive at the Conference, the welcome kit greets them at hotel check-in. This handy compendium offers at-a-glance information to answer the question “Where do I need to go, and when?” This resource includes information on area amenities, restaurants, and shopping choices. Greeting attendees at check-in, you will get the advantage of making a first impression *first*.

Platinum USB Pocket Drive Sponsor

\$8,000



CONFERENCE attendees who want to view presentations on their notebook PC's or access them electronically during and immediately after the event can now use the conference USB pocket drive. In addition to an imprint of your company's logo on the drive, this memory stick will offer all the events' presentations and optionally, promotional collateral files from your company to continue your sponsorship impact long after the event.

Platinum Conference WiFi Hotspot

\$8,000



For attendees who want to meet with colleagues during the event to network, the LYRA EUROPE IMAGING CONFERENCE offers a designated meeting space for such meetings. Put your name on this excellent conference resource.

Plus, get recognition for keeping attendees connected to their offices while at the CONFERENCE. A lounge area will be designated for high-speed wireless connectivity with signage displaying your logo and company name as official Wi-Fi provider in the conference area. In addition to the benefits listed on above, the Conference Wi-Fi Hotspot Sponsorship also includes a dedicated “How to connect” Wi-Fi instructions page in the conference binder with your company logo.

Platinum Conference Program Binder Sponsor

\$20,000 value (for production and shipping of all binders)



This is a unique sponsorship opportunity for makers of color-imaging-related vendors to showcase the quality of their color technology by producing the EUROPE IMAGING CONFERENCE binder materials. In addition to the benefits listed above, the Conference Program Binder Sponsorship also includes the display of the company logo on the binder cover and an “About this binder” technology description page. (This sponsor is entitled to *two* complimentary attendees, a \$2,590 value.)

Gold Luncheon Sponsor

\$6,500



As attendees meet for lunch, networking, and to debrief the morning’s presentations, your company will be recognized at a 1½-hour, three-course luncheon served to all attendees. The Gold Sponsor enjoys numerous Top-Tier benefits of sponsorship at the CONFERENCE with an excellent package of pre-conference and event marketing.

- Sponsorship honors for the **luncheon** include a **5-7 minute presentation**. (Sponsor may configure an optional, premium theme or design.)
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (an \$1,295 value).
- Up to four discount registrations for your company or clients at \$1,095 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference web page’s sponsor directory listing will display the sponsor’s name and logo, with a link to sponsor’s home page.
- Inclusion in targeted CONFERENCE email-based event marketing.

Official Event Signage Sponsor

\$7,000 value (for production and shipping of all signage)



This sponsor receives ubiquitous recognition for the printing and display of all event signage. The signage sponsor effectively benefits from visibility *throughout* the physical space of the site.

- Sponsorship honors for all signage.
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (an \$1,295 value).
- Up to four discount registrations for your company or clients at \$1,095 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)

- The conference web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted CONFERENCE email-based event marketing.



Silver Tier Breakfast or Refreshment Break (2) Sponsors

\$5,000

Thursday will open with a breakfast. Registrants attend the breakfast as the ideal opportunity to commence networking, make initial contacts and arrange meetings throughout the day.



Each morning and afternoon includes a refreshment break where attendees enjoy snacks and refreshments. With your signage and any promotional giveaways, sponsoring a break will reinforce your company's presence at the event.



The Silver Sponsor takes advantage of several benefits of Top-Tier sponsorship at the CONFERENCE with comprehensive offerings in pre-conference and event marketing.

- Sponsorship honors for **breakfast** or one **refreshment break**
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (an \$1,295 value).
- Up to four discount registrations for your company or clients at \$1,095 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display on Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted CONFERENCE email-based event marketing.



SPECIALTY SPONSORS

Specialty sponsors at the 2008 LYRA EUROPE IMAGING CONFERENCE may choose to expand their company visibility through several exclusive facets of our event. Here is a summary of benefits that Specialty Sponsors may receive:

- Exclusive sponsorship honors for each specialty.
- Premiums, if provided by your company, will be distributed at the conference hall.
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (an \$1,295 value). (Applies to specialty sponsorships priced at \$2,500 or above.)
- Four discount registrations for your company or clients at \$1,095 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- Corporate acknowledgement on official event signs.
- Sponsor recognition and logo display on Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted CONFERENCE email-based event marketing.

Note: Not all benefits apply to every Specialty Sponsorship. Specific sponsorships below contain additional details.

Name Badge Lanyard Sponsor

\$2,500

Imagine every attendee interaction promoting your company? The lanyard sponsorship affords you the chance to display your company logo on the CONFERENCE lanyard, with additional visibility when the lanyard returns to hang at an attendee's office.

➔ Includes 2 discounted registrations (\$1,095 rate). See specialty sponsorship introduction above for additional benefits.



Conference Notepad and Pen Sponsor

\$2,500

By displaying your logo on the conference hall's notepads and pens, your company's presence will pervade the event. Three-hole punched notepads will also integrate easily in the conference binder allowing your logo to travel with attendees.

➔ Includes 2 discounted registrations (\$1,095 rate). See specialty sponsorship introduction above for additional benefits.



Conference Tote Bag Sponsors (2)

\$2,000/ 1 side or \$3,500/ 2 sides

One of the most popular giveaways at the event, the official CONFERENCE gusseted canvas tote bag is perfect for carrying the conference binder, notepads, laptops, bottles, etc. Gain invaluable exposure with a large color impression area for your logo. Sponsor one side, or both!

