

Community Outreach 1H 2007

Plan Objective: Awareness & Recruitment

<i>Sponsorship Costs</i>	Estimated Costs	IBM Estimated Contribution
SNW US Spring	\$23k	\$10k
Storage Decisions	\$44k	\$10k
Storage World Conference	\$14k	\$6k

<i>Additional Costs</i>	Estimated Costs	IBM Contribution
Pop-up booth	\$10k	\$4k
Booth properties	\$1k	\$1k
Collateral (update & printing)*	\$4k	\$1k
Promotional Items	\$5k	\$2k

* Trifold modifications can be done by community if someone has Adobe InDesign