

# Encompass Alliance Partner Program

Access 10,000 HP Technology Practitioners and Receive Incredible ROI

The Encompass Alliance Partner Program will provide your company with exclusive year-round, targeted exposure opportunities to the **largest enterprise HP user group in the Americas**. Participation will give you unique access to Encompass' membership ranks--more than 10,000 HP technology end-users from small, medium, and large enterprises. Alliance Partners will be recognized in official Encompass promotional materials and will be entitled to opportunities available only through participation in the program.

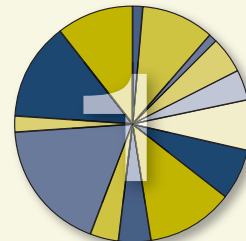
No where else can you find such a targeted audience of well-versed, well-connected HP technology users working with Linux, HP-UX, OpenVMS, Tru64 UNIX, MPE, Enterprise Windows Servers, Security, Networking or Storage solutions. Moreover, our members exercise significant influence over their organizations' purchasing decisions.



## About Encompass Members:

### Industry

Utilities (18%)	Retail/Wholesale (5%)
Engineer (13%)	Financial Services (4%)
Research (12%)	Telecommunications (4%)
Entertainment (10%)	Education (2%)
Healthcare (7%)	Service Provider (2%)
Manufacturing (7%)	Other (10%)
Government (6%)	



### Operating System

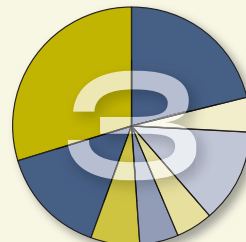
Linux (56%)	MacOS (16%)
OpenVMS (48%)	MVS/Other Mainframes (6%)
Windows NT/2000/2003 (39%)	MPE (5%)
Microsoft Windows (31%)	Supercomputing (4%)
Windows 95/98 (26%)	SCO (3%)
HP-UX (22%)	NonStop Kernel (1%)
Tru64 UNIX (19%)	

*\*Members can select more than one operating system*



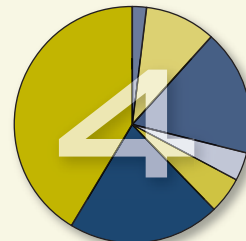
### Number of Employees

10,000 or more (21%)	500 – 1,000 (5%)
5,000 – 10,000 (5%)	0 – 500 (56%)
1,000 – 5,000 (13%)	



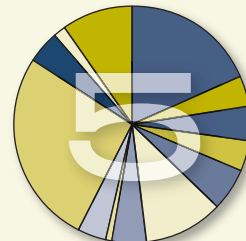
### Annual IT Budget

Over \$50 Million (30%)	\$250,000 – \$499,999 (9%)
Over \$10 Million (15%)	\$50,000 – \$249,999 (7%)
Over \$1 Million (4%)	Not Reported (19%)
\$500,000 – \$1 Million (16%)	



### Primary Application

Internet (26%)	Data Warehouse (5%)
Application Development (19%)	Business Intelligence (4%)
Scientific (11%)	ERP (4%)
Education (10%)	Messaging & Collaboration (4%)
High Performance (6%)	CRM (2%)
Application Service (5%)	Other (4%)



Encompass offers two Alliance Partner packages, so you can select the exposure level most appropriate for your business. A limited number of Alliance Partner opportunities are being offered for 2006! Start engaging this highly-specialized, influential audience today. Contact James Conlon or 312.673.5940 to find out how to begin receiving the following benefits:

