



## Silicon Valley World Internet Center

Where savvy players shape their strategies.

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### The Center and Its Services

The Silicon Valley World Internet Center leverages expert knowledge and relationships for the benefit of its clients. By coordinating high-level exchanges of strategic knowledge among technology producers, innovators, and end-users, the Center shortens and sharpens its clients' strategic decision process. In its ninth year in Silicon Valley, this for-profit corporation delivers timely insights into emerging technologies and developing markets that saves its clients time, money, and resources. Additionally, the Center provides an optimal window into Silicon Valley for the promotion of its clients' brand, key messages, and products.

*"The World Internet Center wields a powerful relationship base in the industry, able to pull together senior researchers, executives, and end-users to inform our strategic initiatives. Their professional process to extract key information from these multi-corporate sessions saves us time and resources while enhancing our business contacts in the Valley and developing our strategic research portfolio."*

*Joachim Schaper, Vice President Americas, SAP Corporate Research*

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### Your Return on Investment

The Center delivers value to its clients, through:

- ▲ Leveraging Strategic Knowledge
- ▲ Branding and Marketing
- ▲ Strategic Support for Business Alliances

Our clients are innovators and leaders in the Internet-driven industry. We deliver to them:

- ▲ Time- and cost-effective knowledge that complements their strategic research
- ▲ Customer intelligence that validates their strategic product planning and market launches
- ▲ Insights from Silicon Valley that provide competitive advantage for planning and partnering
- ▲ Opportunities to explore crucial partnerships to move ahead of the market
- ▲ Showcasing of product and leadership to a community of innovators and early adopters

*"The Center is a very effective voice in Silicon Valley. It provides a forum for communicating and testing new ideas and allows us an avenue for engaging an emerging and innovative e-business community."*

*John Patrick, (retired) Vice President, Internet Technology, IBM Corporation*

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## Services at the Silicon Valley World Internet Center

### Engaging the Services

Center clients access a well-established network to leverage knowledge and relationships to their benefit. Companies, organizations and governments engage the services of the Center on a for-fee basis. Custom sessions outside of the following forms may be coordinated, with prices adjusted accordingly.

▲ **Market Intelligence Sessions: \$2,500 - \$14,900**

*Gleaning cost- and time-effective strategic intelligence in a neutral environment*

▲ **Market Leadership Sessions: \$2,500 - \$4,900**

*Promoting product, vision, and thought leadership to a community of innovators and early adopters*

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### Corporate Sponsorship

The World Internet Center welcomes corporations, governments and other organizations as Corporate Sponsors. For a fee of \$9900 for 2005, a Corporate Sponsor receives a custom marketing session plus access to a concerted marketing channel for product announcements and white papers promoted through the Center's eNewsletter and web site. Sponsors benefit from discounted rates for packages of additional services. Members of the sponsoring organization have free access to monthly sessions, seat on the Sponsor Council, and several additional benefits.

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### Ad Hoc Services

Clients may access the Center's services on an ad hoc basis to promote their solutions and thought leadership, or to glean strategic insights into new technologies, markets and products. Individual services are outlined in the following reference form. Customized services are available.

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### Custom Packages

Clients may choose to develop a custom package of services, receiving a 5% discount for two or more services paid for in advance. Additionally, clients may opt to design and sponsor a special series of related sessions and events solely or in conjunction with several partners.



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## Think Tank Sessions

### Think Tank Session (18 - 25)

A Think Tank Session is a facilitated exchange of expert knowledge. Pursuant to client objectives, the Center recruits a combination of large, medium and small companies; end-users; individual technologists; and/or entrepreneurs. Generally these sessions range from a minimum of 4 hours to a full day (or multiple days) with up to 25 invitation-only participants.

#### Think Tank Sessions are Designed to:

- ▲ Delineate market trends
- ▲ Validate strategic business and research directions
- ▲ Inform product and technology direction
- ▲ Explore market and technology/application opportunities
- ▲ Identify potential partners
- ▲ Gain insights into customer needs

#### Basic Services

- ▲ Design and facilitation of program
- ▲ Recruitment of participants
- ▲ Compilation of notes from session (sent within 5 days)
- ▲ Audio taping
- ▲ Continental breakfast
- ▲ Beverages and snacks throughout session

#### Optional Services

- ▲ Written proceedings
  - Full day
  - Half day
- ▲ Casual lunch (catered box lunches or buffet)
- ▲ Reception (light - full)
- ▲ Press release writing and distribution
- ▲ Listing in Center eNewsletter and on Web site (no additional cost)
- ▲ Posting of presentations and white papers on Web site for 3 months (no additional cost)

#### Suggested Forms

- ▲ Full - day Think Tank Session  
(includes breakfast, lunch, snacks and full reception)
- ▲ Half - day Think Tank Session
  - Morning Session  
(includes breakfast and snacks)
  - Afternoon Session  
(includes snacks and full reception)



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## Market Intelligence Sessions

### General Information

Clients gather market intelligence through customized sessions, meeting with representatives of one or several companies, as well as independent experts. The Center recruits participants and determines the agenda with the client. A senior Center staff member facilitates the session. Prices range based on participant recruitment time, size and length of session.

#### Basic Services for Market Intelligence Sessions

- ▲ Design and facilitation of program
- ▲ Recruitment of participants
- ▲ Compilation of notes
- ▲ Audio taping
- ▲ Beverages and light snacks

#### Optional Services

- ▲ Executive summary
- ▲ Reception (light - full)
- ▲ Press release writing and distribution
- ▲ Listing in Center eNewsletter and Web site
- ▲ Posting of presentations and/or white papers on Center Web site for one year

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### Strategic Roundtable Discussion (8 - 25)

A Strategic Roundtable Discussion is a moderated exchange around a market or technology. The session may support a marketing campaign or inform market research or strategic directions.

