




GENESYS®
AN ALCATEL-LUCENT COMPANY

Sponsorship and Exhibition Opportunities

G-FORCE | 2008



G-FORCE AMERICAS
APRIL 28-30, 2008
Grand Hyatt
San Antonio, Texas

G-FORCE EMEA
MAY 19-21, 2008
Estrel Hotel &
Convention Centre
Berlin, Germany

Call for SPONSORS and EXHIBITORS

AMERICAS
APRIL 28-30, 2008

EMEA
MAY 19-21, 2008

YOUR OPPORTUNITY IS HERE

Don't miss your chance to **sponsor Genesys G-Force 2008**. Take advantage of one of the high-profile sponsorship and exhibitor packages that will enable you to reach over 1,000 contact center professionals from across North America and Latin America, as well as the EMEA and APAC regions.

G-Force is the premier event for contact center managers, IT professionals and customer service executives. Attendees hear how Genesys solutions stop customer frustration, drive contact center efficiency and accelerate business innovation – that's why nearly 90 percent of past attendees said they will attend the next G-Force and would recommend the conference to others.

Don't miss your opportunity to discuss and demonstrate your solutions to high-level buyers, partners, analysts and innovators.

Sponsorship opportunities are limited. **Please review the packages and make your decision today.**

HEAR FROM OUR PREVIOUS SPONSORS

Year after year, partners have been extremely satisfied with the opportunities that sponsorship has provided them.

"Sponsoring G-Force provided great value in terms of generating awareness within the Genesys enterprise customer base."

- Ali Giacomini, Director, Qwest Contact Center Solutions
2007 Platinum Sponsor

"As a first time sponsor at G-Force, we were very impressed with the overall attendance and the ability to closely network with key Genesys executives and customers. It was an invaluable experience and a great opportunity to introduce our solutions and educate potential customers. We definitely plan to be there in 2008."

- John Pasqualetto, Director of Business Development, ClickFox
2007 Silver Sponsor

"We found exhibiting at Genesys G-Force 2007 to be an extremely valuable use of our marketing budget. G-Force was well attended, the design of the show drove a larger than usual volume of foot traffic to the expo hall, and the seniority level of the attendees was higher than the other shows where Enkata has exhibited in the past. Enkata will definitely be exhibiting at G-Force again in 2008!"

- Rob Berry, Senior Director of Business Development,
Enkata Technologies
2007 Expo Sponsor

"On behalf of the entire team of Q-go, thank you and congratulations on an outstanding G-Force. This extremely well prepared and managed event, delivered all the important elements, one can expect. We consider this a very well spent investment, to strengthen the relationships with the entire Genesys community."

- Kees van Donk, Director of Channels & Alliances, Q-go

SPONSOR PACKAGE OPTIONS - San Antonio

	PLATINUM	GOLD	BRONZE	EXPO
ELIGIBLE PARTNERS	Global, Strategic	Global, Strategic, Premier	Global, Strategic, Premier, Advanced	All
SPONSOR INVESTMENT	\$60,000	\$40,000	\$20,000	\$10,000
MAXIMUM OPPORTUNITIES (Per est. space-available)	2	8	6	30
PRESENTATION OPPORTUNITIES				
General Session - Customer Speaker (30 minutes w/ 2 minute Partner introduction)	✓			
Break-out Session - Customer Speaker (Customer Testimonial or Customer Case Study)	Yes - Can opt to have breakout vs. general session	✓		
Exclusive Hosted Lunch - By invitation only lunch with prospects, customers and Genesys executives	✓			
G-FORCE PASSES INCLUDED				
Booth staff only	10	8	4	3
	3	2	1	0
Preferred Pricing for additional passes for sponsor employees and guests	Early Bird Price	Early Bird Price	Early Bird Price	Early Bird Price
PARTNER PAVILION				
Turn-key Package (kiosk, power, signage, lighting, lit rack)	Large	Medium	Standard	Kiosk
Lead Retrieval System	✓	✓	✓	\$500
BRANDING				
Pre-Event				
Sponsor Logo, Description, and URL link on G-Force Website	✓	✓	✓	✓
Attendee marketing materials will feature sponsor logo (time dep.)	✓	✓	✓	
Electronic Attendee Newsletter promoting sponsor presence	✓	✓	✓	✓
On-Site				
Banner in general session	✓			
Sponsor logo on VIP Transportation	✓			
Sponsor Logo, Description, and URL link in G-Force Conference Guide	✓	✓	✓	✓
Conference Guide Ad	Full page	Half page	Quarter page	
On-site "Bag Insert"	✓	✓	✓	
Sponsor Logos on some Directional Signage	✓	✓	✓	✓
Post-Event				
Follow-up "Thank You" correspondence to attendees with sponsor listing	✓	✓	✓	



“For three pure customer service technology immersion days, nothing beats G-Force, the Genesys User Group event.”

