



Genesys G-Force Asia 2008

7 - 8 May 2008, Wednesday – Thursday

**Sheraton Grande Sukhumvit
Bangkok, Thailand**

PARTNER SPONSORSHIP KIT

A. EVENT INFORMATION

EVENT: G-Force Asia 2008
DATE: Wednesday - Thursday, 7 - 8 May 2008,
VENUE: Sheraton Grande Sukhumvit Hotel
250 Sukhumvit Road,
Bangkok 10110
Thailand
Tel No.: (66) 02 649 8888
Fax No.: (66) 02 649 8000
Website: <http://www.sheratongrandesukhumvit.com>

ABOUT GFORCE ASIA

The globally successful Genesys G-Force events have set themselves apart from the competition and over the years have become recognised as key industry events that are driving best practices and thought leadership across the globe. For 2008, Genesys has added a new stop in Asia Pacific, in addition to our highly successful events in Australia, China and Japan. The inaugural G-Force Asia event will debut in Bangkok, Thailand on May 7- 8. The event will be preceded by our annual Genesys APAC Partner Forum, taking place during the day on 7 May. G-Force Asia is targeting 150-200 attendees from Asia with a focus on the India, Korea and South-East Asia contact centre markets.

SPONSORSHIP INVITATION

We would like to invite you to partner with us for the inaugural G-Force Asia 2008. There is only a limited number of high-profile sponsorship and exhibitor packages available, enabling you to meet 150 or more Customer Service and Contact Centre senior professionals from across Asia. Don't miss out on this great opportunity to get in front of buyers, influencers, partners and technology innovators to discuss and demonstrate your solutions.

As a sponsor at G-Force Asia 2008, you can:

- Showcase your company and solutions in front of Genesys users and 150+ attendees at G-Force Bangkok 2008
- Demonstrate your solutions to customers, prospects, analysts and innovators
- Meet face-to-face with Genesys sales and executives

Sponsorships and exhibitor opportunities are limited and will be allocated on a first-come-first-served basis. Act Fast!

Join us now as Sponsor of G-Force Bangkok 2008!

B. SPONSORSHIP PACKAGE INFORMATION

BENEFITS TO SPONSOR

- Get marketing exposure to buyers, influencers, partners and technology innovators
- Promote your company and solutions in our Exhibit area on May 8(depends on level of sponsorship)
- Position and profile yourself as an industry leader
- Increase your brand recognition
- Create new partnerships and alliances
- Develop relationships through new networking opportunities

Partnership Packages	Sponsor (4 slots available)	Exhibitor (3 slots available)
Breakout speaking opportunity (featuring joint Genesys customer testimonials/ case studies/ implementation; customer participation preferred) on May 8	Yes	N/A
Branding on Main Stage on May 8	Yes	Yes
Corporate Company Brochure or Promotional Giveaway inserted in Attendee Welcome Packs	Yes	Yes
Advertisement in On-Site Guide	Full Page	Half Page
Inclusion of your logo on G-Force Asia 08 website with URL link to your own homepage	Yes	Yes
Advertisement plus 50-word description included in On-Site Guide (Printing deadlines apply)	Yes	Yes
Comp Passes	5	3
Additional passes at Early Bird Special	3	-
Exhibition stand area on May 8	3x2m	3x2m
Discount of A-La-Carte Sponsorships	20%	20%
Total Package Investment	USD6,000	USD3,000

