



PARTNER PROGRAM

The AFSMI |SSPA | TPSA Partner Program provides a host of Event Marketing, Program Marketing and Research offerings we select from to build a program that is aligned with your key initiatives for the year.

Your annual agreement may be initiated at any list value level by contracting for one or more offerings. Once the cumulative list value of your agreement reaches \$25,000, our standard investment discount pricing structure is applied using the table below. As you add to your agreement throughout the year, your cumulative investment is used to calculate the level of discount for your additions. Partner achievement is formally recognized as you reach these list value levels in each association.

Bronze	\$25,000 - \$49,000	= 5% Discount
Silver I	\$50,000 - \$74,000	= 10% Discount
Silver II	\$75,000 - \$99,000	= 15% Discount
Gold	\$100,000 - \$124,000	= 20% Discount
Platinum	\$125,000+	= 25% Discount

Additionally, should you sign partner agreements with more than one of our associations, the cumulative investment across all partner agreements is calculated to determine the level of discount which is then applied to each agreement.

The following pages list each of the event (beginning on page 2), program (beginning on page 6) and research (beginning on page 9) offerings and pricing. Association-specific offerings are identified with that association’s designation – AFSMI, SSPA or TPSA. Summary level information on each association can be found beginning on page 12.

EVENT MARKETING

- The Associations present a schedule of major events for services executives — Technology Services Europe, Technology Services World Spring and Technology Services World Fall. The Technology Services Expo is a key component at each of these conferences and provides the opportunity to meet face-to-face with decision makers and key influencers from each of the member companies. *From time to time, the Associations may offer additional sponsorship opportunities that are unique to a venue. These opportunities will be communicated via email and/or other vehicles to allow partners to take advantage of these additional sponsorships.*

Technology Services World and Expo
"The New Customer Focus"
Santa Clara, CA; May 4-6, 2009

Technology Services World and Expo
Theme "TBD"
Las Vegas, NV; October 19-21, 2009

- **Exhibit Space:** Each includes the booth space pipe & drape; id sign; two, three or four conference and one, two or three expo only registrations, a company/logo listing in the conference materials, game card participation and eligibility to submit for the Recognized Innovator awards program. Lead retrieval systems and booth components (furniture, carpeting, shipping, etc.) will be available for an additional fee contracted through our third party exhibition management company. If the association moves to new lead retrieval technology, this will be contracted directly with the association.

10x10 Exhibit Space \$8,750: two conference and one expo registrations.

10x20 Exhibit Space \$15,000: three conference and two expo registrations.

20x20 Exhibit Space \$25,000: four conference and three expo registrations.

Technology Services Europe and Expo
"Services Without Boundaries"
Barcelona, Spain; April 1-3, 2009

- **Exhibit Space:** Each includes the booth space, two conference registrations and a company listing in the conference materials. The basic exhibit stand is also included and consists of: hard panel shell sides/back walls, metal frame, spot lighting, company name overhead sign, vertical logo sign, front counter, electrical drop with converter. Additional booth components (furniture, custom signage, internet, a/v, etc.) will be available for an additional fee contracted through our third party exhibition management company.

8x8 (2mx2m) Exhibit Space \$6,000: two conference registrations.

One-time use of the attendee list post-conference is also included with TSEurope exhibit space.

