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THE WIS
WEBINARPROGRAM



WIS
Wellesley Information Services

publisher of

SAPinsider

and

SAPNetWeaver
magazine

THE WIS WEBINAR PROGRAM

FROM THE PUBLISHER OF SAP INSIDER AND SAP NETWEAVER MAGAZINE

Wellesley Information Services (WIS) webcasts combine streaming audio, PowerPoint presentations, and interactive Q&A into a robust, hour-long multimedia event. The package includes the services of a moderator and professional production team. Here's what makes the WIS webinar program so special:

- **UNPARALLELED QUALITY OF OUR AUDIENCES.** Because of our vast publishing and event initiatives for SAP customers, your WIS webinar will be attended by quality prospects that are actively investing in their SAP systems.
- **CO-BRANDING WITH SAP INSIDER.** WIS webcasts leverage the widely recognized and respected *SAP Insider* brand to generate a large and highly qualified pool of registrants.
- **TURNKEY SOLUTION.** Our webinar program covers the promotion, production, hosting, and management of your event. All you do is contribute the speakers and content from your office.
- **EXTENDED INFORMATION CAPTURE.** The leads you capture will include a substantial amount of demographic detail that we can customize for you.
- **THE "WIS WEBINAR CONCIERGE."** Tap into a distinguished, experienced webinar producer to help you make the most of your web event – before, during, and after.

Please note that because we attach our brand name to your webinar, we reserve the right to review content before broadcast. Please see our content guidelines on page 8 for more information.

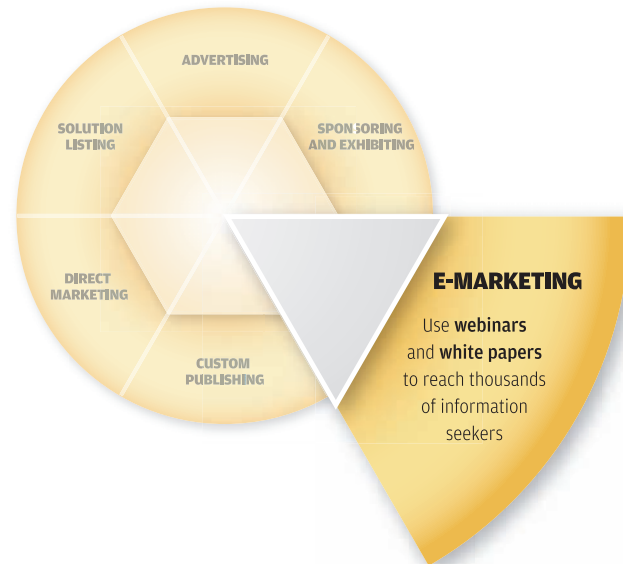
WIS WEBINARS DELIVER HIGHLY QUALIFIED AUDIENCES

WIS has a dominant and pervasive presence in the SAP information market. We publish *SAP Insider*, *SAP NetWeaver Magazine*, *SAP Professional Journal*, *Financials Expert*, *BW Expert*, *HR Expert*, *SCM Expert*, and *CRM Expert*.

We also offer dozens of SAP PRESS reference books, and produce seminars and major annual conferences in the US and EMEA: such as *Financials 2007*, *HR 2007*, *SAP NetWeaver®/BI and Portals 2007*, *Logistics and Supply Chain Management 2007*, *CRM 2007*, *Project Management 2007*, *Admin 2007*, and *GRC 2007*.

Through these publications and events, we generate the largest and most highly qualified worldwide webinar audiences available to providers of products and services that complement SAP solutions. These are not just "tire-kickers" in the SAP market, but committed customers who are actively seeking ways to improve the productivity of their SAP systems.

Our webinar program provides a turnkey solution for the promotion, production, and management of your event.



TURNKEY MARKETING TO ENSURE SUCCESS

We'll work with you from the very beginning to make your event a success. Each webinar will be promoted via:

1. Two pre-event customized emails to up to 20,000 targeted SAP customers
2. Links from the *SAP Insider* and *SAP NetWeaver Magazine* home pages to webinar events
3. Mention of webinars in the Editor's Desk @ *SAP Insider* email tips newsletter
4. Dedicated quarterly Webinar Recap email from *SAP Insider*
5. Six-month archives for each broadcast
6. Each participant is sent a thank you email after the event with a link to your web site

WORLD-CLASS DELIVERY AND INFORMATION CAPTURE

WIS webinars are hosted by ON24, the world's leading provider of webcasting solutions. WIS selected ON24 as the best-in-class for performance and reliability. You can be confident your webinar will have a thoroughly professional look and feel consistent with the standards you've established for your brand. The audience easily accesses your event via the web. No call-in or access numbers are required for our streaming audio webinars.