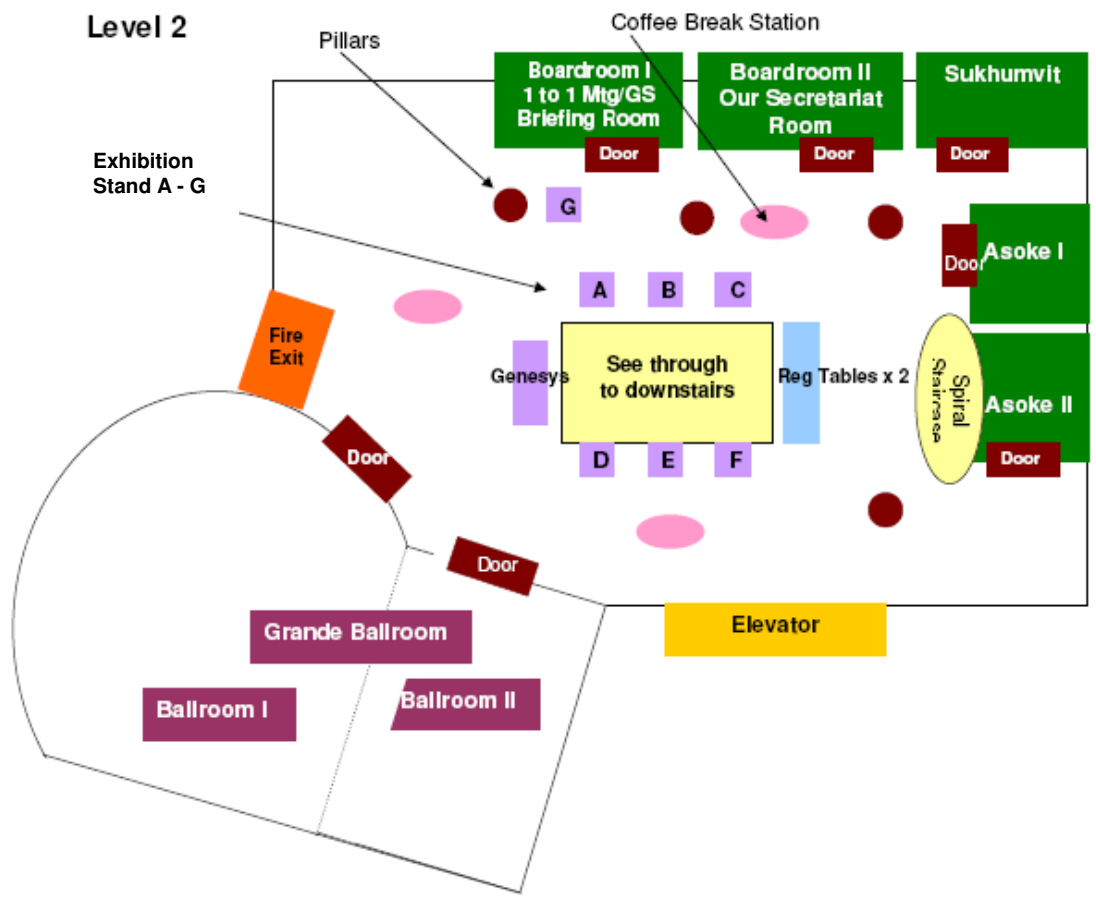
A-LA-CARTE SPONSORSHIPS

Conference Bag Sponsorship	USD2,500
Gforce Welcome Reception Sponsorship on May 7	USD2,500
Gforce Dinner Party Sponsorship on May 8	USD3,500

C. PROGRAM STRUCTURE AT A GLANCE

	May 6	May 7	May 8			May 9
AM		APAC Partner Forum Main Session	G-Force Asia Main Stage Program Genesys + Customer Speakers Only			Optional Golf Game
PM	GU Education Session	APAC Partner Forum Afternoon Session	Gforce Breakout Track 1 (4 slots)	Gforce Breakout Track 2 (4 slots)	Gforce Breakout Track 3 (4 slots)	
Evening	Partner Forum Welcome Reception	G-Force Welcome Reception	G-Force Dinner Party			

D. FLOOR PLAN



Floor plan not drawn to scale

E. AGREEMENT

_____ is pleased to confirm our participation as a SPONSOR/ EXHIBITOR (Pls circle the appropriate) at **Genesys Asia 2008** on **May 8, 2008**,

We will also take up the CONFERENCE BAG / GFORCE WELCOME RECEPTION / GFORCE DINNER PARTY sponsorship.

(Please tick the box if you are taking up any of the a-la-carte sponsorship and circle the appropriate sponsorship item)

TOTAL SPONSORSHIP FEE: USD _____

CONDITIONS:

- Only Pop Up Banner X 1 allowed at exhibition area

BOOTH ALLOCATION

- On a first come first served basis (subject to availability)
- Booth layout plan **will be allocated by Genesys**

PAYMENT DETAILS

Option 1

Cheque to be made payable to: **The Events Place**

Crossed cheque to be mailed to:

THE EVENTS PLACE

10 Anson Road,
#17-08 International Plaza
Singapore 079903
Attn: Ms Christina Lew

Option 2

Bank Details for Telegraphic Transfer Payment

- Bank Name: **United Overseas Bank Limited**
- Bank Address: **895/897 East Coast Road, Singapore 459098**
- Account Number: **361-300-495-3**
- Account Name: **The Events Place**
- Swift Code: **UOVBSGSG**

- Cheque or Telegraphic Transfer Payment has to be received by The Events Place 7 April 2008 to confirm and secure your participation & booth allocation.
- Genesys reserves the right to re-allocate booth space if payment is not received before 7 April 2008

CANCELLATION DETAILS

Any request for cancellation must be made in writing to the *Organizer, c/o The Events Place*. For the withdrawal to be effective, the Sponsor must receive an acceptance in writing from the Organizer.

CANCELLATION CHARGES

Upon acceptance and signing of agreement: 50% sponsorship fee will be charged immediately.
14 days before event date: Total 100% sponsorship fee will be due and charged accordingly.

ACCEPTANCE:

Yes, we agreed and accepted the above conditions. Please proceed to bill us for USD _____

Signature, Date & Company Stamp

Contact Person			
Designation			
Mobile No.		DID No.	
Email			

Billing Details

Company Name			
Billing Address			
Attention			
Contact No.		Email	

IMPORTANT: To confirm and secure your participation, kindly endorse and fax return (Agreement portion) by **2 April 2008** to [Christina Lew, The Events Place](#) at fax: [\(65\) 6220 1247](tel:6562201247) or email to christina_lew@theeventsplace.com

F. ORGANISER AND EVENT MANAGEMENT CONTACTS

ORGANISER

Genesys Telecommunications Laboratories Asia Pte Ltd

10 Hoe Chiang Road

Keppel Towers

Singapore 089513

Tel: +65 6723 9886

Fax: +65 6720 0120

Contact : Ms Kate Liew

Email : kliew@genesyslab.com

EVENT MANAGEMENT

The Events Place

10 Anson Road,

#17-08 International Plaza

Singapore 079903

Contacts

Ms Christina Lew (Overall Owner) + 65 9745 9880

Ms Cecilia Tan (Co-Owner) + 65 8222 3279

Email: christina_lew@theeventsplace.com

Email : cecilia_tan@theeventsplace.com