- **Co-Presented Case Study Speaking Session \$8,000:** One 40-50 minute customer success story session, auditorium set up, promotion in conference materials and other related conference communication as applicable. Includes two conference registrations, one for each speaker. The contact information of the scanned badges of session attendees is provided for the U.S. events. Presentation must be reviewed and approved by the Association. A submission and approval schedule will be provided as part of the planning process. Presentation must be a customer success story with joint presentation by partner and customer.
- **Technology Expo Theater Speaking Session \$8,000 (U.S. events):** One 30 minute session presented in a hard-walled theater on the Expo floor set-up for 50 attendees. The Association provides all A/V, internet connection and the contact information of the scanned badges of session attendees. The sessions are promoted in conference materials. Includes two conference registrations for your speakers. Presentation can include a product demonstration and must be reviewed and approved by the Association. A submission and approval schedule will be provided as part of the planning process.
- **Solutions Stage \$995 (U.S. Events, non-discountable):** A ten-minute session on the Solutions Stage in the Expo hosted by John Ragsdale to present a high-level overview of your company and solutions. This may be conducted in an interview format. Selection of your time slot on the Stage is determined based on contract signing date.
- **Pre/Post Event eNewsletter \$2,750 (U.S. Events – AFSMI, SSPA):** Two custom Association email newsletters with your personal message included as a Featured Partner (maximum of eight partner participants) will be sent to all attendees of the conference. The pre-conference eNewsletter will be delivered prior to the conference to all pre-registered attendees. The post-conference eNewsletter will be delivered after the conference to all actual attendees.
- **Pre/Post Event Featured Partner \$2,750 (U.S. Events - TPSA):** Inclusion in two *TPSA Update* newsletters as a Featured Partner (maximum of four partner participants). The first inclusion will be in the *TPSA Update* published prior to the event. The second inclusion will be in the *TPSA Update* published after the event.
- **Sponsorships:** There are several available which can be bundled into a sponsorship package or contracted individually. The opportunities include advertising, meals and keynotes/session tracks. (**Each U.S. event:** Game Card (one sponsorship across associations) - \$3,250, Reception (two sponsorships across associations) - \$5,500, Luncheon (one sponsorship across associations) - \$5,500, Awards Ceremony (see below), Lanyard (one sponsorship across associations) - \$5,500, Bag Insert (maximum of three sponsorships across associations) - \$2,750, Bag Sponsorship (one sponsorship across associations) - \$2,750.) (**European event:** Reception (two sponsorships across associations)/Luncheon (one sponsorship across associations) - \$2,750, Bag Insert (one sponsorship across associations) - \$1,250.
- **Track Sponsorship \$5,500:** Each of the member presented tracks in the program is available for sponsorship. Sponsor branding includes company logo placement in conference materials, signage outside track room, table in room for one piece of sponsor literature and recognition/thank you by association executives in a general session. U.S. events - sponsorship also includes one-time use of attendee list, provided post-conference. Selection of your sponsored track is determined based on contract signing date.

- **Keynote Session Sponsorship \$5,500:** each of the conference keynote sessions is available for sponsorship. Sponsor branding includes company logo placement in conference materials, signage outside general session room and recognition/thank you by association executives in keynote. U.S. events - sponsorship also includes one-time use of attendee list, provided post-conference. Selection of keynote session sponsorship is determined based on contract signing date.
- **Cyber Lounge Sponsorship \$25,000 (U.S. Events):** limited to one partner participant per event. Sponsor branding includes special identification/recognition in conference materials, partner logo signage/branding of the Lounge, various technology components (laptops, internet connectivity, mobile device charging stations), furniture, recognition/thank you by association executives in a general session and three Conference registrations. Sponsorship also includes one-time use of the attendee list which will be provided post-conference. The Cyber Lounge is located as a 20x20 extension of the sponsoring partner's 10x20 exhibit space in the Technology Services Expo to allow for maximum branding and interaction and is open throughout the conference.
- **Conference Awards Event Table Sponsorship \$3,750/\$2,750 (U.S. Events):** Sponsor a table (\$2,750) or member-reserved table (\$3,750) at the Awards event. Sponsor branding includes company /logo placement in awards event materials and recognition/thank you by association executives. Up to eight Conference attendees (from company name/title list) will be invited to sit with two of your representatives at your sponsored table. For member reserved table sponsorship, one of your representatives will be invited to sit at the table with nine member attendees.

○ **Executive Dinner Sponsorships:**

- **Services Executive Dinner Sponsorship \$20,000; \$8,000 (U.S. Events):** The Services Executive Dinner has become the premier executive networking event at our conference for VIP invitation-only attendees. This sponsorship includes the following branding for exclusive (\$20,000) or shared (one of three - \$8,000) sponsorships.

