

2012 HONORARY ADVISORS

(partial listing)

AMEREN SERVICES

Mary P. Heger - VP IT

ANHEUSER-BUSCH INBEV

Odilon Queiroz - VP IBS

BJC HEALTHCARE

Jerry Vuchak - VP, IS

BASS PRO SHOPS

Leslie Weber, CIO & VP IT

BROWN SHOE COMPANY

Joe Caro - SVP & CIO

CENTENE CORPORATION

Donald G. Imholz - EVP & CIO

CEQUEL III

Robert Putnam - SVP & CIO

DELTA DENTAL OF MISSOURI

Karl A. Mudra - CIO

EDWARD JONES

Vinny Ferrari - CIO

EMERSON

Kathy McElligott - VP & CIO

ENTERPRISE HOLDINGS

Craig Kennedy - SVP & CIO

EXPRESS SCRIPTS

Gary Wimberly - SVP, CIO

FEDERAL RESERVE BANK OF ST. LOUIS

Vicki Kosydor, VP of IT Services

MARITZ

Gill Hoffman - Corporate SVP & CIO

MASTERCARD WORLDWIDE

Edgar Aguilar - Group Executive Infrastructure & Operations Services

METRO

Debbie Erickson - VP & CIO

METROPOLITAN SEWER DISTRICT

Barbara Mohn - Director of IS

MONSANTO

Shirley Cunningham - CIO

NESTLE PURINA PETCARE

Michael Palmer - VP & CIO

PANERA

Tom Kish - CIO

RGA REINSURANCE COMPANY

Mark E. Showers - SVP, CIO

SCOTTRADE

Ian Patterson - CIO

SIGMA-ALDRICH

Magnus Borg - CIO

SPARTECH

Robert Byrne - SVP & CIO

SSM

Michael Paasch - VP, Regional CIO

ST. LOUIS METROPOLITAN POLICE DEPT

Dele Oredugba - Director IT

STATE OF MISSOURI

Doug Young - CIO

THE DOE RUN COMPANY

Sharon Gietl, VP of IT, CIO

UNIGROUP, INC

Randy Poppell - CIO



Officially endorsed by
the St. Louis CIO Board

On behalf of the conference planning committee and honorary advisors, we invite you to join us as a sponsor at **Gateway to Innovation 2012** on April 26, 2012, at the Renaissance St. Louis Grand Hotel in St. Louis.

The annual **Gateway to Innovation (g2i)** conference brings together many great IT leaders and thinkers from around the globe and the St. Louis region, with more than 800 IT leaders and practitioners attending the event in 2011. The 2012 conference will continue to explore how IT drives growth in the life sciences, manufacturing, finance, global commerce and industries yet to be discovered. Interactive break-out sessions with regional executives and industry leaders will address the convergence of IT with other business imperatives. An evening gala and awards program will recognize the efforts of local leaders and help foster the region's most significant economic cluster.

As a sponsor of **Gateway to Innovation 2012**, you will:

- Be given full access to the conference (non-sponsoring vendors will not be allowed to attend);
- Have the opportunity throughout the day to network face-to-face with conference attendees and demonstrate and/or share your innovative solutions; and
- Be recognized as an organization committed to supporting and helping grow the region's Information Technology industry.

Following you will find specific sponsorship information for your review. A majority of the sponsorship opportunities are limited, so please act now and help us make St. Louis a national hub of information technology innovation. For more information, contact Bill Stephenson with our event management company, EFM, at 1-866-944-0944 or bill@G2Iconference.com. We look forward to seeing you on April 26, 2012.

Sincerely,

Mark Showers
Sr. Vice President, Chief Information Officer
RGA Reinsurance Company
Chairman, St. Louis IT Coalition

Lawrence Casey
Senior Manager
Ralcorp Holdings, Inc
General Co-Chair, g2i Conference

John Krewson
Director Application Development
Intelispent
General Co-Chair, g2i Conference

Title (Presenting) Sponsor: \$25,000 (exclusive) SOLD

All benefits of the conference sponsorship plus:

- Naming rights to the event. Example: Gateway to Innovation Conference, presented by "XYZ Company"
- Introduction during opening comments from event chairperson
- Opportunity to provide a 5 minute welcome message
- Six additional company representatives (total of eight)
- Attendance for two company representatives to the private CIO reception the evening before
- Opportunity to bring in a customer to provide a best-practice presentation on the topic of your choice (deadlines must be met)
- 15 additional complimentary passes for guests (Total of Twenty, Non Vendors Only)
- Recognition as Title (Presenting) Sponsor on all event materials with priority logo placement
- Upgrade to full page (four colors) ad in event program, outside back cover.
- On-stage recognition at the Recognition Gala
- Primary recognition in event program, select marketing materials, event signage and website

Private CIO Cocktail Reception Beverage Sponsor: \$15,000 (exclusive) SOLD

All benefits of the conference sponsorship plus:

- Three additional company representatives (total of five) throughout the entire event
- Attendance for two company representatives to the private CIO reception the evening before
- Opportunity to provide a 5 minute welcome message and toast following Reception Keynote
- Logo recognition on all CIO invitation (distribution over 100)
- Ability to decorate CIO Reception Room (with approval of event management)
- 5 additional complimentary event passes for guests (Total of Ten, Non Vendors Only) for main event
- Upgrade to 1/2 page ad in event program (B&W)
- Side of Stage recognition during the conference
- Enhanced recognition in event program, select marketing materials, event signage and website

