

SPONSOR BENEFITS FOR KNOWLEDGE MANAGEMENT STUDY TOUR VISIT & MEET GERMAN KM CHAMPIONS 26 TO 30 APRIL 2009

Primary sponsor – Investment 20,000 Euro

- Naming rights – the NAME OF SPONSOR – KM Tour to Visit and Meet the German KM Champions
- Sponsor logo and chosen words prominently on all marketing materials sent to over 50,000 people potentially interested in KM worldwide
- Sponsor logo and chosen words prominently on all materials including web page, program, delegate manual, memory jogger notes and case studies
- Sponsor slide at briefing session and at action planning session at start and during breaks
- Opportunity to speak in the Tour program – full presentation
- Link to sponsor web site from very prominent position at top of KM Tour web site
- Opportunity to change graphic design of materials to suit sponsor corporate image
- Copy of Memory Jogger Notes and Case Study reports as soon as they are finalized
- Opportunity to advise of key learning needs regarding KM to focus the Case Study reports and Memory Jogger Notes on the Sponsor's specific needs
- Inclusion of selected promotional materials in delegate manual
- Two places on Tour free of fees to us – one of which can be KM expert
- Opportunity to be sole sponsor for another 5,000 Euro

Supporting sponsor – Investment 5,000 Euro

- Sponsor logo and chosen words on all marketing materials to over 50,000 people potentially interested in KM worldwide
- Sponsor logo and chosen words on all materials including web page, program, delegate manual, memory jogger notes and case studies
- Inclusion of selected promotional materials in delegate manual
- Sponsor slide at start of briefing session and at start of action planning session
- Opportunity to speak in the Tour program – short presentation
- Link to sponsor web site from KM Tour web site
- One place on Tour free of fees to us for every paying delegate the sponsor brings for the full tour – free participant could be KM expert
- Opportunity to advise of key learning needs regarding KM to focus the Case Study reports and Memory Jogger Notes on the Sponsor's specific needs
- Early copy of Memory Jogger Notes and Case Study reports as soon as they are finalized

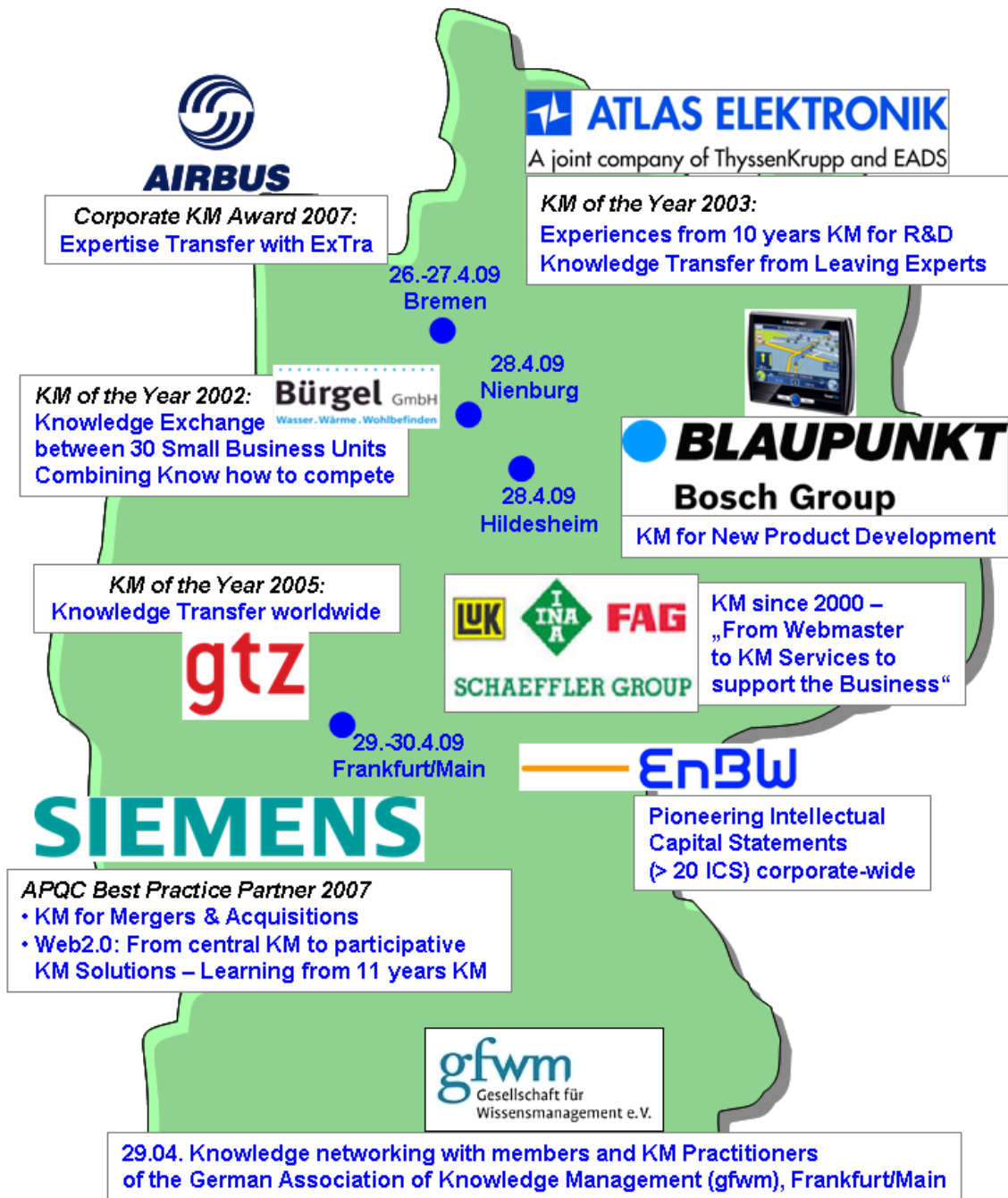
Please turn over for Tour Summary



For More Details about the Hosts and Speakers and About your Facilitators GO TO -
www.benchmarkingpartnerships.com.au and click on the highlighted URL links

Lessons Learned from more than 10 years of KM

Experienced Practitioners will share their experiences in Knowledge Management



Note that luxury coach transport from Bremen on 27 April through to Frankfurt on 30 April is included in your fees.