Sponsor branding:

- Inclusion in email confirmation – co-branded with your logo and announcement as a sponsor.
- Attendance – Up to three (exclusive) or two (shared) sponsor executives can attend the dinner.
- Signage – inclusion in welcome sign at the restaurant (with venue’s approval).
- Introduction/Welcoming Remarks – association Executives will introduce the dinner sponsor(s) and introduce the sponsor attendees. Each sponsor is provided two to three minutes for welcome remarks.
- Dinner Program – sponsor branding and corporate backgrounder will be included in the Association prepared dinner program.
- Sponsor Literature – the Association will arrange for placement of a sponsor supplied single piece of literature.
- Table Gift – the Association will arrange for placement of a sponsor supplied ‘table gift’ with your logo/branding.
- One sponsor attendee will be invited to sit at a table with an association executive. Open seating is provided for all other attendees to facilitate networking.
- Dinner attendee list provided post-conference.

- **Services Executive Dinner Sponsorship \$8,000 (European Event):** The Services Executive Dinner is expected to become the premier executive networking event at our conference for VIP invitation-only attendees. This sponsorship includes the following branding for this exclusive sponsorship.

Sponsor branding:

- Inclusion in email confirmation – co-branded with your logo and announcement as a sponsor.
- Attendance – Up to two sponsor executives can attend the dinner.
- Signage – inclusion in welcome sign at the restaurant (with venue’s approval).
- Introduction/Welcoming Remarks – association Executives will introduce the dinner sponsor and introduce the sponsor attendees. Sponsor is provided two to three minutes for welcome remarks.
- Dinner Program – sponsor branding and corporate backgrounder will be included in the Association prepared dinner program.
- Sponsor Literature – the Association will arrange for placement of a sponsor supplied single piece of literature.
- Table Gift – the Association will arrange for placement of a sponsor supplied ‘table gift’ with your logo/branding.
- One sponsor attendee will be invited to sit at a table with an association executive. Open seating is provided for all other attendees to facilitate networking.
- Dinner attendee list provided post-conference.

PROGRAM MARKETING

- **Online Technology Services Buyers' Guide:** Each Partner is given a company listing in the electronic guide at no charge as part of their program affiliation. The standard listing includes:
 - Color logo
 - Contact address, phone, email address, website URL
 - Company information – either from Hoover's or provided by you
 - Solutions Listing
 - Partial Customer list – up to 12 company names
 - John Ragsdale, VP Technology Research, commentary – information about your solutions
 - Functional Coverage/Solution areas – John/you will identify the areas from:
 - eService – web collaboration, proactive chat, email response management, agent knowledgebase, agent diagnostic tools, customer knowledgebase, customer self-service problem, diagnostic/self-healing, forums, remote control/remote diagnostics/self-healing.
 - Field Service – field agent scheduling/dispatch, parts inventory/logistics tracking, wireless field service.
 - CRM – case management, entitlement, SLA tracking, customer history, up sell/cross sell.
 - Contact Center – skills based routing, work force optimization, quality monitoring, learning management system, voice self-service, survey management.
 - Professional services/Business consultants – integration/implementation services, best practices, services and support operations management empowerment and coaching, outsourcing.

The upgrade program provides the opportunity to contract for up to four case study links. These can be purchased in a bundle or individually. The 'Featured Case Study' section will have the customer name as a link back to your website. Each case study link will remain in the guide for one year. The Guide will be updated on a quarterly basis. This will allow for changes to your standard listing information and to purchase additional case study links. Link to the Guide: http://www.thesspa.com/buyers_guide/index.asp

Case Study link pricing:

- First case study link - \$2,750
- Two case study link bundle - \$4,750
- Three case study link bundle - \$6,500
- Four case study link bundle - \$7,500
- Individual case study links after the first case study - \$2,500