#### Suggested Form

- ▲ Two-hour Strategic Roundtable Discussion

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### Working Group Series (8 - 20)

A Working Group is a select group of experts who meet regularly (usually once a month) to delve into a technology or market-oriented topic. A Working Group Series leverages significant momentum as the same members continue to meet, adding a level of ease and depth of knowledge to the interactions. Depending on client objectives, a Working Group gathers market intelligence and informs product or technology research.

#### Suggested Form

- ▲ Series of Two-hour Working Groups

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### Informational Session

Clients often have a need to meet on neutral territory with individual companies. These sessions are geared to bring the client together, through the World Internet Center, with one or a few of the clients' targeted companies at a time, for brief informational sessions.

#### Suggested Form

- ▲ Two-hour session (with 1-3 companies)



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## Market Leadership Sessions

Market Leadership Sessions are designed to inform decision-makers about new technologies and services, market trends and to glean market intelligence. The purpose of this style of program is to brief a customer, or a group of customers (existing or potential), and/or potential partners on a client's specific technology, product or service.

### The Objectives of These Sessions are to:

- ▲ Promote thought leadership
- ▲ Market specific solutions in the spirit of knowledge exchange
- ▲ Create publicity buzz
- ▲ Gather insights from a technically savvy audience
- ▲ Identify potential customers and partners

### Basic Services for Market Leadership Sessions

- ▲ Design and facilitation of program
- ▲ Recruitment of up to 50 participants
- ▲ Audio taping
- ▲ Reception (light)
- ▲ Display and distribution of marketing collaterals during session
- ▲ Listing in Center eNewsletter and Web site
- ▲ Posting of presentations and/or white papers on Center Web site for 3 months

### Optional Services

- ▲ Executive summary
- ▲ Reception (full)
- ▲ Press release writing and distribution
- ▲ Research on and invitation to target markets and companies

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#### Executive Briefing

Three-hour Executive Briefing with a light reception

- 45-minute presentation, 30-minute moderated interaction, reception (50 participants)

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#### Technology Demo

Three-hour Technology Demonstration with a full reception

- 45-minute presentation, 30-minute moderated interaction, reception (50 participants)

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#### Challenge-the-Expert

Three-hour Challenge-the-Expert session with a light reception

- A client's senior expert presents views on a current technology, product or market for 45 minutes. The audience "challenges" the expert for the remainder of the session.

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#### Interactive Panel Discussion

Three-hour Interactive Panel Discussion with a light reception

- Three to four experts present their views about a "hot" technology or market for a total of 30 minutes. The Center then moderates an interactive exchange, delineating key issues around the subject.



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## Center “Power Pub” and Custom Networking Events

### Center Power Pub or Custom Networking (40 - 70)

Each month (and/or by special arrangement), the Center hosts its trademark “Power Pub,” an evening knowledge exchange and networking event of 40 - 70 representatives from Silicon Valley and around the world, to support:

- ▲ Exchange of technology and market ideas
- ▲ On-going branding for Center clients
- ▲ Identification of potential partners and clients

The client delivers a brief presentation at the “Pub Exchange” and leads the discussion to:

- ▲ Market a solution, product or technology
- ▲ Highlight thought leadership in a business or technology sector

Power Pubs are augmented by pre- and post-Pub publicity through the Center eNewsletter and Web site. Targeted outreach may be conducted. The Pub is open to the public. Private networking sessions may be arranged.

#### Basic Services

- ▲ Attraction of 40 - 70 Internet-savvy attendees
- ▲ Listing in Center eNewsletter and Web site
- ▲ Display and distribution of marketing collaterals during the Pub
- ▲ Posting of Pub Exchange presentation on Center Web site for one year
- ▲ Full Reception

#### Optional Services

- ▲ Press release writing and distribution
- ▲ Research on and invitation to target markets and companies

#### Suggested Form

- ▲ Two-hour Power Pub (e.g., 5:00 p.m. - 7:00 p.m.)

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*“As a small company with a new base in the Silicon Valley, we found the Power Pub to be a very cost-effective means to get our ideas and services exposed to a truly savvy group of developers, venture capitalists, and end-users. Where else would we find such a useful gathering of experts around autonomic computing in a 2-hour setting that covers the whole spectrum of business environments: a formal presentation, discussion time and then the flowing wine during networking. I have used the Power Pub environment with two separate companies and have had exceptional results. I’d recommend the Power Pub!”*  
*Collin Bruce, Vice President, Worldwide Marketing, Solid Information Technology Corp.*



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## Notes and Contact Information

### Notes

- ▲ A 5% discount applies for two services paid for in advance.
- ▲ The World Internet Center generally conducts its sessions at the Crowne Plaza Cabana Hotel in Palo Alto. Clients may choose alternate venues. Please note that prices may vary at alternate venues.
- ▲ The Crowne Plaza Cabana Hotel (<http://www.cppaloalto.crowneplaza.com/>) is a preeminent business-class hotel in Palo Alto, California. Fiber optic Internet connectivity supports high-level business meetings at this location. Additionally, the facilities are wirelessly-enabled for our clients. The warm, Mediterranean-influenced architecture provides the Center's clients with a relaxing and creative "off-site" venue.

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### Contact Us

For further information about the Silicon Valley World Internet Center, please contact:

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