G-FORCE 2008
SAN ANTONIO

Sheila McGee-Smith
McGee-Smith Analytics

	PLATINUM	GOLD	BRONZE	EXPO
EXTENDED BRANDING				
Lanyards (co-branded with all Platinum Sponsors)	✓			
Bag Sponsorship (if available)	✓			
On-site Chair Drop	At Presentation	During hosted lunch and breaks		
Customer Case Study / Product Profile placed on Website as PDF and as one-page article in Conference Guide	✓			
One-time e-mailing to attendee list (pre-event)	✓			
One-time e-mailing to attendee list (post-event)	✓			
Sponsor Logo displayed in General Session	✓			
Press Room press kit drop or electronic distribution	✓	✓	✓	
Featured article in Genesys Customer Newsletter in 2008	✓	✓		
Featured article in Genesys Internal Newsletter – read WW by Sales and Gen Execs	✓	✓		
CO-MARKETING				
G-Force Web banners provided with link to G-Force Website.	✓	✓	✓	✓
Customizable co-marketing e-mail opportunity from sponsor to sponsor’s list. Genesys-provided PDF with partner name and customizable cover e-mail. Offer: Early Bird Price	✓	✓	✓	
HOSPITALITY				
Gala Event or Welcome Reception Branding (2 items available - first signed)	✓			
Host Lunch (2 spots available - in order contract received)		✓ (limited)		
Host Break Areas (2 available, breakfasts - in order contract received)		✓ (limited)		
			WW Sponsor	Multi-Region Sponsor*
Additional Discount				5%
Special WW Sponsor logo			■	
Full Page Conference Guide Ad (where applicable, if sponsor already a Platinum there will be additional page)			■	
Recognition as WW sponsor at all G-Forces and appropriate materials			■	

* More than three regions

CONTACT: Genesys Sales and Marketing or e-mail: partners@genesyslab.com



SPONSOR PACKAGE OPTIONS - Berlin

	PLATINUM	GOLD	SILVER	EXPO
ELIGIBLE PARTNERS	Global, Strategic	Global, Strategic, Premier	Global, Strategic, Premier, Advanced	All
SPONSOR INVESTMENT	€ 60,000	€ 30,000	€ 15,000	€ 9,500
MAXIMUM OPPORTUNITIES (Per est. space-available)	1	5	7	20
PRESENTATION OPPORTUNITIES				
General Session - Customer Speaker (30 minutes w/ 2 minute Partner introduction)	✓			
Break-out Session - Customer Speaker (Customer Testimonial or Customer Case Study)	Yes - Can opt to have breakout vs. general session	✓		
Exclusive Hosted Lunch - By invitation only lunch with prospects, customers and Genesys executives	✓			
G-FORCE PASSES INCLUDED	10	8	5	3
Preferred Pricing for additional passes for sponsor employees and guests	Early Bird Price	Early Bird Price	Early Bird Price	Early Bird Price
PARTNER PAVILION				
Turn-key Package (kiosk, power, signage, lighting, lit rack)	Large	Medium	Standard	Kiosk
Lead Retrieval System	✓	✓	✓	€ 500
BRANDING				
Pre-Event				
Sponsor Logo, Description, and URL link on G-Force Website	✓	✓	✓	✓
Attendee marketing materials will feature sponsor logo (time dep.)	✓	✓	✓	
Electronic Attendee Newsletter promoting sponsor presence	✓	✓	✓	✓
On-Site				
Sponsor Logo, Description, and URL link in G-Force Conference Guide	✓	✓	✓	✓
Conference Guide Ad	Full page	Half page	Quarter page	
On-site "Bag Insert"	✓	✓	✓	
Sponsor Logos on some Directional Signage	✓	✓	✓	
Post-Event				
Follow-up "Thank You" correspondence to attendees with sponsor listing	✓	✓	✓	
EXTENDED BRANDING				
Lanyards (co-branded with all Platinum Sponsors)	✓			
Bag Sponsorship (if available)	✓			
On-site Chair Drop	At Presentation	During hosted lunch and breaks		
Customer Case Study / Product Profile placed on Website as PDF and as one-page article in Conference Guide (this is not an ad)	✓			
One-time e-mailing to attendee list (pre-event)	✓			
One-time e-mailing to attendee list (post-event)	✓			
Sponsor Logo displayed in General Session	✓			
Press Room press kit drop or electronic distribution	✓	✓		
Featured article in Genesys Customer Newsletter in 2008	✓	✓		
Featured article in Genesys Internal Newsletter – read WW by Sales and Gen Execs	✓	✓		

