

Invitation to Exhibit

KM & *intranets*

World 2005 conference & exposition



**STRATEGIES AND TOOLS FOR KNOWLEDGE MANAGEMENT,
CONTENT MANAGEMENT, INTRANETS, AND PORTALS**



November 15-17, 2005

**San Jose McEnergy Convention Center
San Jose, CA**



**Knowledge Management
Content Management
Intranets & Portals
Enterprise Search
Culture, Collaboration, &
Social Networks**

Organized and Produced by



Information Today, Inc.

Sponsored by

KMWorld

EContent

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

www.kmworld-intranets.com

KMWorld & Intranets 2005 Covers the Technology of Intranets and Enterprise Portals and the Implementation of Knowledge Management Practices

The attendee quality was outstanding; they're very knowledgeable and asked great questions to assist in qualifying their needs.

Shelley Jagow
 Tradeshow and Events Manager
 Stellent

Thanks for another great conference. The speakers are top-notch experts in their disciplines. You have attracted a high-quality group of attendees that make networking opportunities some of the best around.

Doreen Lorenzen
 IT Supervisor
 Hennepin County

The exhibits were a good source of information about existing and new products and services. Very good keynotes.

Diane Dent
 Managing Consultant
 Westech Information Systems, Inc.

Thanks for another great job!! Excellent content, good exhibit hall. Good choice of topics.

Ann Feeney
 Intranet Facilitator
 YMCA of the USA



Knowledge management is neither theory nor dream in today's business world. It is a reality of how we do business, and has been widely integrated into business practices and processes, helping solve problems and enhance bottom-line results. Enterprise portals and intranets enhance the flow of content and knowledge within the organization and combine with knowledge management to create powerful knowledge-based businesses.

KMWorld & Intranets 2005 offers the world's largest event designed for KM, intranet, and content management professionals. It features six conference tracks, including a special Content Management track, spread over 3 days, and an expo featuring the industry's top companies. This global conference and exposition offers attendees and exhibitors a complete conference and expo experience, covering everything from strategic KM planning to content management to practical intranet implementation. It is the definitive worldwide event for anyone and everyone who is a player in the enterprise knowledge management industry.

In 2004, **KMWorld & Intranets** attracted the highest-quality prospects, and **KMWorld & Intranets 2005** will once again be the largest gathering place for professionals who are tasked with evaluating, implementing, enhancing, and seeking the strategic direction for collaborative, internal knowledge-based initiatives.

You will meet decision makers from every segment of the industry

- C-level executives
- Knowledge managers
- Content managers
- Intranet managers
- Portal developers
- HR managers
- E-business leaders
- Information professionals
- Content publishers
- Web site developers & managers
- Webmasters
- Business managers
- Supply chain managers
- Project managers
- Content design/development professionals
- Product sales/marketing managers
- Systems analysts
- Information architects



Exhibit If You Offer These Products and Services

- Knowledge management
- Enterprise portals
- Content management
- Site search
- Business/external content
- Web-based collaboration
- Expertise management
- Competitive intelligence
- XML solutions
- Firewalls & security
- Document management
- Social network analysis
- E-learning
- Customer relationship management (CRM)
- Workflow solutions
- Document tracking
- Resource sharing
- Business intelligence
- Information architecture
- Usability testing
- Taxonomy & ontology
- Personalization
- Document management

*A Comprehensive Event that **Delivers KM, Intranet, and Portal Decision Makers!!!***

If you want to meet new customers as well as reinforce existing clients, EXHIBIT at the KMWorld & Intranets 2005 expo. Expand your current sales program by influencing the managers and developers who want to see new products and services, shop, compare, and BUY solutions from companies like yours.