- **Featured Link \$2,750 (per publication, per edition, per association):** Inclusion in one edition of one publication of the various electronic communications vehicles (quarterly SSPA News, quarterly AFSMI Newslines, monthly AFSMI, SSPA and TPSA Updates, monthly cross-association Conference Newsletter and AFSMI, SSPA or TPSA Technology Services Research Quarterly), which are distributed to each association's opt-in community. Each vehicle includes one or more sponsorship areas that can be used to promote your products and services.
 - SSPA News - four sponsorship areas
 - AFSMI Newslines, TSRQ and Conference Newsletter - two sponsorship areas
 - Updates - one sponsorship area
 - Sponsorships offered are: Issue Sponsor, Technology Spotlight, Featured Article, Featured Webcast, Featured Case Study and Featured White Paper. TSRQ and ConferenceNews sponsorships are general sponsorships.

- **Web Advertising \$5,500 (per ad, per association):** Your message will be displayed in front of the Association members and all site visitors through your sponsored ad on one of the Association's home page. Ads include your logo and a link and are seen on all global web pages. Ads run for one month duration on one association website. A maximum of two partner ads may be featured each month on each association website. The associations' website homepages average 12,000 to 30,000 (depending on association) page views per month.

- **White Paper Sponsorship/Posting \$5,500 (per paper, per association):** Provide a research paper to be published on the association website which is visited by thousands of services executives. Your paper will be promoted in the white paper program section of the website and through a listing in an association electronic publication scheduled during the posting month. The association will track downloads and provide you with a bi-monthly list of contact information for each opt-in person who downloads the paper. Each white paper remains posted for one year. Should 75 downloads be reached, you have the option to 'refresh' the white paper once if time remains in the 12 month term.

- **Webcast \$21,500/\$32,250/\$43,000:** A one-hour live session hosted by the association (\$21,500), co-branded with two associations (\$32,250) or three associations (\$43,000). The program includes:
 - Logo placement with web link on two webcast marketing emails sent to the opt-in subscribers of the association electronic publications. Co-branded and multi-association include marketing to additional association(s) using webcast e-marketing vehicles.
 - Promotion on the association website prior to the webcast. Co-branded and multi-association include posting to additional association(s) website(s).
 - Coaching on content development and moderation.
 - Introduction and comments by John Ragsdale, VP Technology Research. For TPSA webcasts, Thomas Lah, Executive Director, may be requested as session moderator.
 - Your company's content during the webcast (note: content must be approved by the association).
 - Hosting of webcast on the association's platform with access to reports.
 - List of all registrants and attendees who opt-in to receive information.
 - Webcast archived for up to one year on-demand on website of each contracted association. Archived webcasts may be periodically promoted.
 - List of all on-demand registrants who opt-in to receive information.
 - Link to the webcast will be provided. The webcast content is available for your use in your marketing programs and on your website.

- **Minicast \$12,000/\$18,000/\$21,500:** A 30-minute, pre-recorded webcast focused on a single technology solution area, including a partner product demonstration. Single association (\$12,000), co-branded with two associations (\$18,000) or three associations (\$21,500). Introduction, market positioning, Q&A and wrap-up by the SSPA; 20-minute presentation/demonstration of your solution. The association will market the mini-cast to the association constituency through:
 - Logo placement with web link on two webcast marketing emails sent to the opt-in subscribers of the association electronic publications. Co-branded and multi-association include marketing to additional association(s) using webcast e-marketing vehicles.
 - Promotion on the association website prior to the webcast. Co-branded and multi-association include posting to additional association(s) website(s).
 - Coaching on content development and moderation.
 - Introduction and comments by John Ragsdale, VP Technology Research. For TPSA minicasts, Thomas Lah, Executive Director, may be requested as session moderator.
 - Your company's content during the minicast (note: content must be approved by the association).
 - Hosting of minicast on the association's platform with access to reports.
 - List of all registrants and attendees who opt-in to receive information.
 - Minicast archived for up to one year on-demand on website of each contracted association. Archived minicasts may be promoted periodically.
 - List of all download registrants who opt-in to receive information.
 - Link to the minicast will be provided. The minicast content is available for your use in your marketing programs and on your website.

