

THE GOVERNOR'S  
UTAH ECONOMIC SUMMIT

2014

Executing the Fundamentals  
For a Better Bottom Line

*April 3, 2014*

Partner Benefits

PRESENTED BY

ZIONS BANK®

ORGANIZED AND PRODUCED BY



Utah Governor's Office of  
Economic Development  
BUSINESS • TOURISM • FILM

MEDIAOne  
OF UTAH

THE GOVERNOR'S  
UTAH ECONOMIC SUMMIT

## Dear Valued Partner

On behalf of the Governor's Office of Economic Development and MediaOne of Utah, we are proud to present the seventh annual Governor's Utah Economic Summit. The Summit is designed to enhance Utah businesses in the local, national and global marketplace by providing in-depth analysis on economic development, policy and growth as a path for executives to lead their companies to exponential growth.

In this era of economic change and political gyrations, the Summit promises to challenge and educate business leaders. The Summit will explore methods for handling uncertainty, enforce the need to foster new business development across the state of Utah and ensure that Utah's economy remains strong and vibrant.

The Summit will be held once again at the Grand America Hotel. The central location of the Summit, coupled with exciting speakers, will provide a highly visible and robust conference. Thank you for being a leader in the Utah business community. We look forward to your participation in this year's summit.

**Spencer Eccles**

Executive Director  
Governor's Office of Economic Development

**Brent Low**

President and CEO  
MediaOne of Utah

**To reserve your sponsorship today, contact:**

Marie Bowcut  
Director of Events  
(801) 204-6831  
mbowcut@mediaoneutah.com

MediaOne of Utah  
4770 South 5600 West  
PO Box 704005  
West Valley City, UT 84170

Fax - 801-204-6798

Presented by:



**Governor's Office of  
Economic Development**

**MEDIAOne**  
OF UTAH

## What is the Summit?

The annual Governor's Utah Economic Summit provides business leaders and decision-makers from the business, government and academic communities the opportunity to learn more about strategic opportunities and challenges facing businesses today. Governor Gary Herbert will keynote the summit.

Individual presenters and panels of knowledgeable state and national experts of business innovation, law, entrepreneurship, economic development, global expansion, energy, real estate, political process, economics and more will be conducting specialized breakout sessions in multiple tracks throughout the day.

With more than 1,300 business leaders from across the state this is a perfect opportunity for your organization to be part of the Governor's Utah Economic Summit. The Summit will include an overview of the current economic situation in Utah — a must for anyone running a business in the state.

As a sponsor, your company will be able to showcase its leadership and products to the business community and gain significant strategic positioning.

The Summit is the place for business leaders and decision-makers to prepare for the opportunities that lie ahead as our state economy continues to grow and flourish.



**FEATURED SPEAKER**  
**Gary R. Herbert**  
Governor of State of Utah



**KEYNOTE SPEAKER**  
**Clayton M. Christensen**  
The Robert and Jane Cizik Professor of Business Administration at the Harvard Business School

## Proposed Schedule of Event

### The Governor's Utah Economic Summit

- ... 7:00 to 8:00 a.m. Check-In, Continental Breakfast
- ... 8:00 to 11:00 a.m. General Session
- ... 11:00 a.m. Breakout Session No. 1
- ... 12:00 p.m. Lunch & Video
- ... 12:45 p.m. Featured Speaker: Governor Gary R. Herbert
- ... 1:20 p.m. Awards
- ... 2:00 p.m. Breakout Session No. 2
- ... 3:00 p.m. Breakout Session No. 3
- ... 4:00 p.m. Networking

*Note: Schedules subject to change. For more details, please refer to the updates at [UtahEconomicSummit.com](http://UtahEconomicSummit.com)*

THE GOVERNOR'S  
UTAH ECONOMIC SUMMIT

## Presenting Partner

### Sponsor of the following benefits

- ... Opportunity to feature CEO as introducer of a keynote Speaker: Governor Gary Herbert or other VIP
- ... CEO may give welcoming remarks in morning session
- ... Exclusivity to sponsor a Summit session

### VIP Privileges

- ... VIP seating at luncheon for two representatives on dais
- ... Conference registration for up to 20 representatives, additional registration available at discounted rate
- ... Acknowledgement from podium throughout event
- ... Opportunity to host a company exhibit at the Summit
- ... Access to exclusive meeting room and priority assistance
- ... Additional benefits to be customized in collaboration with the Summit organizing committee.