Meet All the Right People ...with All the Right Titles

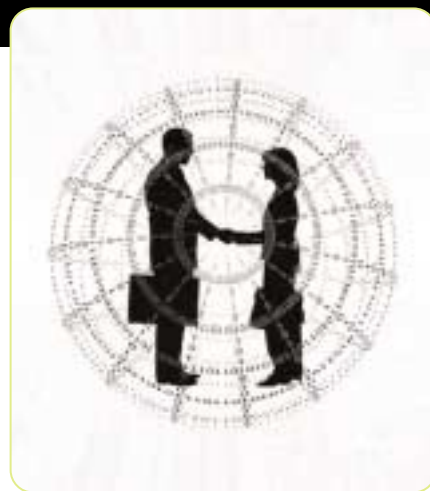
The co-location of KMWorld & Intranets—and a special shared conference track on Content Management—means that knowledge management, intranet, portal, and content management professionals can fulfill all their needs at the largest and most comprehensive event in the industry—**KMWorld & Intranets 2005**.

Attendees at past KMWorld & Intranets conferences have had these job titles*....

*CKO • CTO • Content Manager • Director, Portal Solutions Group • CEO
• Director, IT Web Development • CIO • Director, Knowledge Management
• Intranet Project Manager • Web Development Specialist • Executive Intranet
Producer • Technical Manager • Software Configuration Analyst • InfoMaster
• Information Program Leader • Intranet Team Leader • User, Interface
Designer • Web Architect • Director, Business Development • Corporate
Librarian • Knowledge Architect • Director, Human Resources*

Take the guesswork out of finding your target audience. Exhibit at KMWorld & Intranets 2005 and meet your best prospects and future customers!

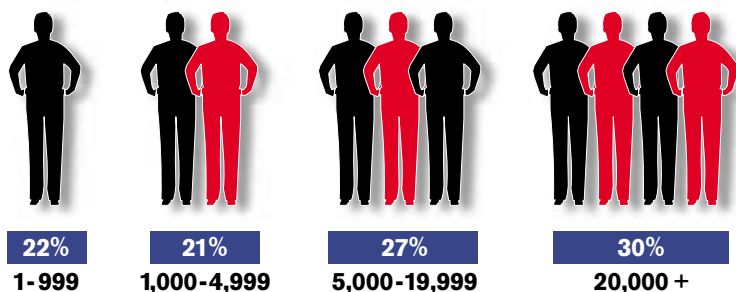
* Business titles are selected from the KMWorld & Intranets attendee list.



Our attendees...

... come from all types of companies worldwide!

(Size of organization)



... are responsive!

(Immediate action taken as a result of attending)

77% EVALUATE an exhibitor's product or service.

93% HAVE AN EXHIBITOR REPRESENTATIVE CALL THEM or have information mailed to them.

41% PLACE AN ORDER for an exhibitor's product or service or get a price quote/estimate.

... are business leaders!

(Primary job function)

KMWorld & Intranets

- 13.2%** Executive & Senior Management
- 29.2%** Knowledge/Content Management
- 21.4%** IS/IT Management
- 8%** Project/Product Management
- 6.6%** Intranet/Extranet Management
- 5.8%** Sales/Marketing Management
- 3.7%** Research & Development/ Engineering
- 2.2%** Records, Library, Archives Management
- 9.9%** Other



... make purchasing decisions!

92% authorize or are part of the decision-making process for purchasing intranet- and knowledge management-related products and services.

Demographic data was taken from
KMWorld & Intranets attendee surveys.

FREQUENCY
reach
influence

Exhibitor Plan One Includes: **1**

EXHIBIT space, 10' x 10' (see floor plan) **\$5,000**

EXHIBITOR BENEFITS

- Two full-conference VIP attendee passes (for customer use)
- 20% discount on advertising space packages in show promotion issues of KMWorld magazine, EContent magazine, and the KMWorld & Intranets 2005 Conference and Expo Guide
- 50-word Exhibitor listing, logo, and link on KMWorld.com Web site (text only), in KMWorld magazine, and in the KMWorld & Intranets 2005 Conference and Expo Guide
- Company name in all Expo promotional materials
- Mentions in pre-show special sections of KMWorld NewsLinks, on KMWorld.com, and in KMWorld and EContent magazines
- Copy of pre- and post-show mailing list