- **Pod Cast Highlights from Webcast/Minicast \$3,500:** A ten-minute highlights session of your Association hosted webcast/minicast. The offering includes:
 - Co-ordination of the content in conjunction with the webcast/minicast.
 - Introduction and comments by John Ragsdale, VP of Technology Research. For TPSA webcasts/minicasts, Thomas Lah, Executive Director, may be requested as session moderator.
 - Recording of the session completed during debrief by the association.
 - Session delivered in both WAV and MP3 formats.
 - Must be contracted at same time as webcast/minicast.

- **Partner Web/Pod Cast Promotion \$8,750 (per promotion, per association):** Your web/pod cast will be marketed to the association constituency through a listing on the website, in the Webcast Program section of the website and through inclusion in one association electronic publication. Your listing will include your company logo, and link to your website where your web/pod cast and registration details are listed.

- **Member Web/Pod Cast Sponsorship \$3,750:** Your logo and link with acknowledgement as the sponsor will be included in the marketing and delivery of an association 'Members Only' web/pod cast. These sessions are promoted and available to corporate members of the related association(s) on a regular basis. Selection of sponsored session will be from the current calendar available at the time of agreement signing. Your sponsorship listing will include your company logo and link to your landing page on your website.

RESEARCH PROGRAM

- **Co-authored White Paper \$15,000:** The association will co-author a white paper with you utilizing existing Association and Partner research. The resulting white paper can be published on your website and can also be provided to the association for a white paper sponsorship listing as outlined in the program section above. The final contracted price will be determined based on the scope of the white paper.
- **Pod Cast Highlights from Co-authored White Paper \$5,500:** A ten-minute highlights session of your co-authored white paper. The program includes:
 - Co-ordination of the content in conjunction with the co-authored white paper.
 - Introduction and comments by John Ragsdale, VP of Technology Research.
 - Session delivered in both WAV and MP3 formats.
 - Must be contracted at same time as co-authored white paper.
- **Partner Web/Pod Cast VP Research Guest/Moderator \$5,500:** Industry veterans John Ragsdale or Thomas Lah can be scheduled to participate in one of your web/pod cast sessions. John/Thomas will work with you to review your content and determine the flow of the session. The association will market the session through a listing in our Webcast Program section of the website and company logo/web link (posted prior to your web/pod cast). 45-day lead time is required for scheduling.
- **Partner Web/Pod Cast VP Research Co-Creator/Presenter \$10,750:** Industry veterans John Ragsdale or Thomas Lah can be scheduled to participate as a co-creator and co-presenter in one of your web/pod cast sessions. John/Thomas will work with you to create content and determine the flow of the session. The association will market the session through a listing in our Webcast Program section of the website and company logo/web link (posted prior to your web/pod cast). 45-day lead time is required for scheduling.
- **Association Executive Speakers \$16,000 / \$10,750:** Contract an association to deliver a speaking engagement at your event. Bill Rose, SSPA Founder & VP AFSMI/SSPA Research, Stephen Smith, SSPA Executive Director or Thomas Lah, TPSA Executive Director (\$16,000). John Ragsdale, VP Technology Research or Bo DiMuccio, Sr. Director Research & Advisory Services (\$10,750). The contracted executive will work with you to deliver a one-to-two hour session that is tailored to your audience. The association will market the session through a listing in our website Program Calendar. 45-day lead time is required for scheduling. Travel expenses will be billed separately.
- **Intent to Purchase Survey \$5,500:** This annual survey gathers information from our member community and provides an overview of the industry, roll-up demographics by annual revenue, proposed spending levels for the coming year and areas of focus/spending. The Survey also includes year-over-year comparisons.
- **Online Focus Group Survey \$8,000:** The association can administer an online focus group and produce a report specific to a partner's offerings and target market. The focus group will consist of selected company representatives from our member community. A standard set of questions is developed; the association will administer the activity and provide you with a report of the results of this research.