### Recognition: Logo and Signage

- ... High rotation of company logo and recognition as key sponsor in all conference materials, sponsor reel, badges, etc.
- ... Signage recognition on all signs throughout conference
- ... Business logo to be electronically displayed
- ... Logo and Web site link on Summit Web site

### Attendee Material

- ... Promotional material inserted into Summit packet (provided by the sponsor)
- ... Special company recognition as Presenting sponsor with company logo and extended description in program

### Online Promotion

- ... Recognition as Presenting sponsor with logo and link to company website on UtahEconomicSummit.com
- ... Ad on summit Web site - (255px × 129px)

### Newspaper Advertising

- ... Full-page ad in the *Deseret News* and *The Salt Lake Tribune*

### Media Exposure -

- ... Recognition on all promotion and marketing.
- ... Recognition as presenting sponsor in ads appearing in *The Salt Lake Tribune*, *Deseret News*, *Utah Business*, and media channels
- ... Media promotional value exceeds \$200,000 and begins January 2014

### Cross Promotions and Marketing Opportunities

- ... Two (2) full color, full-page ads in Utah Business insert (does not replace previously scheduled ad promotion)
- ... Promotion in email newsletter to attendees
- ... Promotion across all social media marketing and business events with Utah Business

investment  
\$30,000

## Gold Partner

### Sponsor of the following benefits

- ... Opportunity to sponsor and feature CEO as introducer of a keynote speaker.
- ... Sponsor of the networking Summit networking session.
- ... Exclusivity to sponsor a Summit session

### VIP Privileges

- ... VIP seating at luncheon for one representative on dais
- ... Conference registration for up to 20 representatives, additional registration available at discounted rate.
- ... Acknowledgement from podium throughout event
- ... Access to meeting rooms and priority assistance
- ... Opportunity to host a company exhibit at the Summit
- ... Additional benefits to be customized in collaboration with the Summit organizing committee.

### Recognition: Logo and Signage

- ... High rotation of company logo and recognition as key sponsor in all conference materials, sponsor reel, badges, etc.
- ... Signage recognition on all signs throughout conference
- ... Business logo to be electronically displayed
- ... Logo and Web site link on Summit Web site

### Attendee Material

- ... One-page flyer inserted into Summit packet (provided by the sponsor)
- ... Company logo, description in conference program

### Online Promotion

- ... Logo and link on UtahEconomicSummit.com
- ... Banner ad on summit Web site - (255px × 129px)
- ... Banner ad for three (3) months on Utah Business web site (728px × 90px)

### Newspaper Advertising

- ... 2/3 page ad in the *Deseret News* and *The Salt Lake Tribune*

### Media Exposure

- ... Recognition on all promotion and marketing.
- ... Recognition as key sponsor in ads appearing in *The Salt Lake Tribune*, *Deseret News*, *Utah Business*, and media channels
- ... Media promotional value exceeds \$200,000 and begins January 2014

### Cross Promotions and Marketing Opportunities

- ... Full color, full-page ad in Utah Business insert
- ... Email newsletter to past attendees.

investment  
\$20,000

## Silver Partner

### Sponsor of the following benefits

- ... Opportunity to sponsor one key breakout sessions of choice.
- ... Breakfast Sponsor

### VIP Privileges

- ... Conference registration for up to 10 representatives, additional registration available at advertised rate
- ... Acknowledgement from podium throughout the day
- ... Access to meeting rooms
- ... Opportunity to host a company exhibit at the Summit

### Recognition: Logo and Signage

- ... Logo and recognition in all conference materials
- ... Signage recognition at sponsored event and throughout conference
- ... Business logo to run throughout event
- ... Logo and Web site link on Summit Web site

