

ELOQUA EXPERIENCE **2010**
SPONSORSHIP PACKAGE



Accelerating Your Growth

18-20 October 2010

Hyatt Regency San Francisco

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Letter from Joe Payne, CEO, Eloqua Corporation

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Letter from Joe Payne, CEO

Dear Trusted Eloqua Partners,

It's Eloqua Experience time again! And this year's event is going to be unlike any other. This is a unique opportunity to join Eloqua in an innovative event that will deliver cutting-edge concepts and new strategies to help us all drive more revenue. We have reached a remarkable stage in our growth and want you to be there as we embrace our largest customer base ever.

World-class companies across the globe use Eloqua to achieve extraordinary results. Join us to celebrate this success and allow us to also recognize the contribution that you, our valued partners, deliver to our customers and the industry. We know that Eloqua partners make magic happen, and we look forward to having you join us at this unique event.

We invite you to sponsor Eloqua Experience 2010 to showcase your creativity, demonstrate your expertise and have an opportunity to network with the best of the best. The opportunities at Eloqua Experience are endless, and one of the most significant is the chance to celebrate your customer's win of a coveted "Markie Award" during our Fourth Annual Eloqua Marketing Award ceremony. It doesn't get much better than that.

We look forward to having you join us as a sponsor of Eloqua Experience this year. The Eloqua community could not be successful without you and we thank you.

