

# InfoGenesis *Las Vegas*

Worldwide Solution Center and Briefing Hub



## SPONSORSHIP PROGRAM AND PROJECT PLAN

*Discover a world of opportunities in Las Vegas!*



# Welcome to the new

## InfoGenesis *Las Vegas*

Worldwide Solution Center and Briefing Hub



InfoGenesis Las Vegas offers a great opportunity for you—  
our valued partners—  
to take part in our vision, growth,  
and commitment to technology.  
Don't miss this chance to get in on the ground floor as  
*technology sponsors*  
at InfoGenesis Las Vegas.

*In early 2006, InfoGenesis Las Vegas will open its doors just south of the famous Las Vegas Strip. This new venture represents some significant changes for InfoGenesis. While our corporate headquarters will remain in Santa Barbara, California, many of our core teams will now be located in Las Vegas.*

*Las Vegas, with its impressive and growing hospitality, foodservice, and retail markets is a natural fit for us. In addition, InfoGenesis has significant hospitality market share in Las Vegas. From the second story Solution Center and Executive Briefing Hub, the view of the Strip is unmatched. On a clear day, many InfoGenesis customers can be*

*seen—each proudly endorsing InfoGenesis products and services, as well as those from our partners. Just a few of these customers include Caesars, Bellagio, New York New York, MGM Grand, and Paris Las Vegas.*

*Our large customer base in Las Vegas means there are many hardware and software users that have experience with InfoGenesis, as well as partner products. Las Vegas also offers an interesting mix of potential employees for InfoGenesis that are hospitality-educated and have experience with the technology of the industry.*



# InfoGenesis

The Guest Experience Management Company

## **There has been a major shift in hospitality.**

InfoGenesis sees this new era as a time to make the dream of guest experience management a reality. This focus on guest experience management promises to give hospitality companies the technology necessary to understand guests better, personalize the service they receive, and have a greater influence on their spending.

InfoGenesis is defining the future of hospitality with guest experience management applications and services that center around our award-winning point-of-sale, self-service, reservations, and table management solutions. They act as a central point for collecting the necessary guest experience

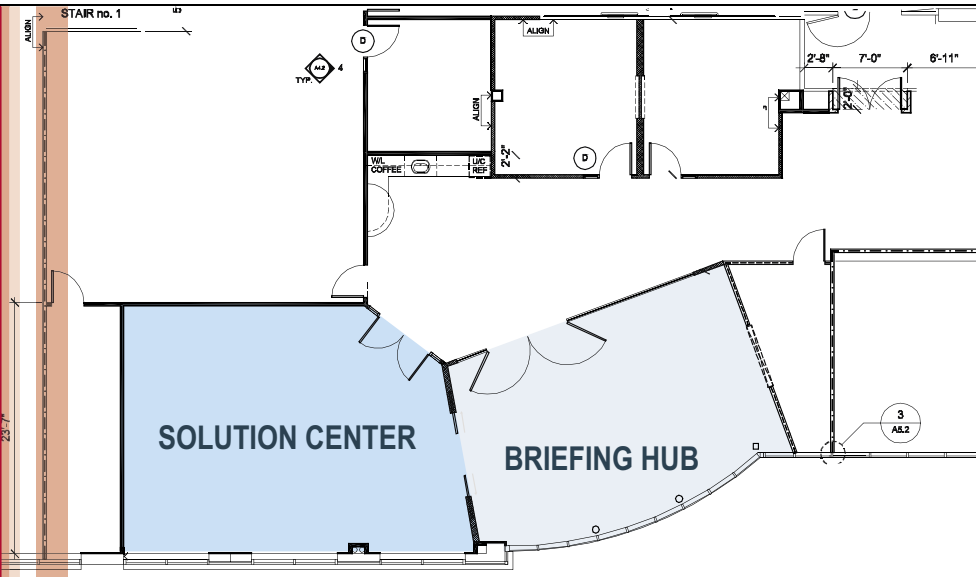
management data. InfoGenesis is extending the capabilities of these products, as well as introducing new products and services that support guest experience management. But that is just a beginning. InfoGenesis sees the products partner companies provide, and the integration with those products, as essential pieces in making guest experience management a reality.

The Solution Center is an ideal place to not only showcase new InfoGenesis products, but those of our partners that help define guest experience management.