- **Inquiry Subscription Service \$10,750:** Up to two, 30-minute inquiries per month for a 12-month term are included in this subscription. Inquiries are responded to by the VP, Technology Research. This subscription provides the opportunity to leverage this valuable expertise and industry knowledge and provide you with key information to reference in planning your initiatives.
- **Research Article Reprint One-time Use \$1,750:** Provides a one-time reprint use for a single research article during the 12-month partner agreement term. The selected research report can be included as supporting research in your print/electronic communication efforts. The report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of the document in which the report is attached. The report cannot be used as a stand-alone marketing tool without prior written approval from the association.

If during the 12 month term the research report is updated prior to its one-time reprint/electronic use, the new version will be provided to the partner and the new version must be used. The partner may renew the usage in out years at the then current price.

- **Research Article Reprint One-year Unlimited Use \$5,500:** Provides an unlimited reprint use for a single research article during the 12-month partner agreement term. The selected research report can be used as supporting research in your print/electronic communication efforts. The report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of each of the documents in which the report is attached. The report cannot be used as a stand-alone marketing tool without prior written approval from the association.

If during the 12 month term the research report is updated, the new version will be provided to the partner and the new version must be used. The partner may renew the usage in out years at the then current price.

- **Partner Research Program Package:** This program takes your association partner relationship to the next level with strategic insight into the market and in depth feedback. There are three levels of participation offered:
 - Standard – Annual Investment \$21,500 and limited to five partner participants; provides access to association authored reports and a quarterly analysis by the Vice President Technology Research. Included reports:
 - Intent to Purchase Survey
 - Benchmark Metrics
 - White Papers
 - Case Studies
 - Trends and Best Practices
 - Quarterly Summary Report – review of the association authored reports during the previous quarter with incorporated partner specific analysis and recommendations to assist you in interpreting the benchmark metrics, trends, conference summaries as part of your marketing message and product planning process.
 - Designated Users – log in access to each association website for all designated users in your organization.
 - Inquiry Access – one, 30-minute inquiry per quarter. Access to the VP Technology Research via telephone or email for questions on trends, competitive positioning, feature prioritization, messaging, etc. This includes calls with sales reps, and in some cases prospects, to discuss sales strategy.
 - Advanced – Annual investment \$32,500 and limited to three partner participants; participation includes those items listed above under Standard, plus:
 - Partner SWOT Analysis – the association will provide a written analysis of your strengths, weaknesses, opportunities and threats on an annual basis. This analysis is derived from information gathered from a variety of sources including member input, product quality and effectiveness ratings, wins, losses and market momentum of competitors.
 - Advisory – Scheduled quarterly, one-hour sessions with the VP Technology Research, which may be conducted by telephone or in person. Each session will have a jointly agreed upon agenda. Topics can include-
 - feedback from members
 - input on marketing messaging, presentations or promotional materials
 - usability reviews of new product versions, release planning
 - partner strategies, technology and industry trends.
 - Premiere – Annual investment \$43,500 and limited to two partner participants; participation includes those items listed above under Standard and Advanced, plus:
 - Briefings – Two per year with scheduling priority.
 - Case Study – One per year, based on a client you recommend and for which you provide contact information and secure approval.
 - Unlimited Inquiry Access – Access to the VP Technology Research via telephone or email for questions on trends, competitive positioning, feature prioritization, messaging, etc. This includes calls with sales reps, and in some cases prospects, to discuss sales strategy.

