



## Itanium® Conference & Expo April 15-18, 2007

*Spotlighting Linux on Itanium®-based Platforms*  
Doubletree Hotel | San Jose, California | USA

# Gelato ICE 2007 Media Sponsor Form

## Important Dates for Sponsors

**ASAP:** Sponsorship Form Due

**ASAP:** Company Description & Logo Due

**Feb 28:** Advertisement Artwork Due

**Apr 13:** Literature for Registration Bundling Due

### Location

Doubletree Hotel  
2050 Gateway Place  
San Jose, CA 95110, USA

### Conference URL:

[www.ice.gelato.org](http://www.ice.gelato.org)

## Conference & Exhibition Hours

### Sunday, April 15

18:30-20:30 Opening Reception at the  
Doubletree Hotel\*

### Monday, April 16

8:30 - 9:00 Registration/Exhibits Open\*  
9:00 - 12:30 Technical Sessions  
12:30 - 14:00 Lunch in Exhibit Hall\*  
14:00 - 15:30 Technical Sessions  
15:30 - 17:30 Poster Session in Exhibit Hall\*  
17:30 - 18:00 Exhibits Open\*

### Tuesday, April 17

8:30 - 9:00 Exhibits Open\*  
9:00 - 12:30 Technical Sessions  
12:30 - 14:00 Lunch in Exhibit Hall \*

### Tuesday, April 17 (cont'd)

14:00 - 15:30 Technical Sessions  
15:30 - 16:00 Exhibits Open\*  
17:00 - 21:00 Tuesday Night Social & Dinner

### Wednesday, April 18

8:30 - 9:00 Exhibits Open\*  
9:00 - 12:30 Technical Sessions  
12:30 - 14:00 Lunch in Exhibit Hall\*  
14:00 - 15:30 Technical Sessions  
15:30 - 16:00 Break in Exhibit Hall\*  
16:00 - 17:30 Technical Sessions

\* Exhibits are open 30 minutes before and after the technical sessions each day and during all breaks and lunches as well as during the Opening Reception on Sunday, April 15. Please note slight scheduling changes may occur.

## Media Sponsorship Benefits

- 1/4-page ad in conference program
- One (1) complimentary conference pass
- Space for handouts on literature table
- Logo on:
  - during opening conference remarks
  - in conference program
  - on official show entrance signage
  - on [www.ice.gelato.org](http://www.ice.gelato.org)

**Media sponsorship, valued at USD 3,000, waived for in-kind promotion trade as agreed upon by Gelato and media sponsor in advance.**

## **Marketing Deliverables**

*All marketing materials should be submitted to Nan Holda.*

### **Description for Website & Program (due ASAP)**

Company Name

Company Description (50-word limit)

### **Logo (due ASAP)**

Color version, EPS or other vectorial format preferred

### **Advertisement Artwork (due February 28)**

CMYK

PDF preferred

Also acceptable: 300ppi TIF or JPG file, or EPS with type converted to outlines

Size: 3-5/8 x 4-7/8 inches (width x height)

### **Literature (due April 13)**

If you would like us to display your marketing materials on our literature table, these items must arrive at the Doubletree Hotel April 11-15, 2007. Ship items to:

<Company Name--literature>

Gelato ICE 2007

Attention: Andrew Schuh

Doubletree Hotel

2050 Gateway Place

San Jose, CA 95110, USA

### **Gelato Marketing/PR Contact**

Nan Holda Phone: +1-217-265-0947 E-mail: nan@gelato.org

### **Your Primary Marketing/PR Contact**

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

## **Technical Presentations**

Technical presentation slots are available during the conference.

### **Gelato Speaker Contact**

Andrew Schuh Phone: +1-217-265-6562 E-mail: aschuh@gelato.org

### **Your Primary Speaker Contact**

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

## **Please Fax or E-mail this Completed Form to:**

**Andrew Schuh Fax: +1-217-333-5579 E-mail: aschuh@gelato.org**