



M A D I S O N

January 20, 2011

The 2011 ARMA Madison Chapter Spring Seminar on **Records Management in the Cloud** will be held on Tuesday, April 19<sup>th</sup> at the Fluno Center for Executive Education, 601 University Avenue, on the University of Wisconsin-Madison campus (<http://exed.wisc.edu/fluno/>). This year's event will again feature a Records and Information Management (RIM) Product & Service Exhibition.

The seminar has been designed to enhance attendee knowledge and understanding of cloud computing technologies and services as well as learn practical advice for how to support decision makers in their organizations to maximize benefits and minimize records-related risks associated with on-demand software and computing resources. Featured speakers will be Brent Gatewood, Project Manager and Technical Services Director for PelliGroup, and Alan Pelz-Sharpe, Principal, The Real Story Group.



The seminar is co-sponsored by the Wisconsin Public Records Board and the UW-Madison School of Library & Information Studies (SLIS).

The Spring Seminar is a premier opportunity for you and your company to showcase the products, services, and expertise that you offer to the RIM community. We expect a turnout of approximately 120 leaders and professionals from the public, private and not-for-profit sectors in the fields of records management, information technology, legal, compliance and audit, as well as business/program operations.

Details for the program and the seminar brochure are being finalized. The basic schedule for the day is as follows:

- 7:00 - 7:55 a.m. Registration, Exhibition & Continental Breakfast
- 8:00 - 8:30 a.m. Welcome & Introductions
- 8:30 - 9:45 a.m. SESSION 1
- 9:45 - 10:30 a.m. Break & Exhibition
- 10:30 - 12:30 p.m. SESSION 2
- 12:30 - 1:45 p.m. Lunch & Exhibition
- 1:45 - 3:00 p.m. SESSION 3
- 3:00 - 3:15 p.m. Break
- 3:15 - 4:30 p.m. SESSION 4
- 4:30 - 4:45 p.m. Wrap-up

## **EXHIBITION**

We have tabletop space available for the first ten (10) vendors who respond to this invitation. Tables will be set up outside the Howard Auditorium and provide an opportunity to introduce your company and services to potential customers as well as meet with existing customers.

Exhibitors and sponsors can “meet and greet” the attendees during registration, the morning break, as well as throughout the extended lunch break.

**Additional details for the day will be provided to participating companies.**

Registration for the Exhibition is **\$400**. Included in the fee are:

- 6-foot skirted table with two chairs
- Two (2) complimentary seminar registrations which include continental breakfast, lunch and break refreshments
- Electrical service, if needed
- Wireless network is available throughout the Fluno Center
- Inclusion into a drawing for a one-year free ARMA International membership and ARMA Madison affiliation

## **Reservations**

Space will be allocated on a first come, first served basis. To reserve your tabletop, complete and return the Registration form with payment and an electronic copy (.jpeg or .gif) of your company's logo. Mailing instructions are included on the form.

## **Payment**

Registration form, payment and logos are due by **March 4th** so that Exhibitors can be included in our chapter marketing campaign and announcements. Vendors may pay by check or PayPal.

## **SPONSORSHIPS**

We cordially invite organizations of all types and sizes to consider sponsoring a meal or break during the seminar. Posted placards will promote your support of our chapter. Advertising opportunities in the seminar materials and our chapter newsletter are included.

### **\$300 – PLATINUM SPONSOR    Lunch**

- Placard will indicate your sponsorship for this meal
- Your company name and logo will be included in the seminar materials and on the ARMA Madison website with a link to your home page
- A half-page ad (\$125 value) in our monthly newsletter through May 2012

### **\$200 – GOLD SPONSOR            Breakfast**

- Placard will indicate your sponsorship for this meal
- Your company name and logo will be included in the seminar materials and on the ARMA Madison website with a link to your home page
- A quarter-page ad (\$75 value) in our monthly newsletter through May 2012

### **\$100 – SILVER SPONSOR           Seminar Breaks**

- Placard will indicate your sponsorship for the breaks
- Your company name and logo will be included in the seminar materials and on the ARMA Madison website with a link to your home page

If you are interested in sponsorship at one or more of the above-listed levels, complete the sponsorship section of the Registration form and return along with an electronic copy of your company's logo. Mailing instructions are on the form. Sponsorship payment and logos must be received by **Friday, April 1<sup>st</sup>**, to allow time for placards and seminar materials to be produced.

Companies that participate as Seminar Sponsors but do not exhibit are invited to provide marketing materials that will be made available at the Registration table the day of the seminar.

There will be a drawing for companies participating in the Exhibition or as a Platinum, Gold or Silver Sponsor for a complimentary one-year membership to ARMA International and association with the Madison Chapter (\$200 value).

## **DOOR PRIZES**

If you would like to contribute items towards door prizes, please list the prize and quantity on the registration form. We prefer that you bring the prizes with you the day of the seminar or arrange to have them shipped directly to the Fluno Center.

Please provide business cards to distribute with the donated prizes. As prizes are awarded throughout the day, we will announce the name of the donating company.

## **FEEDBACK FROM OUR SEMINAR ATTENDEES**

In the past some vendors have packed up their displays and left the seminar shortly after the lunch break. The ARMA Madison Chapter Board of Directors has received feedback from past attendees that they would like to have the vendors stay until the conclusion of the seminar. There have been questions and discussion topics raised in the final session of previous seminars that could have been best addressed by some of our vendor participants. Please consider making the commitment to spend the entire day with us when you register as an Exhibitor or Sponsor.

We appreciate your consideration of this opportunity to support the ARMA chapter on April 19, 2011, through the exhibition or any of the sponsorship venues. Thank you in advance for your support of the Records and Information Management (RIM) community.

If you have questions or suggestions, please contact Priscilla Jarona, [pjconsultsvcs@sbcglobal.net](mailto:pjconsultsvcs@sbcglobal.net) or (920) 210-1443 or Lori Ashley, Seminar Chair, [loriashley@wi.rr.com](mailto:loriashley@wi.rr.com) or (262) 965-4995.

**Thank you!**