Joe Payne
CEO
Eloqua



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1.1 Overview

ELOQUA EXPERIENCE 2010

October 18-20

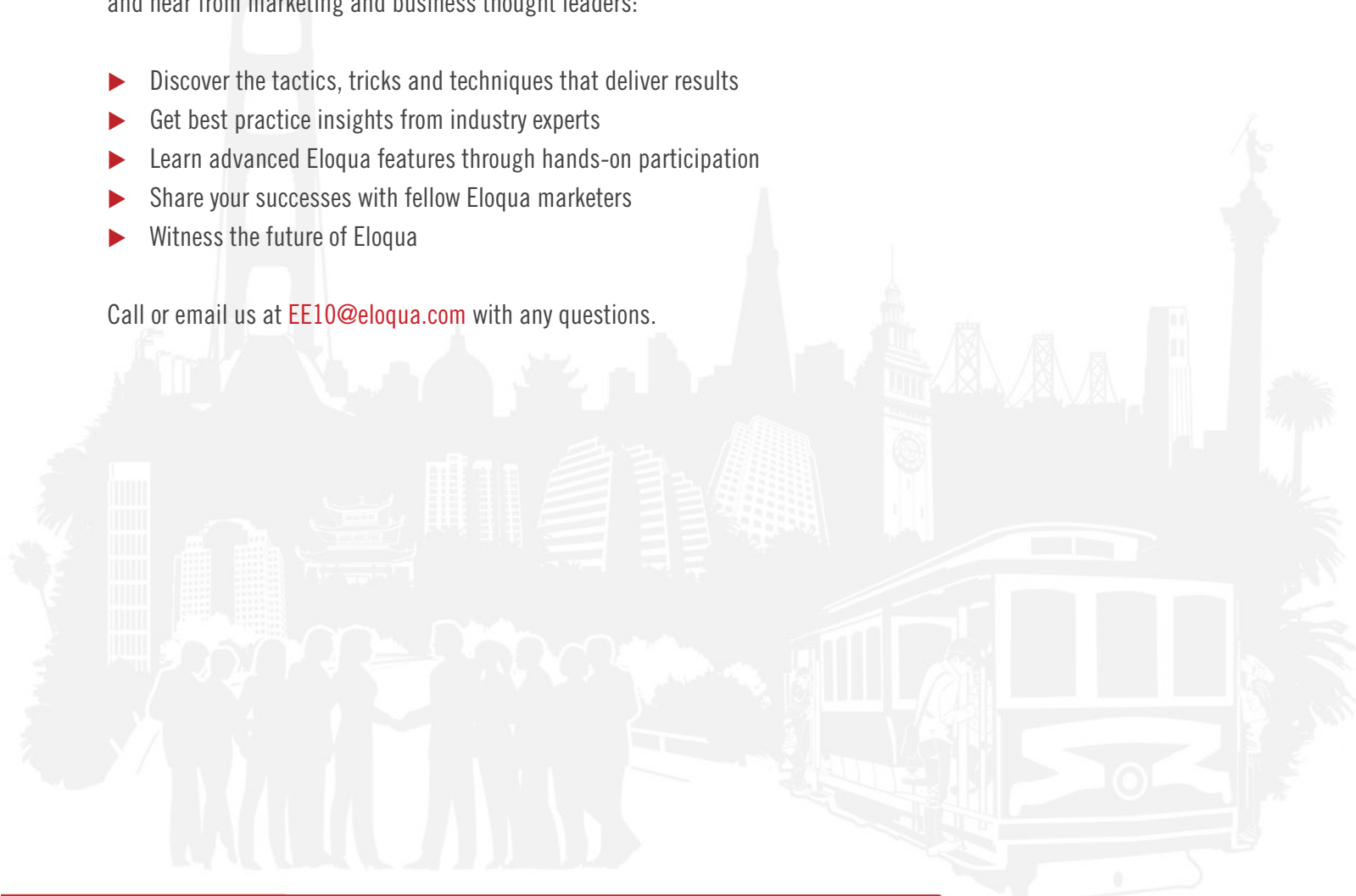
Hyatt Regency

San Francisco, California

This exciting event will be overflowing with opportunities to learn from your peers, network with Eloqua subject experts and hear from marketing and business thought leaders:

- ▶ Discover the tactics, tricks and techniques that deliver results
- ▶ Get best practice insights from industry experts
- ▶ Learn advanced Eloqua features through hands-on participation
- ▶ Share your successes with fellow Eloqua marketers
- ▶ Witness the future of Eloqua

Call or email us at EE10@eloqua.com with any questions.



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1.1 Overview (continued)

INFLUENCE THE WORLD'S MOST INNOVATIVE MARKETERS

For Eloqua partners and affiliates interested in reaching a targeted audience, Eloqua Experience 10 brings together the most sophisticated and innovative marketers and sales professionals from around the world. As a sponsor at our annual Global User Conference, you'll be able to network with leading decision makers and influencers in a dynamic and interactive setting.

WHO

We are inviting over 1500 executives from 800 companies

WHAT

Content expanded into multiple track sessions for novices, power-user and executives. There is a track designed just for you!

WHEN

The Hyatt Regency Hotel, San Francisco, California
Monday – Wednesday: October 18-20, 2010

WHERE

Welcome Reception Monday, October 18th – the location is a secret and the Markie Award ceremony, Tuesday, October 19th at the Hyatt.

CONTACT

Erika Goldwater, Partner Marketing
erika.goldwater@eloqua.com
(647) 477.3034

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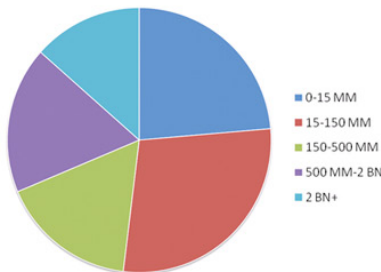
1.2 Why participate?

MEET THE ELITE

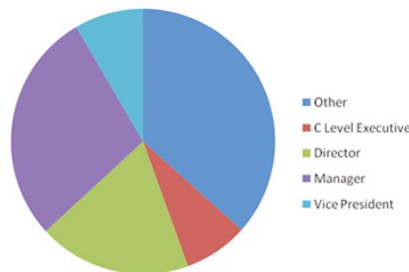
Eloqua is relied upon by companies of all sizes, from multinationals to start-ups and within many key verticals. This may be your best opportunity in 2010 to get face time with the hard-to-reach decision makers in sales and marketing who have deployed Eloqua solutions.

EE09 AUDIENCE DEMOGRAPHICS

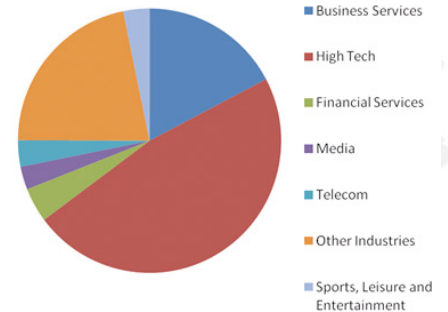
Company Revenue (\$)



Title



Industry



New at EE 2010 – Expanded opportunities to meet and engage with Eloqua customers. More networking time has been built-in as well as the addition of new sponsorships to better accommodate our partners.