# 4 Elements

## InfoGenesis *Las Vegas*

The world-class InfoGenesis Las Vegas will feature the following:



### Solution Center and Executive Briefing Hub

This one-of-a-kind facility will showcase—and bring to life—the latest products and solutions from InfoGenesis and our partners. The Solution Center will provide the ultimate venue management demonstration experience—showing existing and potential customers' what's possible for their business. The end-to-end experience will allow visitors to explore technology positioned to change the way business is conducted in the hospitality and food-service markets. Throughout the Solution Center pods and podiums will highlight the latest hardware and software—including alpha and beta versions—by industry interest and vertical. Videos will continually play in the showcase area featuring customer testimonials and highlighting our complete technology solutions. The Solution Center, combined with the Executive Briefing Hub, will also give visibility into our new Training Center and Customer Care Center, as well as providing a starting point for site tours of our diverse Las Vegas customer base. It will truly be an environment where the value of InfoGenesis and our partner solutions can be realized, and where the future of hospitality technology and guest experience management will come alive.

### Customer Care Center

Our high-tech support center is designed from the ground up to optimize the technical support environment. It includes everything from workstations and electronic displays to kiosks. By year end, this facility will be our primary, first-tier support center. Our next-generation support lab at the site will be the central vehicle in duplicating and resolving customer issues.

### Training Center

Our world-wide customer training center will host customer seminars, Customer Advisory Council meetings, employee training, and other industry training events.

### Home Base

InfoGenesis Las Vegas will serve as a home base for many of our divisions, including Field Services, Human Resources, MIS, Sales, and Professional Business Services. Having a Las Vegas-based home will add flexibility and efficiency when deploying System Engineers and Trainers to customer sites around the country.



# Get Involved —Today!

## InfoGenesis *Las Vegas* Solution Center Sponsorship Program



W E L C O M E

### Why sponsor the Solution Center?

The Solution Center Sponsorship Program is an innovative and effective approach to working as partners. Your participation in the program will increase your ability to serve shared customers and drive new business. By being part of the sponsorship program, you will help define the future of hospitality, foodservice, and retail. Choose your level of participation based on corporate goals and your desire to make an impact on the industry.

The InfoGenesis Solution Center will showcase the latest InfoGenesis and partner products—including services, tools, and technologies. Your sponsorship of the Solution Center will give customers, prospects, industry representatives, industry innovators—as well as the media and academia—exposure to what you have to offer. They will see your involvement with InfoGenesis and your commitment to technology.

### How to sponsor the Solution Center

1. Choose a sponsorship level on the following page. Benefits include being part of the Solution Center and beyond.
2. Decide what equipment you will contribute to showcase your solutions. This is essential for having the presence you want at the Solution Center.
3. Plan for the annual renewal of your sponsorship (each December).
4. Contact Kerry Allen to begin your participation in the Solution Center Sponsorship Program.

Kerry Allen  
Director, Corporate Marketing  
805.681.8600 ext. 1423  
kallen@infogenesis.com

# Sponsorship **InfoGenesis Las Vegas**

Sponsorship Levels

## **PLATINUM—\$100K**

### **Showcase Benefits**

- Product showcased in Solution Center 365 days a year and included in all vertical demos
- Showcase Beta and Alpha products
- Basic InfoShare Sponsor

### **Exposure Benefits**

- Prominent logo placement on website and in all Solution Center promotional materials
- Main opening day event sponsor
- Prominent placement in all advertising and editorial associated with event
- Prominent logo placement at Solution Center
- Prominent logo and product summary in Solution Center Guide
- Increased editorial exposure
- Logo on banner in Solution Center for special events—including Customer Advisory Council meetings
- Two joint InfoGenesis press releases a year focusing on InfoGenesis and partner activities

### **Additional Benefits**

- Use of Solution Center or Training Center for product demos and meetings four times a month (subject to availability)
- Joint demand creation campaigns
- Joint lead sharing from events (and demos)
- Admission for two employees to InfoShare at InfoShare

## **GOLD—\$75K**

### **Showcase Benefits**

- Product showcased in Solution Center 365 days a year and included in all vertical demos
- Showcase Beta software and hardware

### **Exposure Benefits**

- Included on website and in all Solution Center promotional materials
- Included in opening day event, as well as all advertising and editorial associated with event
- Logo placement at Solution Center
- Logo and product summary in Solution Center Guide
- One joint InfoGenesis press release per year

### **Additional Benefits**

- Use of Solution Center or Training Center once monthly for product demos and meetings (subject to availability)

## **SILVER—\$50K**

### **Showcase Benefits**

- Product showcased in Solution Center 365 days a year and included in all vertical demos

### **Exposure Benefits**

- Included on website and in all Solution Center promotional materials
- Included in opening day event, as well as all advertising and editorial associated with event
- Logo placement at Solution Center
- Logo and product summary in Solution Center Guide