In addition to the webcast itself, the ON24 platform allows you tremendous opportunities to capture valuable information about your audience. Services include:

- Registrant and attendee profiling – full contact information is solicited
- Attendees can listen and view the presentation at the convenience of their desktop, as the audio streams through their computer speakers. Slides are synchronized without the need to download any proprietary software. Attendees can also interact via polling and surveys and can pose questions at anytime through the audience console.
- Custom survey questions for additional lead qualification – you may submit up to three additional qualifying questions
- Interactive real-time polling during presentation – add audience interaction and instant feedback during your broadcast
- Live Q&A capabilities – at the end of the event, you may wish to address specific questions that have queued (in writing) during the broadcast
- Post-event linking to calls to action – link from your event console to other parts of your web site or for additional information
- Registrant and attendee tracking data available 24/7 for six months – all attendee information may be downloaded in Excel or viewed as an HTML document

We recommend that each sponsoring company provide additional marketing via their own lists, web sites, and other event-marketing.

The full-service marketing support your webinar will receive is unparalleled in the SAP marketplace and will generate large numbers of qualified leads.

***Best-in-class performance and reliability plus
extended information capture***

A NOTE FROM OUR WEBINAR CONCIERGE

I'm Steve Paul, your Webinar Concierge. I have a 20-year track record in marketing and editorial projects for high-tech B2B publishing companies, and specialize in creating webcasting programs as part of integrated strategic marketing initiatives.

I've run webinar programs for numerous high-tech vendors, and am available to advise you in the following areas to ensure you get optimal results from your web event:

- Event scope and format
- Title and topic description
- Registration questions
- Invitation messaging
- PowerPoint presentations
- Polling and feedback survey questions
- Additional pre- and post-marketing strategies

My advisory services are included with your WIS webinar package. I am available also on a contract basis if your team wants to outsource any materials development or other activities. Call me for suggestions on how to upgrade your event with an add-on Executive Summary or a white paper mailing.

Please feel free to contact me at 1-617-795-1992 or steve.paul@wispubs.com.

Best wishes,



Steve Paul

NEXT STEPS

In most cases, your webinar can be scheduled with as little as six weeks notice. Please contact our sales team at sappartners@wispubs.com, or +1-781-751-8800 to check on availability.

Once your webinar date is confirmed, you should expect to follow a schedule that approximates the following...

DELIVERABLES/TIMELINE	DUE (working days)
Kick-off call (Discuss all elements of event, including objectives, expectations, and promotion. Provide templates, slide guidelines, agree/adjust timetable if necessary)	-30 days (6 weeks)
Change Date Deadline (charges apply)	-25 days (5 weeks)
Company logo(s) (.jpeg or .gif), confirm company URLs	-25 days
Supply title and description (2-3 paragraphs)	-25 days
Registration questions (standard selects plus up to three custom)	-25 days
Presenter(s) info: Name, title, company, email, bios, photos (.jpeg or .gif)	-25 days
Determine any polls (2-3), promotional incentives, resource links, feedback survey questions (up to 10), etc.	-25 days
Audience selections are due	-25 days
Registration page ready	-20 days
Start promotion	-14 to -20 days
Polls and feedback survey questions due	-10 days
Final PowerPoint slides, resources, script, and filler questions (late charges apply)	-8 days
Runthrough/training for event	-4 days

***Your webinar can be scheduled with
as little as six weeks' notice.***

WEBINAR ORDER FORM (PLEASE FAX BACK THE NEXT 5 PAGES)

PAGE 1 OF 5

SIGN US UP FOR THE WIS WEBINAR PROGRAM
Offered through the Microsoft ISV partner program

DATE(S) REQUESTED: _____
(Please allow 10 working days from order to mailing)

PRICING: One Webinar event

	COST
WIS Webinar Program standard rate	\$19,500
Microsoft program rate	\$18,000
Less Microsoft funded portion	-9,000
Microsoft ISV partner cost	\$9,000