Exhibitor Plan Three Includes: **3**

EXHIBIT space, 10' x 30' (see floor plan) **\$15,000**

EXHIBITOR BENEFITS

- Four full-conference VIP attendee passes (for customer use)
- 40% discount on advertising space packages in show promotion issues of KMWorld magazine, EContent magazine, and the KMWorld & Intranets 2005 Conference and Expo Guide
- 50-word Exhibitor listing, logo, and link on KMWorld.com Web site (text only), in KMWorld magazine, and in the KMWorld & Intranets 2005 Conference and Expo Guide
- Company name in all Expo promotional materials
- Mentions in pre-show special sections of KMWorld NewsLinks, on KMWorld.com, and in KMWorld and EContent magazines
- Copy of pre- and post-show mailing list
- Insertion in conference attendee portfolios

Exhibit Hours

Tuesday, November 15, 2005
5:00 p.m. to 7:00 p.m.

Wednesday, November 16, 2005
10:00 a.m. to 4:30 p.m.

Thursday, November 17, 2005
10:00 a.m. to 3:30 p.m.

See page 6 for Platinum Sponsorship Plan

Exhibitor Plan Two Includes: **2**

EXHIBIT space, 10' x 20' (see floor plan) **\$10,000**

EXHIBITOR BENEFITS

- Three full-conference VIP attendee passes (for customer use)
- 30% discount on advertising space packages in show promotion issues of KMWorld magazine, EContent magazine, and the KMWorld & Intranets 2005 Conference and Expo Guide
- 50-word Exhibitor listing, logo, and link on KMWorld.com Web site (text only), in KMWorld magazine, and in the KMWorld & Intranets 2005 Conference and Expo Guide
- Company name in all Expo promotional materials
- Mentions in pre-show special sections of KMWorld NewsLinks, on KMWorld.com, and in KMWorld and EContent magazines
- Copy of pre- and post-show mailing list

Exhibitor Plan Four Includes: **4**

EXHIBIT space, 20' x 20' (see floor plan) **\$20,000**

EXHIBITOR BENEFITS

- Five full-conference VIP attendee passes (for customer use)
- Banner ad at KMWorld.com for the month of November
- Full-Page, 4-C Ad Placement in the KMWorld & Intranets 2005 Conference and Expo Guide
- 50% discount on advertising space package in show promotion issues of KMWorld magazine, EContent magazine, and the KMWorld & Intranets 2005 Conference and Expo Guide
- Banner location in the Exhibit Hall (Exhibitor provides banner and covers rigging charges)
- 100-word Exhibitor listing, logo, and link on KMWorld.com Web site (text only), in KMWorld magazine, and in the KMWorld & Intranets 2005 Conference and Expo Guide
- Company name in all Expo promotional materials
- Mentions in pre-show special sections of KMWorld NewsLinks, on KMWorld.com, and in KMWorld and EContent magazines
- Copy of pre- and post-show mailing list
- Insertion in conference attendee portfolios

Platinum Industry Leader Sponsorship Plan Includes:

EXHIBIT space, 20' x 20' (see floor plan) **\$35,000**

PLATINUM SPONSOR BENEFITS

- Ten full-conference VIP attendee passes (for customer use)
- Banner ad at *KMWorld.com* for the month of November
- Full-Page, 4-C Ad Placement in the Show Issue (November 2005) of *KMWorld* magazine
- Full-Page, 4-C Ad Placement in the *KMWorld & Intranets 2005 Conference and Expo Guide*
- Full-Page, 4-C Ad Placement in the Show Issue of *EContent* magazine
- Premier logo placements in *KMWorld & Intranets 2005* section of *KMWorld.com*, in *KMWorld* magazine, and the *KMWorld & Intranets 2005 Conference and Expo Guide*
- Premier logo placement and positioning on all promotion materials, in all print and electronic media promotions listing sponsors, on *KMWorld & Intranets 2005 Show Hall* entrance listing sponsors, in Conference Proceedings, on the front of the *KMWorld & Intranets 2005 Conference and Expo Guide*, on front cover wrap of *KMWorld & Intranets 2005* show preview issue
- Banner locations outside Convention Center, in Registration Area, and in the Exhibit Hall (Exhibitor provides banner and covers rigging charges)
- 100-word Exhibitor listing, logo, and link on *KMWorld.com* Web site (text only), in *KMWorld* magazine, and in the *KMWorld & Intranets 2005 Conference and Expo Guide*
- Co-sponsorship of pre-show special edition of *KMWorld NewsLinks* e-mail newsletter; includes company/product description and link
- Mentions in pre-show special sections of *KMWorld NewsLinks*, *KMWorld.com*, and in *KMWorld* and *EContent* magazines
- Copy of pre- and post-show mailing list
- Co-sponsorship of the Press Room (includes banner location)
- Company name in all Expo promotional materials
- 10,000 free exhibit tickets printed and mailed with your company logo
- Insertion in conference attendee portfolios