### Attendee Material

- ... One-page flyer inserted into summit packet (provided by the sponsor)
- ... Company logo, description in conference program

### Online Promotion

- ... Logo and link on UtahEconomicSummit.com
- ... Banner ad on summit Web site with 100,000 impressions - (255px x 129px)

### Newspaper Advertising

- ... 1/2 page ad in the *Deseret News* and *The Salt Lake Tribune*

### Media Exposure

- ... Recognition on all promotion and marketing.
- ... Recognition as key sponsor in ads appearing in *The Salt Lake Tribune*, *Deseret News*, *Utah Business*, and media channels
- ... Media promotional value exceeds \$200,000 and begins January 2014

### Cross Promotions and Marketing Opportunities

- ... Full color, full-page page ad in Utah Business insert
- ... Email newsletter to past attendees.

investment  
**\$15,000**

## Bronze Partner

### Sponsor of the following benefit

- ... One (1) breakout session of your choice

### VIP Privileges

- ... Conference registration for up to 10 representatives, additional registration available at advertised rate
- ... Acknowledgement from podium as sponsor
- ... Access to meeting rooms
- ... Opportunity to host a company exhibit at the Summit

### Recognition: Logo and Signage

- ... Logo and recognition in conference materials
- ... Signage recognition at sponsored event and throughout conference
- ... Business logo to run throughout event
- ... Logo and Web site link on Summit Web site

### Attendee Material

- ... One-page flyer inserted into summit packet (provided by the sponsor)
- ... Company logo and description in conference program

### Online Promotion

- ... Logo and link on UtahEconomicSummit.com

### Newspaper Advertising

- ... 1/4 page ad in the *Deseret News* and *The Salt Lake Tribune*

### Media Exposure

- ... Recognition on promotion and marketing.
- ... Recognition as key sponsor in ads appearing in *The Salt Lake Tribune*, *Deseret News*, *Utah Business*, and media channels
- ... Media promotional value exceeds \$200,000 and begins January 2014

### Cross Promotions and Marketing Opportunities

- ... Full color, 1/2 page ad in Utah Business insert
- ... Email newsletter to past attendees.

investment  
**\$10,000**

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UTAH ECONOMIC SUMMIT

## Copper Partner

### Sponsor of one of the following benefits

- ... Conference handouts

### VIP Privileges

- ... Conference registration for up to 10 representatives
- ... Acknowledgement from podium as sponsor
- ... Opportunity to host a company exhibit at the Summit

### Recognition: Logo and Signage

- ... Logo and recognition in conference materials
- ... Signage recognition at sponsored event and throughout conference
- ... Business logo to run throughout event
- ... Logo and Web site link on Summit Web site

### Attendee Material

- ... One-page flyer inserted into summit packet (provided by the sponsor)
- ... Company logo and description in conference program

### Online Promotion

- ... Logo and link on UtahEconomicSummit.com

### Media Exposure

- ... Recognition on promotion and marketing.
- ... Recognition as sponsor in ads appearing in The Salt Lake Tribune, Deseret News and Utah Business

### Cross Promotions and Marketing Opportunities

- ... Full color, 1/4-page ad in Utah Business insert

investment  
\$7,000

## Corporate Partner

### Includes the following benefits

- ... Conference registration for up to 10 representatives, additional registration available at advertised rate
- ... Company name in conference program
- ... Recognition as partner on UtahEconomicSummit.com

investment  
\$2,500

## Ad Size Information

### Print Ad Sizes (tip-in insert to Utah Business magazine)

- ... Full Page - 8.375"w X 10.875"h (Presenting, Gold, Silver)

\* Full page (bleed size) 8.625"W x 11.125"H

\* Full page ads: Build page to trim size and extend bleed .125" beyond page edge. Please keep all text .25" from trim edge.