ADDITIONAL OPTIONS

	COST
Extra 6 months hosting	\$800
Extra 3 months hosting	\$500
Master files	\$300
Master files for website	\$600
Transcripts	\$350
Extra 30 minutes to presentation	\$500
Pre-record your webinar	\$1,000
Flash file demo (1 week in advance)	\$750
Pre-recorded demo (1 week in advance)	\$1,600
Live demo	\$2,000
Change date fee (after 5 weeks, 25 working days)	\$4,500

TOTAL WEBINAR PROGRAM COST \$ _____

Name: _____

Company: _____

Address: _____

State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Authorized Signature

Date

FAX TO: 1-781-329-9186



ORDER FORM

PAGE 2 OF 5

LIST SPECIFICATION

Counts of our worldwide database range per segment from 13,000 to 30,000. Our email database totals 80,000 of which 50,000 are in North America.

Please indicate your desired target audience. (Check all that apply)

SAMPLE SELECTS

- | | |
|--|--|
| <input type="checkbox"/> SAP NetWeaver® BI/BW | <input type="checkbox"/> United States |
| <input type="checkbox"/> CRM | <input type="checkbox"/> Canada |
| <input type="checkbox"/> HR | <input type="checkbox"/> Europe |
| <input type="checkbox"/> Financials | <input type="checkbox"/> All – International |
| <input type="checkbox"/> SCM/Logistics | |
| <input type="checkbox"/> Technology (developers/programmers) | |
| <input type="checkbox"/> All solution areas | |
| <input type="checkbox"/> Systems Integrators/Consultants | |

OTHER REQUIREMENTS: (PLEASE INDICATE)

EXCLUSIONS

Please indicate if there are specific parameters such as domains or industries or titles that should be excluded if possible.

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ORDER FORM

PAGE 3 OF 5

TERMS & CONDITIONS

1. 50% payment is due upon booking a webinar event. Final payment is due within 30 days of the event. A 5% late fee is assessed upon all invoices outstanding beyond 30 days.
2. Program cancellations received in writing at least five weeks in advance of the event incur no charges. Cancellations 14 days to 30 days prior – 50% payment is due. 100% payment is due for cancellations up to two weeks prior to the event.
3. Changing an event date 5 weeks (25 working days) prior to the original date incurs no fee. All date changes after that incur a fee of \$4,500 per change.
4. Late fees of \$500 will be charged for final broadcast materials that are incomplete eight days prior to the event.
5. Accounts with no previous credit history with WIS may be required to make a full prepayment by event deadline. The publisher reserves the right to decline any events for which prepayment has not been received on or before the material deadline.
6. Short-rate billings will be issued to sponsors if within a 12-month period from the date of first event, they do not conduct the number of events on which billings were based.
7. WIS reserves the right to hold sponsor and/or its advertising agency jointly and severally liable for such moneys that are due and payable to WIS.
8. The sponsor and agency agree to indemnify and hold harmless the publisher, its officers, agents, and employees against all damages, costs, and expenses including – without limitations – attorney’s fees resulting from any claim, action, or proceeding alleging that the event infringes on any copyright, violates any right of privacy or other personal or property right, contains any libelous matter or other matter contrary to law or contains any formula or instructions injurious to the user of the product.
9. Sponsors and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, photos, maps, labels, trademarks, or other copyrighted matter) and also assume responsibility for any claims arising therefrom made against the publisher. The publisher is not responsible for errors in key numbers.
10. WIS reserves the right to review content material for appropriateness to the audience. WIS reserves the right to accept or not accept broadcasts.
11. WIS accepts no responsibility for any violation of legal regulations regarding competition or trademarks by partners. In addition, country-specific regulations may apply.
12. Conditions, other than rates, are subject to change by WIS without prior notice.

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COMMUNICATING WITH SAP CUSTOMERS THROUGH WIS PROGRAMS

WIS is committed to the productive exchange of information between SAP partners and our readers, attendees, and other customers. Our experience has shown that following a few simple guidelines leads to the most constructive and valuable information exchange. Our content requirements help ensure that all third-party communications through our programs effectively highlight your insights, your partnership with SAP, and the power of your solutions for SAP customers.

Please be sure that your messages...

