

Educate and Get Maximum Exposure

INNUA Webcast Sponsorship

Your company has the opportunity to sponsor and host an educational Webcast for INNUA members. What better way to reach potential customers than to be a part of a learning experience for them where they will want to learn even more about what your company has to offer.

Note: Content must be educational in nature (i.e. co-presentation with a customer, case study, white paper presentation, etc.) and approved by INNUA's Program Committee.

INNUA Webcast Sponsorship includes:

- Exposure to nearly 4,000 Nortel users during pre-Webcast promotions.
- Sponsor logo and/or company name in all INNUA Webcast e-mail promotions (approx. two (2) e-mails to full membership community) and inclusion in *Cyber Report*.
- PowerPoint slide at beginning and end of the Webcast with logo and/or company name (ex. Webcast sponsored by: XYZ Company).

Webcast Pricing

\$5,000 per Webcast

Visit www.INNUA.org and click on "Vendor Opportunities" to download the advertising insertion and other sponsorship order forms.

Reach INNUA Members Directly

INNUA List Rental

Now you can directly reach the global community of Nortel end-users with INNUA list rental. The INNUA membership list offers an unequaled body of highly targeted management level decision makers in telecommunications for medium to large sized enterprises globally. The process is simple and the results can be phenomenal.

List Rental Pricing

The INNUA database contains more than 4,000 listings. However, the list size does vary, so please contact INNUA for the exact quantity for the list you would want to rent. You may rent the entire list or we can data mine the membership for you by region or member type.

Entire INNUA List: US\$1,750

Data mine (geographic or member type): US\$500 per 1,000 names plus an administrative fee of US\$250.

List Rental Process

- Complete and return the enclosed INNUA List Rental Form, noting selection criteria (i.e. by region or member class), if applicable.
- Submit marketing collateral to INNUA for approval. *The name of INNUA cannot be mentioned in the piece, nor can an INNUA endorsement of any product or service be stated or implied in any way. Also, if your collateral is an e-mail, you must include an option to unsubscribe somewhere in the message.*
- The list is then released to an INNUA-designated mailing house for a one-time postal mailing or e-mailed directly by INNUA.

If it is a postal mailing, the vendor is responsible for making arrangements directly with the mailing house for scheduling and for payment of postage and mailing house administrative fees (these fees are in addition to any administrative fees paid to INNUA). The vendor is also responsible for supplying and sending all mailing pieces, including envelopes, directly to the mailing house. INNUA does not sell or provide membership lists directly to vendors.

To rent the INNUA membership list, please complete the list rental form that is posted at <http://www.innua.org/vendor/>.