→ Includes 2 discounted registrations (\$1,095 rate). See specialty sponsorship introduction above for additional benefits.

iPod Giveaway Sponsor (4)

\$1,000 each or \$3,500 for all 4

The must-have toy, the iPod is a favorite conference prize. With a giveaway sponsor(s), up to 4 (four) iPods will be given away at intervals throughout the event. Sponsor one, some, or all of the giveaways!



NEW! Your company name will be engraved on the iPod: “Compliments of _____”

→ Includes 2 discounted registrations (\$1,095 rate). See specialty sponsorship introduction above for additional benefits.

Additional Important Information

- Please see the sponsorship contract on page 12 for complete pricing details.
- **Sponsors are encouraged to sign on as early as possible.** Fulfillment of benefits described herein is subject to Lyra Europe Imaging Conference marketing schedules (e.g., sponsors signing on *after* mailer material goes to print may not be included in the mailer, etc.).
- Costs for specialty sponsorships’ related tangibles are included in prices listed above, unless otherwise specified.
- **Tailored Combination/Custom Packages Available**
Sponsor companies may opt to develop a custom or combination sponsorship package to promote their company, product or press event in a special way. If you would like to discuss a custom sponsorship idea, please call or email Sandy Tobin: +1-617-454-2612, stobin@lyra.com. Or, fax the following application form with “Custom Package—Contact Me!” checked off.

2008 Lyra Europe Imaging Conference Sponsorship Contract

June 18-19, 2008, Radisson SAS Hotel, Amsterdam, The Netherlands



Please complete the following **two pages** and fax to (cover sheet not required):

Sandy Tobin, Fax: +1-617-454-2601, Email: stobin@lyra.com, Voice: +1-617-454-2612

Upon receipt and acceptance of this contract, a confirmation of your sponsorship purchase will be sent to you.

My company would like to select the following 2008 LYRA EUROPE IMAGING CONFERENCE sponsorship(s):

- | | |
|--|-------|
| <input type="checkbox"/> Event Sponsor—contact me! | \$TBD |
| <input type="checkbox"/> Custom/Combination Package—contact me! | \$TBD |

Platinum Tier

- | | |
|--|--|
| <input type="checkbox"/> Evening Reception Sponsor | \$10,000 |
| <input type="checkbox"/> Welcome Kit Sponsor | \$8,000 |
| <input type="checkbox"/> USB Pocket Drive Sponsor | \$8,000 |
| <input type="checkbox"/> WiFi Hotspot Sponsor | \$8,000 |
| <input type="checkbox"/> Conference Program Binder | \$20,000 (or all printing & shipping expenses) |

Gold Tier

- | | |
|--|---|
| <input type="checkbox"/> Luncheon Sponsor | \$6,500 |
| <input type="checkbox"/> Event Signage Sponsor | \$7,000 (or all printing & shipping expenses) |

Silver Tier

- | | |
|--|---------|
| <input type="checkbox"/> Breakfast Sponsor | \$5,000 |
| <input type="checkbox"/> Break Sponsors | \$5,000 |
| <input type="checkbox"/> Wed. p.m. | |
| <input type="checkbox"/> Thurs. a.m. | |

Specialty Sponsorships

- | | |
|--|-----------------------------------|
| <input type="checkbox"/> Name Badge Lanyard Sponsor | \$2,500 |
| <input type="checkbox"/> Conference Notepad & Pen Sponsor | \$2,500 |
| <input type="checkbox"/> Conference Tote Bag Sponsors (1-2) Sides: _____ | \$2,000/1 side or \$3,500/2 sides |
| <input type="checkbox"/> iPod Giveaway Sponsor (4 available) Qty: _____ | \$1,000 ea. / \$3,500 for all 4 |

Cancellation Policy: This agreement will bind the applicant and Lyra Research and there shall be NO RIGHT OF TERMINATION if sponsorship privileges have been activated prior to termination. If applicant cancels its sponsorship and sponsorship privileges have not yet been activated, a \$500 service charge will be invoiced to applicant. Applicant must provide a request to cancel in writing to Sandy Tobin, Lyra Research, Inc., P.O. Box 9143, Newtonville, MA 02460-9143. At its discretion, Lyra Research reserves the right to cancel this contract at any time.

Hold Harmless: The Applicant shall indemnify, defend, and hold harmless Lyra Research and its respective officers, directors, partners, agents, members, and employees from and against all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorney's fees (collectively "claims") arising out of or caused by Applicant or its members' negligence in connection with the use of the hotel facilities. Applicant shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

Terms and Payment: The Applicant accepts that the benefits of each sponsorship are limited to what is described in this sponsorship prospectus unless negotiated and noted otherwise. Should adjustments be made to the baseline package, the Applicant will be responsible for additional expenses and will be invoiced accordingly. Submitting this contract will reserve the sponsor's initial choice if available. Upon signed receipt of this contract, Lyra will process Applicant's credit card for the sponsorship amount, or will submit an invoice for the sponsorship amount, payment of which will be required in net 30 days of the date of invoice.

Sponsor Payment Information

Company Name (as you'd like it to appear on event signage and collateral): _____

Company URL (as you'd like it to appear on event signage and collateral): _____

Please email a standard company description and high-resolution logo files (EPS or TIF) to stobin@lyra.com.

Name: _____

Title: _____

Department: _____

Company: _____

Address 1: _____

Address 2: _____

City: _____

State: _____ Zip: _____

Country: _____

Telephone: _____

Fax: _____

Email address: _____

Are you the Event Primary Contact? Yes No

If *No*, please supply:

Name: _____

Email: _____

Phone: _____

Purchase Order # (optional): _____

Credit Card Number: _____ Exp. mo/yr: _____

Card Type: AMEX MASTERCARD VISA

Name on Card: _____

Title: _____ Company: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Authorization Signature: _____

Please carefully review and fax both pages to +1-617-454-2601.