Whether you are launching a new product or looking for hot prospects, partners, or valuable face time with existing clients, the *KMWorld & Intranets 2005* sponsor program delivers a high-value return on your investment. Become a *KMWorld & Intranets 2005* sponsor and increase your opportunity to target your company's message to the most influential intranet and knowledge management leaders in the world.



Pick Your Sponsorship

\$2,495 each

Coffee Breaks (Three day sponsorship)

Includes sponsorship of continental breakfast and morning and afternoon coffee breaks for all conference attendees. Benefits include prominent on-site signage, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference Web site as Coffee Breaks sponsor, mention in final program, and announcement at opening session.

Notepads

Includes company logo and/or Web address on the bottom of every page. Notepads are produced by Information Today, Inc. and may include the *KMWorld & Intranets* logo.

Pens

Includes company logo and/or Web address on pens given to all conference attendees. Pens are produced by Information Today, Inc. and are inserted into the portfolio bags.

Popcorn Break (Two available)

Live up the exhibit hall on either Wednesday or Thursday afternoon with a popcorn break! Includes company logo and/or Web address on custom popcorn bags and prominent on-site signage. Popcorn cart will be placed in/near sponsor's booth (space permitting).

Exhibit Ticket Mailing

Includes 10,000 tickets printed and mailed with your company logo.



Pick Your Sponsorship

\$4,995 each

Internet Café

Includes five Internet ready stations in a special area on the show floor, sponsor identity on computer screens, prominent on-site signage, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference Web site as Internet Café sponsor, mention in final program, and announcement at opening session. Bring your own company mouse pads and/or literature.

Portfolio Bags

Includes company logo and/or Web address on the portfolio bags given to all conference attendees. Bags are produced by Information Today, Inc. and may include the *KMWorld & Intranets* logo. Free portfolio insert included (inserts must be supplied by sponsor and are subject to approval).

Badge Lanyards

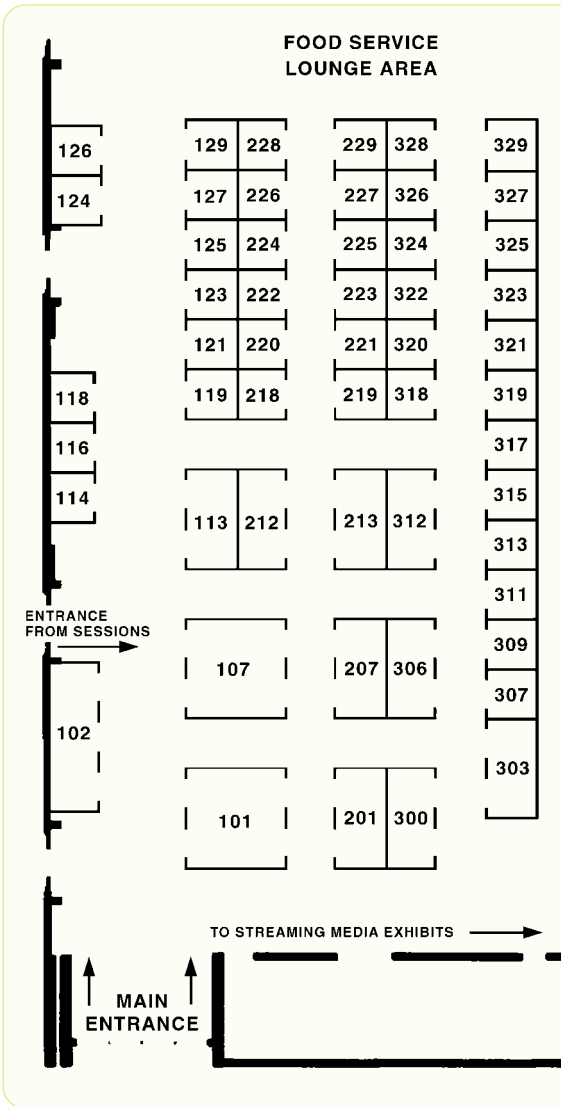
Includes company logo and/or Web address on custom lanyards given to all conference attendees. Lanyards are produced by Information Today, Inc. and may include the *KMWorld & Intranets* logo.