<b>Platinum Level Benefit</b>		<b>20K</b>
All these benefits are available to you at a package price of \$25,000 (just \$20,000 for first-time Alliance Program Members) delivering you a great return on your investment!		
What's Included	Value	
<b>Encompass Membership:</b> Annual Encompass memberships for five company representatives	\$400	
<b>HP Technology Forum 2006 Exhibit Space:</b> First 10x10 booth complimentary and additional exhibit space at a 10% discount	\$3,800 +	
<b>HP Technology Forum 2006 Vendor Presentation:</b> One 45-minute session in the Vendor Theater at the HP Technology Forum 2006	\$1,500	
<b>HP Technology Forum 2006 Exhibit Sponsorship:</b> Exhibit Hall banner (4' x10')	\$3,000	
<b>HP Technology Forum 2006 On-site Technology Exchange Guide:</b> Highlighted booth location and company description in the 2006 On-site Technology Exchange Guide, and one full-page advertisement in the On-Site Technology Exchange Guide	\$4,000	
<b>HP Technology Exchange 2006 Proceedings CD:</b> Company White Paper posted on the CD and company logo on Sponsor Recognition Page	\$3,000	
<b>Encompass Direct Mailing:</b> Two mailings (hard copy), through a bonded mail house to the Encompass Membership. <i>Postage fees will be the responsibility of the sponsor</i>	\$2,500	
<b>Alliance Partner Portal on Web site:</b> Rolling banner on the Alliance Partner Resource Page located on the Encompass U.S. homepage. You may use this for your logo, or to feature an offer for the Encompass community.	\$3,000	
<b>Encompass Points Advertisement:</b> A one-time sponsorship of the electronic member newsletter. Your message will reach over 10,000 Encompass participants directly (opt-ins for email), and will also be featured on the online posting of this issue for additional Web visitors. This text-only newsletter is published monthly and the issue of your choice will contain a 50-word description of your product/service and link to your Web-site. Content is subject to Encompass approval	\$1,500	
<b>Banner Advertising:</b> 12 month banner run on the Encompass U.S. Web site	\$6,000	
<b>Local User Group (LUG) Technical Presentation:</b> Two technical speaking opportunities at a Local User Group (LUG) meeting. <i>First Come, First Served Basis</i>	\$6,000	
<b>Total Value</b>	<b>\$34,700+</b>	

<b>Gold Level Benefit</b>		<b>5K</b>
Your organization will receive these benefits at a package price of \$7,500 (just \$5,000 for first-time Alliance Program Members).		
What's Included	Value	
<b>Encompass Membership:</b> Annual Encompass memberships for five company representatives	\$400	
<b>HP Technology Forum 2006 Exhibit Space:</b> 20% discount off your HP Technology Forum 2006 booth (up to \$5,000)	\$760 +	
<b>HP Technology Forum 2006 Vendor Presentation:</b> One 45-minute session in the Vendor Theater at the HP Technology Forum 2006	\$1,500	
<b>Encompass Direct Mailing:</b> One mailing (hard copy), through a bonded mail house to the Encompass Membership. <i>Postage fees will be the responsibility of the sponsor</i>	\$1,250	
<b>Alliance Partner Portal on Web site:</b> Rolling banner on the Alliance Partner Resource Page located on the Encompass U.S. homepage. You may use this for your logo, or to feature an offer for the Encompass community.	\$3,000	
<b>Encompass Points Advertisement:</b> A one-time sponsorship of Encompass' electronic member newsletter. Your message will reach over 10,000 Encompass participants directly (opt-ins for email), and will also be featured on the online posting of this issue for additional Web visitors. This text-only newsletter is published monthly and the issue of your choice will contain a 50-word description of your product/service and link to your Web-site. Content is subject to Encompass approval	\$1,500	
<b>Local User Group (LUG) Technical Presentation:</b> One technical speaking opportunity at a Local User Group (LUG) meeting. <i>First Come, First Served Basis</i>	\$3,000	
<b>Total Value</b>	<b>\$11,410+</b>	

Encompass is an independent community of enterprise HP technology users that strives to provide access to year-round education in HP technologies; to provide information-sharing opportunities among industry peers; and to facilitate advocacy with HP about the company's products and services. Learn more by visiting our Web site and contacting our Headquarters team.

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### Encompass U.S. Headquarters

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