- ▶ Develop top-of-mind awareness among elite marketing and sales decision makers and influencers.
- ▶ Drive demand and opportunities for your business solution as a trusted Eloqua partner.

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2.1 Premier Sponsorship



- ▶ One (1) 10x10 booth space
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ One (1) breakout session with joint customer
- ▶ Sponsorship of attendee notebook and pen with logo
- ▶ One opportunity for a room-drop, Monday, October 18th
- ▶ Sponsor logo on meter board in Sponsor Showcase
- ▶ Four (4) full conference passes (\$5K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ One (1) full page, four-color advert in the conference guide
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 150-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Opt-in attendee list post-conference
- ▶ Five (5) VIP passes for Welcome Reception for Monday, October 18th
- ▶ Inclusion in event Passport Program

= \$35,000

One (1) Available

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2.2 Innovation Sponsorship



- ▶ One (1) 10x10 booth space
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ One (1) breakout session with joint customer
- ▶ Co-branding on hotel room key
- ▶ Sponsorship of event coffee break on Tuesday, October 19th
- ▶ Sponsor logo on meter board in Sponsor Showcase
- ▶ Three (3) full conference passes (\$4K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ One (1) full page, four-color advert in the conference guide
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 100-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Opt-in attendee list post-conference
- ▶ Four (4) VIP passes for Welcome Reception for Monday, October 18th
- ▶ Inclusion in event Passport Program

= \$25,000

One (1) Available

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2.3 Markies Sponsorship



- ▶ One (1) 10x10 booth space
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Two (2) roundtrip airport sedan pickups for executives
- ▶ Two (2) reserved VIP tables at the Markie awards ceremony
- ▶ Sponsorship of event coffee break on Wednesday, October 20th
- ▶ Three (3) full conference passes (\$4K value)
- ▶ Sponsor logo on meter board in Sponsor Showcase
- ▶ Sponsoring Company announcement during the opening of the awards
- ▶ Photo opportunity with selected Markies winners
- ▶ Branded signage in prominent common and breakout locations
- ▶ One (1) full page, four-color advert in the conference guide
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 100-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Opt-in attendee list post-conference
- ▶ Four (4) VIP passes for Welcome Reception for Monday, October 18th
- ▶ Inclusion in event Passport Program

= \$25,000

One (1) Available

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2.4 Welcome Sponsorship



- ▶ One (1) demo station
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Exclusive sponsorship of the Welcome Reception, Monday, October 18, 2010
- ▶ Announcement of sponsor during Welcome Reception
- ▶ Three (3) full conference passes (\$4K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ One half-page (1/2) page, four-color advert in the conference guide
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 100-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Four (4) VIP passes for Welcome Reception for Monday, October 18th
- ▶ Inclusion in event Passport Program

= \$15,000

One (1) Available

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2.5 Social Media Sponsorship



- ▶ One (1) demo station
- ▶ One (1) internet connection
- ▶ One (1) flat screen monitor
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Exclusive sponsorship of the Tweet Board throughout the conference
- ▶ Logo on Social Media cards
- ▶ Two (2) full conference passes (\$2.6K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ One half-page (1/2) page, four-color advert in the conference guide
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 100-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Two (2) VIP passes for Welcome Reception for Monday, October 18th
- ▶ Inclusion in event Passport Program

= \$13,000

One (1) Available

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2.6 Integration Sponsorship



- ▶ One (1) demo station
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Two (2) full conference passes (\$2.6K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ One half-page (1/2), four-color advert in the conference guide
- ▶ Printed insert into event notebook
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 50-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Inclusion in event Passport Program

= \$11,000

Four (4) Available

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2.7 Revenue Engine Sponsorship



- ▶ One (1) demo station
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Two (2) full conference passes (\$2.6K value)
- ▶ Exclusive branding /promotional opportunities for the Revenue Engine power station
- ▶ Branded signage in prominent common and breakout locations
- ▶ One half-page (1/2), four-color advert in the conference guide
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and 50-word profile in the conference guide
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Inclusion in event Passport Program

= \$11,000

One (1) Available

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2.8 Visionary Sponsorship



- ▶ One (1) demo station
- ▶ One (1) internet connection
- ▶ One (1) flat screen monitor
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Sponsor logo on meter board in Sponsor Showcase
- ▶ Two (2) full conference passes (\$2.6K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ One quarter-page (1/4) page, four-color advert in the conference guide
- ▶ Sponsor logo and 50-word profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Inclusion in event Passport Program