	PLATINUM	GOLD	SILVER	EXPO
CO-MARKETING				
G-Force web banners provided with link to G-Force Website.	✓	✓	✓	✓
Customizable co-marketing e-mail opportunity from sponsor to sponsor's list. Genesys-provided PDF with partner name and customizable cover e-mail. Offer: Early Bird Price	✓	✓	✓	
HOSPITALITY				
Gala Event or Welcome Reception Branding (2 items available - first signed)	✓ (limited)			
Host Lunch (2 spots available - in order contract received)		✓ (limited)		
Host Break Areas (2 available, breakfasts - in order contract received)		✓ (limited)		
Host Breakfasts		✓ (limited)		
			WW Sponsor	Multi-Region Sponsor*
Additional Discount				5%
Special WW Sponsor logo			■	
Full Page Conference Guide Ad (where applicable, if sponsor already a Platinum there will be additional page)			■	
Recognition as WW sponsor at all G-Forces and appropriate materials			■	

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A'LA CARTE SPONSORSHIPS



CYBER CAFÉ
⋮
\$6,500 EVENT | €5,500 EVENT

One Sponsorship Opportunity
Includes: Signage in prime position
Refer to floor plan for placement of each station



ESPRESSO STATION
⋮
\$3,500 EACH | €3,000 EACH

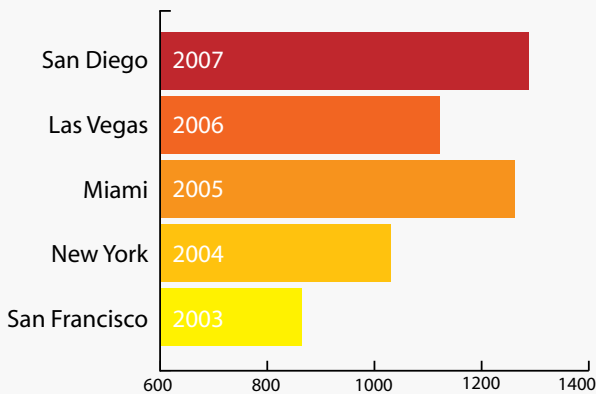
Two Sponsorship Opportunities
Each station includes: 2 coffee machines,
banners and 2 clear stands with your branding
Refer to floor plan for placement of each station

	AMERICAS	EMEA
HOSPITALITY AND TECHNOLOGY		
	PRICE	
Cyber Café (tech trade out)	\$6,500 event	€ 5,500 event
Espresso Station	\$3,500 each	€ 3,000 each
Ice Cream Cart	TBD	
ADDITIONAL OPPORTUNITIES		
Room Key Logos (if available)	✓	✓
Coffee Mug	✓	✓
Sports Water Bottle	✓	✓
Room Drops	✓	✓
City Guide		✓
Pens and pads	✓	✓
Additional Bag Insert	✓	✓

