



Transformando informações em negócios.

Plano Editorial has created an exclusive opportunity for IT and Telecom products and services provider companies: the **Round Tables**.

Those are periodic and reserved meetings gathering from 6 to 10 IT executives of user companies to discuss subjects proposed by Informática Hoje, chosen in association with the sponsor.

Focus Market

Focus market and the date when the Round Table will be held are chosen by the sponsor.

Guests list is suggested by Plano Editorial and submitted to the sponsor's evaluation, who may appoint additional names. All the invitations are done exclusively by Plano Editorial.

About the Sponsor's participation

During the Round Table and Relationship Lunch:

The sponsoring company will be presented at the welcome coffee, which precedes the debate.

Sponsoring company will have three representatives attending, without interfering in the discussion of the proposed subject and after closing of the debate, the company will make a 15 minutes presentation with additional 15 minutes for questions and explanations about the presentation's content.

Following the debate, all the guests, sponsor's representatives and Plano Editorial's team will take part on a lunch, aiming to establish relationship.

- :: The sponsor may include questions in the survey which is distributed to the guests, after the debate;
- :: The sponsor may place one (01) banner at the debate and lunch sites;
- :: The sponsor may distribute gifts and promotional material during the event.

After the Round Table:

- :: The sponsor receives the mailing with information about the guests;
- :: The sponsor receives one copy of the survey performed with the guests;
- :: The sponsor receives transcription and full record of debate.

Editorial Coverage of the Round Table:

Debates generate an editorial coverage of, at least, five pages in the Informática Hoje, with space reserved for two stamps of Exclusive Sponsoring with the sponsor's logotype.

Sending of email marketing with the editorial coverage in digital form with Express reference to the sponsor to a CIOs mailing from the 1000 top companies in the country.

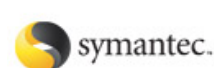
- :: Insertion of an advertise with advertorial format, in Informática Hoje Newspaper, produced by Plano Editorial's commercial area in Tabloid form (27 x 32.5 cm) page with the coverage of the Round Table held.

Value of the quota for exclusive sponsoring: US\$ 18,000.00



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SOME SPONSORS



For participation, please contact:

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