Private CIO Cocktail Reception Keynote Sponsor: \$15,000 (exclusive) SOLD

All benefits of the conference sponsorship plus:

- Two additional company representatives (total of five) throughout the entire event
- Attendance for two company representatives to the private CIO reception the evening before
- Opportunity to provide a 5 minute welcome message and introduction of keynote speaker
- Logo recognition on all CIO invitation (distribution over 100)
- 5 additional complimentary event passes for guests (Total of Ten, Non Vendors Only) for main event
- Upgrade to 1/2 page ad in event program (B&W)
- Side of Stage recognition during the conference
- Enhanced recognition in event program, select marketing materials, event signage and website

Main Event Cocktail Reception Beverage Sponsor: \$15,000 (exclusive) SOLD

All benefits of the conference sponsorship plus:

- Three additional company representatives (total of five) throughout the entire event
- Attendance for one company representatives to the private CIO reception the evening before
- Name and Logo on Drink Tickets distributed to all attendees at registration
- Opportunity to deliver toast to audience during Recognition Gala
- 5 additional complimentary event passes for guests (Total of Ten, Non Vendors Only)
- Upgrade to 1/2 page ad in event program (B&W)
- Side of Stage recognition during the conference
- Enhanced recognition in event program, select marketing materials, event signage and website

Award Sponsor: \$15,000 (exclusive) SOLD

- Naming rights to the awards.
- Five company representatives (total of five) throughout the entire event
- Attendance for one company representatives to the private CIO reception the evening before
- 10I complimentary event passes for guests (Non Vendors Only)
- ½ page ad in event program (B&W)
- Enhanced recognition in event program, select marketing materials, event signage and website

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Gold Sponsors: \$12,500 (limited to six) **SOLD**

All benefits of the conference sponsorship plus:

- Three additional company representatives (total of five) throughout the entire event
- Attendance for one company representative to the private CIO reception the evening before
- 5 additional complimentary event passes for guests (Total of Ten, Non Vendors Only)
- Upgrade to ½ page ad in event program (B&W)
- Enhanced recognition in event program, select marketing materials, event signage and website

Silver Sponsors: \$7,500 (limited to fifteen) **SOLD**

All benefits of the conference sponsorship plus:

- Two additional company representative (total of four) throughout the entire event
- Opportunity to bring in a customer to provide a best-practice presentation on the topic of your choice (deadlines must be met)
- Enhanced recognition in event program, select marketing materials, event signage and website

Lunch Sponsorship: \$5,000 (limited to two) **SOLD**

- Table Tents on every table and in buffet lines recognizing sponsorship (sponsor provided & must meet guidelines)
- 3 company representatives throughout entire event
- Five complimentary event passes for guests (Non Vendors Only)
- ¼ page ad in event program (B&W)
- Enhanced recognition in event program, select marketing materials, event signage and website
- Post-event listing of each enrolled registrant (no email)

Breakfast Sponsorship: \$5,000 (exclusive) **AVAILABLE**

- Table Tents on every table and in buffet line recognizing sponsorship (sponsor provided & must meet guidelines)
- 3 company representatives throughout entire event
- Five complimentary event passes for guests (Non Vendors Only)
- ¼ page ad in event program (B&W)
- Enhanced recognition in event program, select marketing materials, event signage and website
- Post-event listing of each enrolled registrant (no email)

Conference Sponsorship: \$5,000 (limited to ten) **SOLD**

- Attendance for two company representatives throughout the entire event
- 6' table in the main ballroom for placement of corporate literature and/or give-a-ways
- Post-event listing of each enrolled registrant (no email)
- ¼ page advertisement (B&W) in the Conference Planner
- 5 complimentary event passes for guests (Non Vendors Only)
- Recognition in event program, select marketing materials, event signage and website

Lanyard Sponsorship: \$2,500 (exclusive) **SOLD**

Has to be added to an existing 2012 Vendor Sponsorship

- Opportunity to provide lanyards for all attendees
- Lanyards distributed by event staff at registration (must be received two weeks prior to the event).

Bag Sponsorship: \$2,500 (exclusive) **AVAILABLE**

Has to be added to an existing 2012 Vendor Sponsorship

- Opportunity to provide bags for all attendees
- Bags distributed by event staff at registration (must be received two weeks prior to the event).

University Career Development Sponsorship: \$2,500 (limited to three) **ONE AVAILABLE**

All benefits of the University sponsorship plus:

- Opportunity to have the Dean of the University featured in a panel presentation on the value of a MBA
- Attendance for four university representatives throughout the entire event

University Career Development Sponsorship: \$1,000 (limited to eight) **AVAILABLE**

- Attendance for two university representatives throughout the entire event
- 6' table in the exhibit area for placement of MBA Program literature and/or giveaways
- ¼ page advertisement (B&W) in the Conference Planner
- Recognition in event program, select marketing materials, event signage and website

Please contact Bill Stephenson at bill@G2Iconference.com or 1-866-9440944 if you have questions or are interested in sponsorship.