1. AVOID NEGATIVE OR ADVERSARIAL POSITIONING TOWARD SAP SOLUTIONS

We do not endorse or allow messages that highlight partners' strengths over SAP solutions in any way. You may not refer to SAP solutions as complex, challenging, lacking in functionality, etc. Please make sure all messages are complimentary to both SAP and the partner. For example, rather than highlight how XYZ company's product addresses the complexities of the SAP solutions, reword to explain how XYZ company's product enhances or extends SAP solutions.

2. AVOID NEGATIVE OR ADVERSARIAL POSITIONING TOWARD OTHER PARTNERS' SOLUTIONS

You may not refer to another SAP partner's solution as complex, challenging, lacking in functionality, etc. Keep the overall tone of the content positive and focused on the value of your particular offerings to SAP customers, and do not use it to criticize your competitors or other solutions on the market. Avoid superlative claims that your solutions are "first," "only," "best," "leading/leader," "most," etc.

3. UTILIZE ONLY DOCUMENTED CUSTOMER QUOTES OR REFERENCES

Quotes or references from employees of SAP, its customers, or any third-party must be submitted via written documentation of permission from the source to use its name and attribution in the specific context in which it appears in your material.

4. ADHERE TO ALL SAP BRANDING GUIDELINES (SEE NEXT PAGE)

The SAP Partner Branding Guide (available from SAP) should be followed to ensure proper usage of all SAP trademarks and brands. In particular, ensure proper spelling, punctuation, and usage of SAP brands, and proper usage of trademark symbols on SAP brands (® and ™). Common branding errors to watch for are outlined on the next page.

Questions on content guidelines? Contact Kristine Erickson, Executive Editor, Wellesley Information Services, +1-781-751-8743 or Kristine.Erickson@wispubs.com.

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BRANDING GUIDELINES

PAGE 5 OF 5

INCLUDE THE APPROPRIATE TRADEMARK SYMBOL – ™ OR ®. Include the symbol on the first use of the product name both within the title of your [event/email/white paper] and in the body text.

For example: “The SAP NetWeaver® platform is the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business.”

THE REGISTERED TRADEMARK ON “SAP” APPLIES TO GOODS OR SERVICES DELIVERED BY SAP. When you describe your own product’s compatibility, you may refer to an SAP offering name but never solely to compatibility with “SAP.” Any general references to SAP should include a descriptor, and again, only on the first use of the trademarked SAP name.

For example: “SAP® software... SAP solution... SAP application... SAP offering.”

WHEN REFERRING TO SAP AS A COMPANY, THE TRADEMARK IS NOT USED.

For example: “SAP customer,” “SAP announced today...”

A SAMPLING OF SAP OFFERING NAMES. Here are some examples of SAP offerings with appropriate trademarks and abbreviations. Note that SAP has changed their “mySAP” branding; for example, “mySAP ERP” is now simply “SAP ERP”. For the complete list of SAP offerings, please visit www.sap.com/company/legal/copyright/trademark.epx

SAP® R/3®	SAP® ERP Financials
SAP NetWeaver® (Note: “NetWeaver” or “Netweaver” are incorrect)	SAP® Supplier Relationship Management (SAP SRM)
SAP® Business Suite	SAP® Supply Chain Management (SAP SCM)
SAP® Customer Relationship Management (SAP CRM)	SAP NetWeaver® Business Intelligence (SAP NetWeaver BI)
SAP® ERP	SAP® Business Information Warehouse (SAP BW)
SAP® ERP Human Capital Management (SAP ERP HCM)	SAP® xApp™ Manufacturing Integration and Intelligence (SAP xMII)

BE SURE TO DISTINGUISH YOUR OWN PRODUCTS FROM ANY SAP TRADEMARK. Your offering’s name must not appear to include an SAP trademark. You can differentiate your product from the SAP product visually (i.e., use a different font or italics). Phrases like “for use with,” “runs on,” or “is compatible with” are also appropriate.

INCORRECT:

- <Your product name> for SAP
- <Your product name> for SAP ERP provides extended functionality.
- <Your product name> for SAP Business Suite

CORRECT:

- <Your product name> for use with SAP solutions
- <Your product name> provides extended functionality for SAP ERP users.
- <Your product name> *for SAP Business Suite*

FOR MORE SPECIFICS, please visit the SAP Partner Branding Guide available at <http://service.sap.com/partnerportal>.

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