ASSOCIATION INFORMATION

AFSMI – Association for Services Management International

We have a host of information about the association on our website at www.afsmi.com. Here are some highlights:

- AFSMI was founded in 1972 and its worldwide members include services professionals in IT, Healthcare, Industrial Automation, Communications, Transportation and many other industries where services are an important element of customer value.
- Conferences – the AFSMI presents three events per year with the SSPA and the TPSA.
 - Attendance over the past two years has ranged from 500 to over 800 (U.S. events) and 120-220 (European event). The demographics for the past two years are as follows:
 - Managers - 34%
 - Directors – 37%
 - Vice Presidents - 24%
 - Other Executives - 5%
- We have a combination of over 40 corporate member companies and close to 1,000 individual members, and our worldwide chapters. Representative companies include:
 - Alcatel Business Systems
 - Canon Europe
 - EDS
 - Lucent
 - Motorola Computer Group
 - Reynolds & Reynolds
 - Siemens
 - Philips
 - General Electric
 - Sony Electronics
 - Tellabs
 - Tokyo Electron America
 - Unisys
- We also have over 6,500 community members (unpaid, registration for website access) with a total opt-in database of approximately 8,000. This includes access to the White papers, Webcasts and AFSMI electronic publications.

SSPA – Service and Support Professionals Association

We have a host of information about the association on our website at www.thesspa.com. Here are some highlights:

- The SSPA was launched in 1989.
- Conferences – the SSPA presents three events per year with the AFSMI and the TPSA.
 - Attendance over the past two years has ranged from 500 to over 800 (U.S. events) and 120-220 (European event). The demographics for the past two years are as follows:
 - Managers - 34%
 - Directors – 37%
 - Vice Presidents - 24%
 - Other Executives - 5%
- We have over 200 member companies (paid memberships) in the SSPA, including (full member list is posted on our website):
 - Business Objects
 - Cisco
 - Dell
 - EMC
 - HP
 - Oracle
 - Sony
 - Sun
 - Symantec
 - Xerox
- The annual revenue breakdown for our member companies:
 - >\$10B = 11%
 - \$5B - \$10B = 10%
 - \$1B - \$5B = 15%
 - \$500M - \$1B = 11%
 - \$100M - \$500M = 21%
 - <\$100M = 32%
- We also have over 6,000 community members (unpaid, registration for website access) and an opt-in database of 12,000. This includes access to the Online Buyer's Guide, White papers, Webcasts and electronic publications.

TPSA – Technology Professional Services Association

We have a host of information about the association on our website at www.tsponline.com. Here are some highlights:

- TPSA was launched in 2005.
- Conferences – the TPSA presents three events per year with the AFSMI and the SSPA.
 - Attendance over the past two years has ranged from 500 to over 800 (U.S. events) and 120-220 (European event). The demographics for the past two years are as follows:
 - Managers - 34%
 - Directors – 37%
 - Vice Presidents - 24%
 - Other Executives - 5%
- TPSA is the first and only organization for executives who define, deliver, manage, measure, and optimize technology services in the world's leading corporations.
- There are close to 100 member companies (paid memberships) in TPSA, including (member list is posted on our website):
 - BMC Software
 - HP
 - CA
 - Oracle
 - Motorola
 - Sun
 - Xerox
- We also have over 3,500 community members (unpaid, registration for website access) and an opt-in database of 5,000. These members all have access to the White papers, Webcasts and electronic publications.
- TPSA serves as a preeminent thought leader and issues advocate, providing insights and trends analysis to the media, industry and business community-at-large on all matters related to technology professional services. Among its member programs, TPSA offers a Benchmark Survey with peer-group specific and industry average metrics, and The Service 50, an aggregation and analysis of publicly reported financial data, with a focus on trends in services revenues, margins, and contributions to total corporate revenue.

Association Conferences

- Each association has held a combination of individual and joint conferences since their respective founding years. Beginning in 2008, the three associations moved to conducting all of their events as joint conferences.
- The European event has been in place for eleven years (AFSMI) and as a joint event since 2008.
- The U.S. spring/fall format has been in place the past ten years.
 - Attendance at each of the 2008 events was over 800. The demographics for the past two years are as follows:
 - Manager 34%
 - Director 37%
 - VP 24%
 - Other Executive 5%