= \$8,500

Nine (9) Available

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2.9 Media Sponsorship



- ▶ One (1) demo station
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Two (2) full conference passes (\$2.6K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ Sponsor logo and 50-word profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Inclusion in event Passport Program

= \$5,500

Five (5) Available

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2.10 International Sponsorship



- ▶ One (1) demo station
- ▶ One (1) flat screen monitor
- ▶ One (1) internet connection
- ▶ Electrical
- ▶ Lead retrieval system
- ▶ Distribution of publication/media kit
- ▶ Two (2) full conference passes (\$2.6K value)
- ▶ Branded signage in prominent common and breakout locations
- ▶ Sponsor logo and profile on Eloqua Experience 2010 Website
- ▶ Sponsor logo and link included in pre-conference promotional emails to Eloqua customers
- ▶ Inclusion in event Passport Program

= \$3,500

Six (6) Available

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3.1 Sponsorship Agreement

OCTOBER 18-20, 2010 - HYATT REGENCY SAN FRANCISCO CA

Company Name: _____

Logistics Contact Name: _____

Contact Email: _____ Contact Phone: _____

Level of Sponsorship:

- Premier (\$35K) Innovation (\$25K) Eloqua Marketing Awards Sponsorship (\$25K)
 Welcome Reception (\$15K) Social media (\$13K) Revenue Engine (\$11K)
 Integration (\$11K) Visionary (\$8.5K) Media (\$5.5K) International (\$3.5K)

Payment Method: Choose Invoice or Credit Card

Please invoice my company

Billing Contact Name: _____

Billing Contact Email: _____ Billing Contact Phone _____

Mailing Address: _____

PO#: _____

I wish to pay by credit card MasterCard Visa American Express

Card Number: _____ Expiration Date: _____

Cardholder's Name (please print): _____

Cardholder's Signature: _____

Sponsorship Agreement: *I agree to the Payment Terms.*

Name (please print): _____

Mailing Address: _____

Signature: _____

Company: _____ Date: _____

Please fax or email completed application to +1 617.252.0701 or email to erika.goldwater@eloqua.com

Payment Terms: Sponsorship is not confirmed until payment is made in full. Full payment is due upon receipt of invoice. Eloqua cannot guarantee sponsorship deliverables until payment is received. Eloqua reserves the right to cancel sponsorship if payment is not made 30 days prior to the event.

3.2 Terms and Conditions

Terms of Agreement — Eloqua Experience 2010 User Conference

1. ASSIGNMENT AND USE OF EXHIBIT SPACE. a. Benefits and License Grant. Organizer will provide exhibit space (the "Space") at the Event for Company to display its qualified products and services (the "Exhibit"). Company grants to Organizer the right to use Company's name and logo in connection with the promotion and production of the Event. Company may use the Event name before and during the Event solely to promote its participation in the Event. b. Space Assignment, Use, Installation, Occupancy, and Dismantling. Organizer will assign the Space. Organizer may reassign the Space or alter Event layout or venue at any time. The Space is for Company's use only. Company may not share, sell, assign, sublease or charge admission for entry into any portion of the Space (including to an affiliated company) without Organizer's prior written consent. Company must fully occupy the Space, and must provide displays, equipment, carpeting, etc., unless Organizer specifies otherwise. Any Exhibits supplied by Company must be constructed safely using sound engineering practices, and must be installed before, occupied during, and dismantled after the Event in accordance with Organizer's schedule. Company's activities must be confined with the Space, and must be in support of product or services identified on the Application and directly related to Company's normal business activities. Organizer may refuse permission to exhibit any products or services Organizer deems objectionable or unsuitable or inconsistent with the goals of the Event. At the Event, Company may not exchange goods or money without Organizer's prior written consent, nor assist any other party in soliciting business without Organizer's prior written consent. c. Own Risk. Company has sole responsibility for any loss of its equipment or proprietary information, or any other loss including any subrogation claims by its insurer. Persons visiting, viewing, or otherwise participating in Company's Space are deemed to be the invitees or licensees of Company and not of Organizer.

