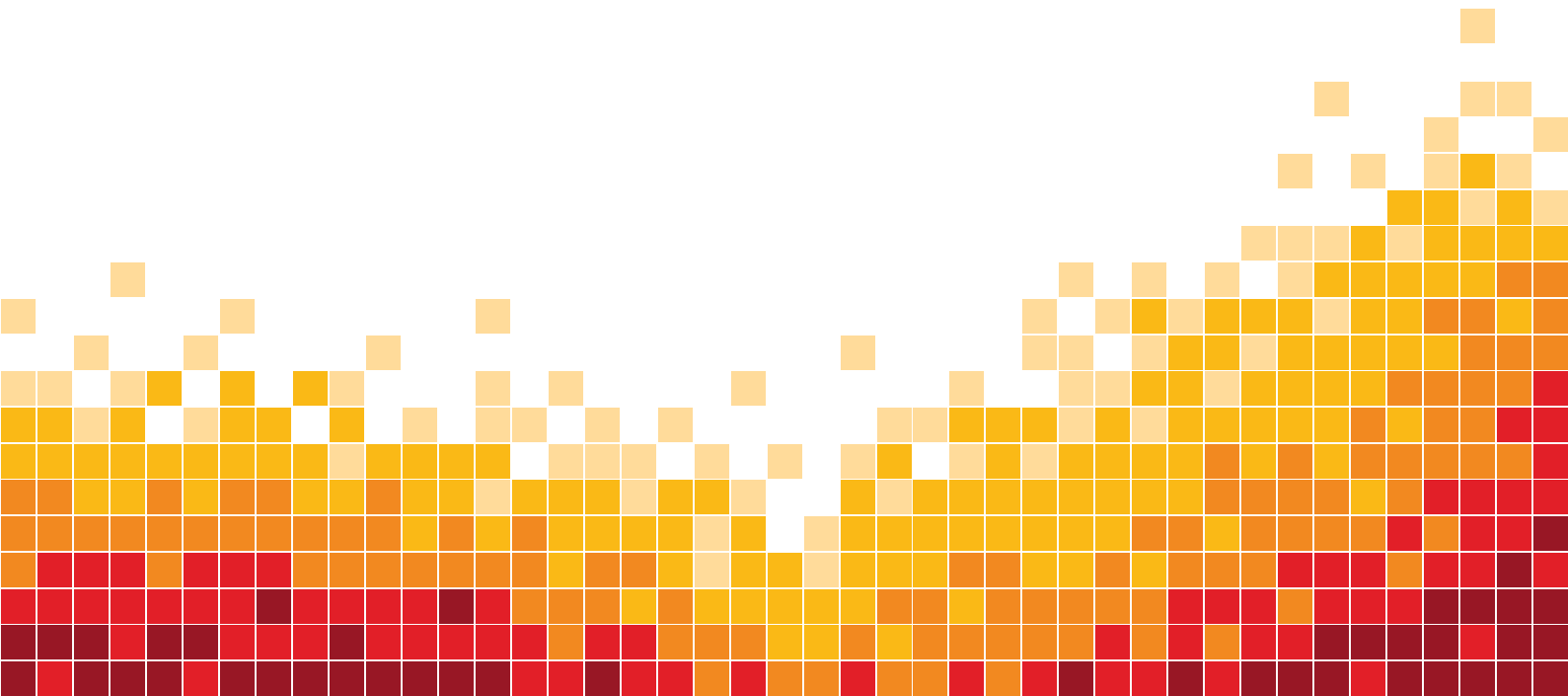




2010 Sponsorship Program



Who Is Mosaic?

Mosaic is an independent, member-driven community of Infor software users that consists of the Infinium User Group and the Baan/LN User Group. Membership in both user groups is made up of IT staff, product users, and vendors. We achieve our mission by harnessing the collective expertise and knowledge of users and Alliance members to evolve “best-practice solutions”, and by creating opportunities that allow Alliance members to build successful business relationships.

Why Sponsor?

The aim of Mosaic’s Sponsorship Program is to provide opportunities for vendors to communicate their expertise, to enable interaction with Mosaic members in order to understand the needs of customers, and to develop business relationships.

Sponsors are provided with access to a variety of Mosaic editorial and marketing opportunities. Becoming a sponsor is an excellent way to make sure the Mosaic User Groups community knows about your company, and what it can do for them.

In order to become a sponsor, companies must be a current member of Mosaic User Groups. By becoming a Sponsor, companies will gain access to a variety of marketing opportunities.