- ... 1/2 Page - 7.5"w X 4.65"h (Bronze)

\* No Bleeds

- ... 1/4 Page - 3.65"w X 4.65"h (Copper)

\* No Bleeds

### Web Ad Size

- ... 300px x 250px

### Camera Ready Art

- ... Due by March 14, 2014

Email artwork to [mbowcut@mediaoneutah.com](mailto:mbowcut@mediaoneutah.com)

# Sponsor Quick View

Event Pricing	Corporate	Copper	Bronze	Silver	Gold	Presenting
The Governors Summit	\$2,500	\$7,000	\$10,000	\$15,000	\$20,000	\$30,000
<b>Event Benefits</b>						
Table and entrances (attendees)	10	10	10	10	20	20
Company Name in Program	x	x	x	x	x	x
Company Logo in Program		x	x	x	x	x
Company Name and Logo in Salt Lake Tribune & Deseret News		x	x	x	x	x
Company Name and Logo (link) on <a href="http://utaheconomicsummit.com">utaheconomicsummit.com</a>		x	x	x	x	x
Company Description in Program		x	x	x	x	x
Company Name from Podium		x	x	x	x	x
Company Name and Logo Displayed Throughout the Venue		x	x	x	x	x
Ad of your Choosing on Flyer in Summit Packet		x	x	x	x	x
Ad of your Choosing in Utah Business (Pages)		1/4	1/2	1	1	2
Ad Email Blast to Prior Summit Attendees			x	x	x	x
Sponsorship of Breakout Session			x	x	x	x
Ad/Banner of your choosing on <a href="http://utahbusiness.com">utahbusiness.com</a> (Months)				1	2	3
Annual Event First Right of Refusal				x	x	x
Sponsorship of Breakfast				x		
Seat at Breakfast Headtable (number)				1	1	2
Sponsorship of Key Session - Breakfast, Lunch, Networking					1	2
CEO to Introduce a featured Speaker during breakfast or lunch					x	x
Annual Event First Right of Refusal					x	x
Seat at Luncheon Headtable (number)					1	2
Additional high-end benefits to be customized					x	x
Table Front and Center					1	2
CEO to give welcoming remarks in morning session						x
Introduction of Governor at Luncheon						x
Preferred Placement and Visibility in All Promotion						x
Promotion in Summit Email Blasts						x
Promotion in Social Media Blasts						x
Promotion in the <i>Deseret News</i> and <i>The Salt Lake Tribune</i>			1/4 page	1/2 page	2/3 page	Full-page

# Partner Detail & Invoice

Thank you for your willingness to participate as a partner in the 7th annual Governor's Utah Economic Summit. If you have any questions regarding the conference or your sponsorship, please contact your account executive immediately or Marie Bowcut at (801) 204-6831. Please complete the form and mail, email or fax, with payment, to MediaOne of Utah at: 4770 South 5600 West • P.O. Box 704005 • West Valley City, Utah 84170-4005. Fax: (801) 204-6798.

## Sponsor Information

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ County \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Web site \_\_\_\_\_ Production Contact Name \_\_\_\_\_  
Number of Employees in Company \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

## Sponsorship Commitment

- Yes, I want to support The Governor's Utah Economic Summit 2014 in Salt Lake City as a sponsor:
- Presenting Sponsor—\$30,000       Gold Sponsor—\$20,000       Silver Sponsor—\$15,000  
 Bronze Sponsor—\$10,000       Copper Sponsor—\$7,000       Corporate Table Sponsor—\$2,500

Upon receipt, your sponsorship package with date & specific information will be emailed to you.

Names and e-mail addresses of personnel for full registration (Platinum—20, Gold—10, Silver—10, Bronze—10, Copper—10, Corporate table—10)

Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>
Name _____	e-mail _____	Vegetarian <input type="checkbox"/>

Please provide all marketing materials to MediaOne as soon as possible.

Payment Method     Check Enclosed    Credit Card:  VISA     MasterCard     American Express

Credit Card Authorization:

Name as it appears on credit card \_\_\_\_\_  
Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_  
Cardholder's signature \_\_\_\_\_

Or call Marie Bowcut at (801) 204-6831 to process payment over the phone.

I hereby authorize and agree to pay the rate and contract as show above. Signature: \_\_\_\_\_