2. COMPLIANCE WITH LOCAL LAWS AND RULES/INSURANCE. a. Laws and Rules. Company must comply with all applicable country and local laws and regulations in connection with its participation in the Event, including but not limited to laws and rules regarding access for the disabled, the venue and any relevant labor union, construction of the Exhibit, and the terms, conditions, and rules issued by Organizer from time to time in connection with the Event. Company's conduct and the use of names and lists captured at the Event or provided by Organizer, are subject to guidelines set forth in the Manual. b. Third Party Proprietary Rights. Company hereby represents and warrants to Organizer that it will not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution, or posting of copyrighted material without a license, assignment, or other legally effective permission. Company shall indemnify and hold Organizer harmless from and against any claim, loss, liability or damages caused to Organizer as a result of Company's alleged or actual infringement of any third party's proprietary rights. c. Taxes and Licenses. Company is solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales and use taxes), license fees, or other charges applicable to its participation in the Event, including taxes collected by Organizer. d. Insurance. Company agrees to obtain, maintain in effect throughout the Event and provide to Organizer at least thirty (30) days prior to move in to the Event a certificate of insurance showing that there is in effect a policy of a minimum of \$1 million US. This insurance should have a combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, in which the Event Providers (as defined in paragraph 9 below) are named as an additional insured. Company agrees to obtain and maintain in effect throughout the Event workers compensation and employer's liability insurance in such minimum amounts as are required by law or are otherwise consistent with prudent business practice. Company agrees to waive the right of subrogation of its insurance carrier against the Event Providers to recover losses sustained for real and personal property.

3. CANCELLATION OR TERMINATION. a. Cancellation. Organizer may cancel all or any part of the Event for any reason by providing prior written notice to Company and Company's sole recourse shall be to obtain a full refund of the monies paid to Organizer. Organizer may also cancel all or any part of the Event for any reason beyond its reasonable control, including but not limited to, natural or public disaster, act of God, epidemic, acts of terrorism, venue construction, insufficient participation, market fluctuation, government regulation, or similar reasons, in which case Organizer will refund to Company a pro rata portion of any space fees already paid to Organizer, after which Company will have no further recourse against Organizer. A change in the name, dates, hours or venue of the Event does not constitute a cancellation by Organizer. b. Termination by Company. All fees are deemed fully earned and non-refundable when due. Termination by Company must be in writing and will be effective upon receipt by Organizer, Attn: Eloqua Partner Marketing Coordinator. Company acknowledges the difficulty in determining a precise value for services rendered and expenses incurred by Organizer for the Event, and of ascertaining damages incurred by Organizer if Company terminates this Agreement or Company's participation in the Event; the amounts due from Company under this Agreement as of the effective date of any termination by Company belong to Organizer and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty. c. Termination by Organizer. Organizer may take possession of the Space and terminate Company's participation in the Event upon Company's failure to meet any obligations under the Agreement, including but not limited to Company's failure to pay for the Space or related services, set up its Exhibit, maintain all exhibited products in good working order, or staff the Space fully, in a timely manner, or violate Organizer's standards of conduct. Any such termination is treated as a termination by Company under this Agreement.

4. LIMITATION OF LIABILITY; INDEMNITY. a. Under no circumstances is Organizer, the venue at which the Event is held, or any of their respective parents, affiliates, shareholders, employees, agents, officers, directors, successors and assigns (the "Event Providers") liable for lost profits or other indirect, incidental, consequential, special or other exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Organizer's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Company for the Space. Organizer is not liable for any errors in any listing or descriptions or for omitting Company from the Event show materials. b. None of the Event Providers are liable to Company for any damage, loss, harm, or injury to the person, property, or business of Company, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, except to the extent such liability arises directly from the willful misconduct of the Event Provider against whom liability is sought to be assessed. c. Company agrees to defend, indemnify, and hold harmless the Organizer and Event Providers and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to (i) Company's construction or maintenance of an unsafe Exhibit, and/or (ii) the negligence or misconduct of Company or its agents or Company's breach of any commitment made hereunder. Company must maintain proper insurance coverage for its property and liability, and represents and warrants that it has obtained adequate insurance per Section 6 above to cover its potential liability hereunder. d. Company acknowledges and agrees that the terms and conditions of this Agreement are subject and subordinate to the terms and conditions of Organizer's agreement with the venue at which the Event is held.

5. RELEASE. Company acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by Organizer its licensees, or permittees, in connection with such activity or to give effect to this provision. Company hereby releases Organizer and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.