Marketing Opportunities

Editorial Opportunities:

Mosaic publishes quarterly email newsletters called *eConnect* for each of the two user groups. Alliance members have the opportunity to become sponsors by purchasing space in one or both of the newsletters. The *eConnect* newsletters provide vendors with an excellent way to reach their target audience. There are several options available:

eConnect Newsletter Article (one issue) - \$750

Sponsors can submit a non-sales article of up to 750 words that will appear in one issue of an *eConnect* newsletter. The article provides Alliance members the chance to highlight their specialities while providing customer members with insightful information that will enhance their experience with their Infor software.

Product/Service Profile Article (one issue) - \$400

Sponsors can submit a non-sales article of up to 350 words that will appear in one issue of an *eConnect* newsletter. This article can emphasize your company’s strengths through a case study or by detailing a specific solution you have to offer to customers.

Display advertisement in eConnect (one issue) - \$150

Space for display ads can be purchased in one issue of an eConnect newsletter.

Advertisement space is available in the following dimensions:

- 200 x 325 pixels (side column)
- 325 x 200 pixels (main column)
- 570 x 90 pixels (across two columns)

Logo representation – all 2010 issues of Baan or Infinium version of eConnect - \$100

Sponsors can opt to have their logo shown in all 2010 issues of the eConnect newsletter of their choice. Logos can be a maximum of 190 pixels x 90 pixels in size.

Marketing:

Mosaic User Groups offers several interactive ways to reach out to your customers. There are several marketing opportunities available:

Webinar (one hour) - \$500

Receive one, one-hour webinar on the topic of your choice. Cost includes the following:

- Hosting of your webinar
- Posting of the webinar information on the Mosaic homepage and Webinars section of our website
- Company logo (190 pixels x 90 pixels maximum) and up to 75-word company description on Webinars page only
- Email invitation and reminder to members

Add post-webinar survey questions^Ω - \$50

Add up to 3 survey questions to the webinar survey delivered to participants once webinar is completed.

- Question types available are multiple choice (single or multiple answer), rating scale, single textbox and comment/essay
- Each question is limited to 30 words

Webpage sidebar ad* - \$300

Have your logo or advertisement appear in the Sponsors area of our website sidebar.

Image can be hyperlinked to your homepage or other Mosaic-approved URL.

- Image sizes must be a maximum of 135 pixels x 90 pixels
- Ads/logos will rotate between all current sponsors and will update each time the page is loaded or refreshed
- Ad/logo appears for one full membership year (ends December 31, 2010), and includes one update (e.g. for rebranded logos)

Blog sidebar ad* - \$300

Have your logo or advertisement appear in the Sponsors area of our blog sidebar.

Image can be hyperlinked to your homepage or other Mosaic-approved URL.

- Image sizes must be a maximum of 135 pixels x 90 pixels
- Ads/logos will rotate between all current sponsors and will update each time the page is loaded or refreshed
- Ad/logo appears for one full membership year (ends December 31, 2010), and includes one update (e.g. for rebranded logos)



Extended Alliance Partner listing in Directory - \$150

All Alliance memberships include a text listing in our Alliance Partner directory on the Mosaic website. Make your company stand out from the rest by extending your listing to include a company description of up to 100 words, as well as a link to your homepage.

Electronic marketing material posting in Directory - \$300

Include a logo and/or marketing material with your Alliance Partner directory listing.

Cost includes:

- Hosting of one downloadable document in PDF format up to 5mb in size
- One image linked to the above document or to a Mosaic-approved URL if no document is being hosted by Mosaic
- Maximum image dimensions: 135 pixels x 135 pixels

Customer Direct Mailing - inquire for cost

Receive one mailing to all Customer members in either the Mosaic Baan/LN User Group or Mosaic Infinium User Group database

Buy More and Save!

Purchase 3 or more sponsorship items and get 5% off your total sponsorship order. This discount can be applied to any combination of opportunities, as long as there is a total quantity of at least 3 items purchased.

The aim of Mosaic User Groups is to provide opportunities for Alliance members to showcase their expertise, to be able to interact with Mosaic members in order to understand the needs of customers, and to develop business relationships.

For inquiries or questions, contact the Mosaic User Groups management office at info@mosaicusergroups.org or call **866.941.0763**.

*Alternative web advertising may also be available, ranging in price, including pop up ads, ads on subpages, etc. Contact us for details if interested.

Ω Survey responses will be collected by Mosaic. All identifying information will be removed from responses to ensure anonymity of survey respondents. Mosaic cannot guarantee that webinar participants will complete survey as it is optional. Survey reports are only supplied to vendors who pay for survey option, and responses included may be limited only to answers to vendor supplied questions. All information collected remains the property of Mosaic.