Belly Band on *KMWorld* Show Issue

Put your company message on a six-inch wrap of the show issue of *KMWorld* magazine. *KMWorld* will be distributed throughout the show to conference attendees and Exhibit Hall visitors. A great way to build traffic to your booth.

Floor Plan & Contacts

Make sure you're at the only national event dedicated to Knowledge and Content Management, Intranets, and Portals



Reserve Your Space Today!

To reserve your space at KMWorld & Intranets 2005, please complete and submit the enclosed contract or contact your sales representative listed below. We look forward to working with you.

Floor Plan

San Jose McEnery Convention Center
San Jose, California

Exhibit Hours

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WESTERN/MOUNTAIN REGION SALES OFFICE



Information Today, Inc.

143 Old Marlton Pike • Medford, NJ 08055
Phone: (609) 654-6266 • Fax: (609) 714-2159

David Panara, Exhibit Sales Manager (x146)
dpanara@infotoday.com

EASTERN/MIDWESTERN REGION SALES OFFICE

19 Elm Street • Belfast, ME 04915
Phone: (207) 338-9870 • Fax: (207) 338-0076

Kathy Rogals, Account Executive
kathy_rogals@kmworld.com

Special Event Opportunities

Advertising (b/w available upon request)

Full-Page Final Program Advertisement (4C) \$3,995

Half-Page Final Program Advertisement (4C) \$2,995

Portfolio Service

This service allows your company to place its promotional messages in the portfolio bags of full conference registrants. Exhibitors can double the impact of their messages with the Portfolio Service, while non-exhibitors can still be visible to the KMWorld & Intranets buying audience.

KMWorld & Intranets exhibitor \$895/insertion

Non-exhibitor \$995/insertion

Boxed Lunches (Two available)

\$9,995

Includes sponsorship of exhibit hall boxed lunch on either Wednesday or Thursday for all conference attendees. Benefits include company logo and/or Web address on custom box, prominent on-site signage, space to hang banner (banner must be supplied by sponsor), mention in final program, and announcement at opening session.

Exhibit Hall

Grand Opening Reception

\$5,995

Brand this very popular exhibit hall reception from 5:00 – 7:00 p.m. on Tuesday evening as your own! Includes company logo and/or Web address on custom napkins, prominent on-site signage at all bars/food stations, logo hyperlink on conference Web site as Grand Opening Reception sponsor, mention in final program, and announcement at opening session.

November 15–17, 2005 ○ San Jose McEnery Convention Center

Make sure you're at the only national event dedicated to Knowledge and Content Management, Intranets, and Portals!