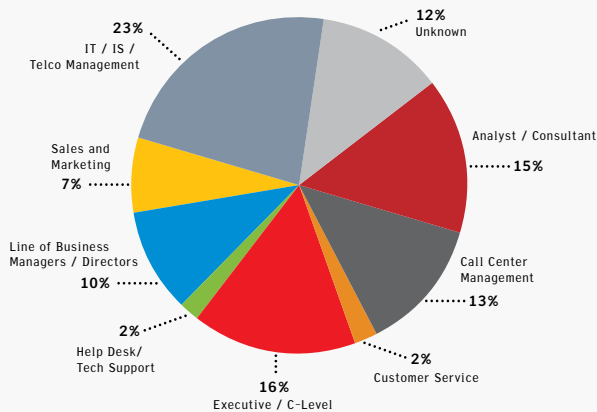
AMERICAS DEMOGRAPHICS

Attendee History

Attendance totals year over year



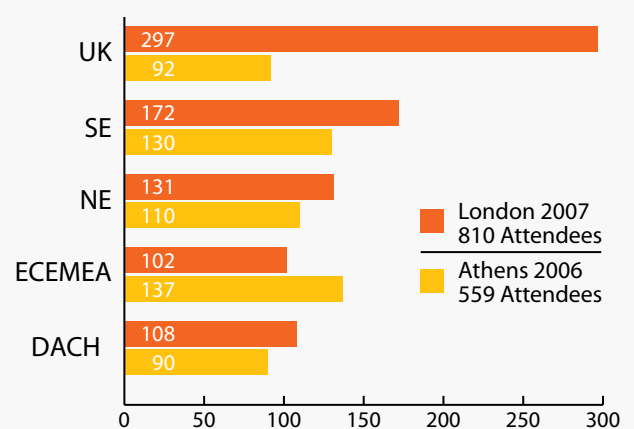
Attendee by Job Function



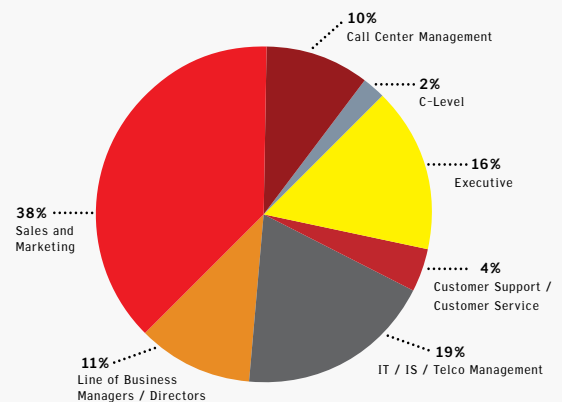
EMEA DEMOGRAPHICS

Attendee History

Attendance totals year over year



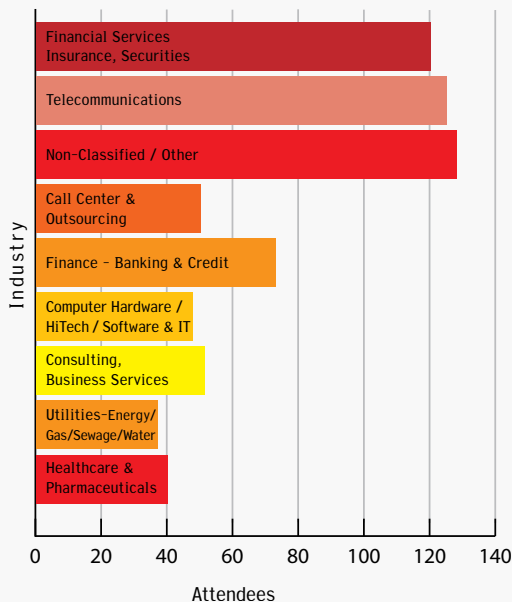
Attendee by Job Function



GLOBAL DEMOGRAPHICS

Attendee by Industry

Leaders of the following industries attend G-Force:



G-FORCE Americas

SAN ANTONIO, TEXAS

April 28-30, 2008

Grand Hyatt • San Antonio

G-FORCE EMEA

BERLIN, GERMANY

May 19-21, 2008

Estrel Hotel & Convention Centre • Berlin

For additional information on regional G-Force events, see

www.genesyslab.com or e-mail partners@genesyslab.com

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world's leading provider of contact center and customer service management software – with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources – self-service or assisted-service – to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information: visit us on the Web:

www.genesyslab.com, or call +1 888 GENESYS or 1-650-466-1100

Americas

Corporate Headquarters

Genesys

2001 Junipero Serra Blvd.

Daly City, CA 94014

USA

Tel: +1 650 466 1100

Fax: +1 650 466 1260

E-mail: info@genesyslab.com

Web: www.genesyslab.com

Europe, Middle East, Africa

EMEA Headquarters

Genesys House

Mulberry Business Park

Fishponds Road

Wokingham, Berkshire

RG41 2GY

United Kingdom

Tel: +44 118 974 7000

Asia Pacific

APAC Headquarters

Genesys Laboratories

Australasia Pty Ltd

Level 17, 124 Walker Street

North Sydney NSW 2060

Australia

Tel: +61 2 9463 8500

Web: www.genesyslab.com.au

To learn more about Genesys solutions, please visit us online.

www.genesyslab.com



BENEFITS FOR SPONSORS

Whether you choose to be a global sponsor or a regional sponsor, G-Force offers you the opportunity to network with industry experts and decision makers from the world's leading companies, as well as to meet with industry press, analysts and partners. Sponsorship opportunities enable you to:

- Showcase your technology solutions in the Partner Pavilion
- Build awareness of your contact center solution within the Genesys partner network
- Share successful customer testimonials with Genesys customers and prospects

If you're looking for an event that offers value, proven results and access to industry leaders and decision makers, then you're looking for G-Force. We look forward to seeing you there!

ADDITIONAL INFORMATION

Receive a \$5,000 credit on your sponsor package when 25 customers or prospects pay for their conference pass and use your sponsor registration code.

Please visit www.genesyslab.com for full package descriptions.

Opportunities are limited and allocated on a first-come, first-served basis.

Multi-region sponsorship discounts are available! Contact partners@genesyslab.com for more information.

Floor plans and booth configuration information for all G-Force venues will be available for your planning. Regional information will be online as it becomes available.