

Gold Sponsorship Opportunity for Microsoft Canada Co. 'An Evening... with Dr. Alan Greenspan'

Toronto, Ontario - November 20, 2007 - Liberty Grand Entertainment Complex

Executive Summary

Microsoft Canada is hosting an executive networking event entitled *An Evening with...Dr. Alan Greenspan*. This event is designed to bring together the best and brightest executive business leaders to discuss unique challenges and opportunities they face as a Canadian company doing business in the global economy. The gathering will consist of Fortune 1000 C-level executives, academics, industry association leaders, top industry consultants and community leaders.

The event will include an expert panel forum, facilitated round table discussions, a networking event, dinner and an interview session in a Q&A format with economic visionary, **Dr. Alan Greenspan**, former Chairman of the Board of Governors of the Federal Reserve of the United States from 1987 to 2006.

Microsoft is seeking strategic partners to sponsor this extraordinary event. Sponsors must commit by no later than Friday, **October 12, 2007** to be accepted into the program.

Event Overview

Microsoft Canada is excited to be delivering the *An Evening with... Dr. Alan Greenspan* event on Tuesday, November 20, 2007. This event is a forum that brings together thought leaders from the Canadian business community to collectively discuss and address challenges facing Canadian enterprises in the future.

The event is intended for business leaders who have a passion for doing business in Canada and are willing to discuss and share ideas for resolving issues that are unique to the Canadian market place. Attendees will have the opportunity to meet with their industry peers and discuss ideas that support and encourage businesses to continually be more innovative and more productive in order to remain globally competitive.

Topics to be discussed may include:

- The effect of globalization on the Canadian economy, international competition and its' affect on industry
- The global imperative to increase enterprise productivity through technology as an enabler
- The need for businesses to innovate continually to maximize operational performance, business processes and performance through solutions
- Local political, economic, social and technological forces impacting Canadian businesses,
- The future of the Canadian economy and Canada's role in a global business environment.

Executives and thought leaders will have the opportunity to self-select seating with industry association leaders, high profile academics, industry leading consultants and business peers.

The interview session with Dr. Alan Greenspan will provide the audience with further insight around the topics being discussed.

Overview of Dr. Alan Greenspan:

Dr. Alan Greenspan is viewed as one of the most influential economic thought leaders of our time. For over 18 years, Alan Greenspan served as Chairman of the Board of Governors of the Federal Reserve System. Dr. Greenspan also served as Chairman of the Federal Open Market Committee, the System's principal monetary policymaking body. He originally took office as Chairman to fill an unexpired term as a member of the Board on August 11, 1987. Dr. Greenspan was reappointed to the Board to a full 14-year term, which began February 1, 1992, and ended January 31, 2006. He was designated Chairman by Presidents Reagan, Bush, Clinton and Bush.

Target Audience Profile:

Company Size: 500 plus employees. Estimate 500 attendees.

Business Decisions Makers, C-level, Executive Vice President, Senior Vice President

Targeted Industries include: Manufacturing, Professional services, Wholesale/Distribution, Retail, Financial Services, Telecommunications, Transportation, Utilities

Industry Association, Academia and Government Profiles Targeted:

- Association for Financial Professionals
- Canadian Bankers Association
- Canadian Bar Association
- Canadian Manufacturers and Exporters Association
- Certified General Accountants Association
- Certified Management Accountants Associations
- Conference Board of Canada
- Financial Executives International Canada
- Industry Canada
- Investment Dealers Association
- Ivey School of Business
- National Association of Securities Dealers
- Queens School of Business
- Retail Council of Canada Association
- Rotman School of Business
- Schulich School of Business
- Supply Chain & Logistics Association

This is an exclusive event by invitation only. Invitations are not transferable.

Media

Media exposure will include national business, newsprint, technology and industry publications.

Tentative Agenda

- 16:30 – 17:30 Registration
- 17:00 – 17:15 Microsoft Executive Welcome and Introduction
- 17:15 – 18:00 Customer and Partner Panel Discussion
- 18:00 – 18:10 Break
- 18:10 – 19:00 Dinner and Industry Roundtable
- 19:00 – 20:00 Dr. Alan Greenspan Interview Session

Gold: Maximum of 10 Sponsors. Fee of \$10,000 each

Gold sponsors receive:

- 5 passes for the event,
- Logo/branding on website event page,
- Group logo display during introduction,
- Half page Ad in the attendee event booklet,
- 2x4 postcard insertion in attendee gift box.

Gold sponsors will receive a list containing attendee name, organization name and title. Personal contact information will be excluded due to privacy restrictions unless attendee is opted in to release contact information to 3rd party.

Point Sponsors:

- \$7,500 Paper and Pad-folio Sponsorship
- \$5,000 Logo and branding on Attendee Gift Bag
- \$3,000 Name badge branding
- \$3,500 Cocktail reception sponsorship: Napkins & Signage
- \$3,000 Dinner napkins branding
- \$15,000 Book Sponsorship

To participate in the Point sponsorship items, Gold sponsorship participation is a requirement.

Sponsor Terms and Conditions

- Gold Sponsorships:
 - 50% non-refundable fee due on signing by **October 12, 2007**
 - 50% fee due prior to event **November 1, 2007**
 - Passes must be used for a sponsorship executive and prospects only (as per attendee profile)
- Point Sponsorships:
 - 100% non-refundable fee due on signing.
 - Sponsors are required to supply the logo specifications required.
- All files, logos and associated documentation are required by **October 15, 2007**.

Microsoft Canada Co. will review and evaluate each sponsorship submission and has the right to refuse sponsorship participation.

Funds received are non-refundable. In the occasion whereby the event is cancelled, sponsors will receive 100% refund of funds received prior to the event date.

Selected sponsors will be required to sign Microsoft's standard form sponsorship agreement

Contacts:

Interested parties should contact **David Ugucioni, Director, Partner Marketing Works International Inc. (PMW), prior to October 12, 2007.**

Contact Details: Phone 905.773.3436, Fax 905.773.3518
Email dauidu@okpmw.com

Sponsors are subject to approval by Microsoft Canada Co.

Sponsorship items may be subject change or be modified. Participants will be communicated promptly on any changes that take place.

Sponsors will be required to work with the preferred agency for Microsoft Canada Co. regarding any material production and deliverables.

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