Previous Exhibitors Include

80-20 Software, Inc.	Dun & Bradstreet	Institute for International Research	Mondosoft	Solution Central
Access Innovations, Inc./Data Harmony	e21Corp	Intranet Inc.	Moreover Technologies	Sopheon-Teltech
Active Navigation	EBSCO Information Services	Intelligence Data	The Morphix Company	Special Libraries Association
AEA Technology	eBusiness Technologies	Intelligenxia	MuseGlobal, Inc.	SPSS Inc.
AiIP	ECNext	Intelliseek, Inc.	NCompass Labs, Inc.	Stellent
Albert, Inc.	The Economist Intelligence Unit	Intellisophic	NEC Systems	Stratify
AltaVista Search Software	Ektron	Intellithought	Nevana, Inc.	Swets Blackwell
American Productivity & Quality Center	Elsevier	Interwoven	NewsEdge Corporation	Sydney PLUS International
Anacubis	Endeca	IntraNet Solutions	New Idea Engineering	Symtrax
Antarctica Systems Inc.	Enlighten.net	Intraspect Software	NextPage	Synergistics
Appareo Software Inc.	Endymion	Inxight Software	Northern Light Technology, Inc.	Tacit Knowledge Systems
Ariel Performance Centered Systems	Entopia	iOra, Inc.	Northern Light Technology, Inc.	Tech Source
AskMe Corporation	EPeople	ISIASOFT	NYBOR	Teragram Corporation
Autonomy, Inc.	Exario Networks	ISYS/Odyssey Development	OnePage, Inc.	TheBrain Technologies Corporation
Basch Subscriptions/ The Reference Shelf	Factiva, a Dow Jones & Reuters Co.	IT Factory	Open Text Corporation	Thinkmap, Inc.
BCI Knowledge Group Inc.	FAST Search & Transfer	it's the content, inc.	Orbital Software	Think Tools
Bowstreet	Fatbrain.com	Kamoon, Inc.	Ovum	Thoughtshare Communications, Inc.
Bridgwell Incorporated	Faulkner Info Services	Kiplinger Business Forecasts	PensEra Knowledge Technologies	TimeVision, Inc.
Butterworth-Heinemann	Fluent Media	KM Review/Melcrum Publishing	Percussion Software, Inc.	Tomoye
Cadenza, Inc.	Flypaper, Inc.	Kmtechnologies	Plumtree Software	Tower Software
Chronicle Technologies Inc.	FT.com Information Services	KMWorld Magazine/ Information Today, Inc.	Portal Wave	Traction Software
Citrix Systems, Inc.	Gartner	Knexa Enterprises	ProClarity Corporation	TRADOS, Inc.
ClearForest	Gemteq Software, Inc.	KnowledgeLEAD	PurpleYogi Inc.	Trinovia Technologies
Computer Associates	GlobalSight	Knowledge Management Software	Quindi Corporation	TripleHop Technologies
Convera	Go Albert Inc.	Knowledge Systems Design, Inc.	Quiver, Inc.	Verity
Copernic	Google	KnowledgeTrack Corporation	RedDot Solutions	Viador
CoreChange	Hoover's Online	LexiQuest, Inc.	Refresh Software	VisionCompass
Correlate Technologies, Inc.	Hummingbird Ltd.	LexisNexis	Resolver, Inc.	Vivisimo, Inc.
Cuadra Associates, Inc.	Hyperwave Information Management, Inc.	LingoMotors	RoweCom	Youramigo
CYA Technologies	IBM Corporation	Linuxlab, Inc.	Sageware, Inc.	WhizBang! Labs
Data Downlink Corporation	Ideaspace, Inc.	Lionbridge Technologies, Inc.	Sane Solutions, LLC	WizSoft Inc.
DataChannel	Information Mapping, Inc.	Lockheed Martin	Sawyer Media Systems	World Organization of Webmasters
Day Software	Information Today, Inc.	Mark Logic	ScreamingMedia	Xyθος Software
Dialog Corporation	Infoseek Software	Maxim Group and TEKsystems	Semagix	Zensar Technologies Inc.
Digital Pipe, Inc.	Infotrieve	MAYA Viz	Semio Corporation	
DigitalOwl	InfoUSA.com	MBG Industries	SER Solutions Inc.	
	Inktomi Corporation	Mindjet LLC	SilverPlatter Information	
			Smartlogik	

RESERVE

your exhibit space, sponsorships, and promotional opportunities today!

For more information, contact your regional exhibit sales representative

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