

Sponsorship Prospectus



Gaylord Opryland Resort & Convention Center
Nashville, Tennessee, January 11–14, 2016





Welcome to TEAM Polycom 2016!

PREPARE FOR SUCCESS IN 2016

TEAM Polycom is now in its eighth year and the event consistently receives rave reviews from our global network of partners for being a worthwhile investment, cited as invaluable for identifying ways to increase revenue. Polycom partners attend the event to gain an advanced preview of Polycom's strategy to capitalize on emerging market opportunities, gain early exposure to innovative Polycom solutions, to connect with industry analysts and thought leaders, network with their peers, Polycom sales teams and Polycom leadership and to experience live interactive demonstrations from our ecosystem of trailblazing technology partners.

NEW FOR 2016

We're excited to announce three new elements which, we believe, will make TEAM Polycom 2016 our most impactful conference to-date.

- 1 Quick Start to 2016:** The event is being held earlier this year to enable us to get off to a fast start and impact 1H revenue.
- 2 Expanded Networking Opportunities!** TEAM Polycom is now THE single most important opportunity of the year to meet face-to-face with not only our global partner community but also the entire Polycom sales team. The Polycom global sales team of approximately 800 sales professionals will be attending the 2016 event offering access to a much larger audience and providing a fabulous opportunity to generate leads that drive new business and build brand awareness.
- 3 Brand new location:** The Gaylord Opryland Resort and Convention Center in Nashville is one of the best conference venues in the United States, situated in the country music capital of the world.

Visit the **TEAM Polycom** website to learn
more about the event
www.teampolycom2016.com

THE TEAM POLYCOM 2016 SPONSORSHIP OPPORTUNITY

TEAM Polycom EXPO is your opportunity to promote, connect and expand your business. Become a sponsor and demonstrate joint solutions, products and services and position your company as a premier Polycom ecosystem partner.

Sponsor packages are available to meet the unique requirements of each organization. The benefits of each level are detailed on the following pages.

BECOME A SPONSOR

Sponsor Registration Opens on August 26, 2015
access the registration site at
www.teampolycom2016.com

Take advantage of the Early Bird Sponsor
Registration Price Savings available from
August 26–October 16, 2015.

Sponsor Registration Closes on
November 2, 2015

EPSON “We love to be part of TEAM Polycom. This is one of the best events I’ve ever been to. We really appreciate you guys putting together such a great event. We made great business contacts. I really appreciate it. Thank you so much.”

- Sean Gunduz, Senior Product Manager



PROMOTE, CONNECT AND DRIVE YOUR POLYCOM BUSINESS

TEAM Polycom is about working effectively together to make the most of expanding opportunities. As a member of our ecosystem, this event is the ideal showcase for you to demonstrate your innovative products and services and highlight your brand.

TOP REASONS TO BECOME A SPONSOR

Generate Leads to Drive New Business

Primary opportunity to discuss business growth plans and demonstrate joint solutions, products and services to Polycom's partners and global sales team.

Professional Networking

Turn every conversation into a revenue opportunity—meet with partners and the Polycom sales team in the EXPO, during the sessions, at breakfast and lunch and join in the celebration of our partners' success at our Gala Awards evening.

Connect with Attendees Before, During and After the Event

Polycom is a big believer in the power of social media to build brands, drive sales and connect with customers. We initiate discussions and share compelling content across all of our corporate social media channels, including Twitter, Facebook, LinkedIn and YouTube. Harness the power of online engagement to share your TEAM presence and drive engagement with key sellers.

Accelerated Learning

Attend the impactful keynotes and breakouts. Sessions will deliver best practices, usage scenarios and compelling customer stories providing valuable insights throughout the event into how you can refine business plans, increase field alignment and develop your strategy to grow sales.

Build Brand Awareness

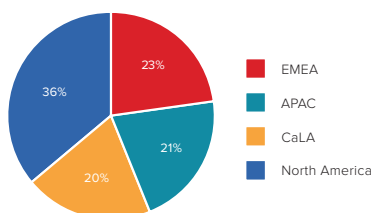
Innovative, high-impact branding opportunities to get your company and message in front of an influential audience.

WHO WILL ATTEND TEAM POLYCOM 2016?

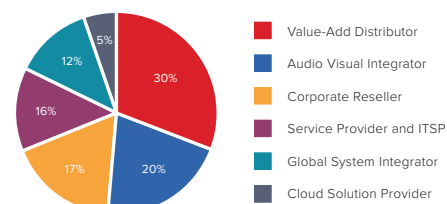
- Polycom Global Sales and Marketing Teams
- C-Level Executives, Directors, Business Owners and Line of Business Executives from Polycom's Global Business Partners
- Alliance Partners
- Polycom Executives and Leadership Teams
- Polycom Product and Technical Experts

2015 Partner Attendance Representation by Region

Note: Polycom Sales Teams did not attend the event in 2015



2015 Global Partner Profiles



LARGER AUDIENCE FOR 2016

Polycom's global sales team also in attendance!

5-STAR SPONSORSHIP

Early Bird Sponsor Fee (August 26–October 16) **\$60,000**

Regular Sponsor Fee (October 17–November 2) **\$65,000**

Deadline for Sponsor Registration–November 2, 2015

SPONSORSHIP BENEFITS

For more detail please refer to the Package Summary Matrix on pages 10-12

Pre-Event Exposure

- TEAM Polycom Event Website–Logo on homepage
Logo and company description within EXPO area
- Logo and listing on Polycom SalesConnect and PartnerConnect platforms

To protect partner confidentiality, attendee lists will not be released to sponsors

Exhibit Hall Exposure

- Turnkey 20 x 20 Booth. Includes turnkey structure, carpet, (4) 10 amp electrical drops, 2 MB internet connection and signage. Note: Monitors are not included within the booth package but can be pre-ordered at an additional cost from the Exhibitor Kit
- Dedicated Executive Meeting Room close to the EXPO Hall

Branding Opportunities

- Premier Branding Opportunity–choice of conference lanyard, hotel key card or conference guide wrap
- Logo inclusion on all sponsor recognition signage throughout the venue and within the general session
- Conference guide exposure
- Full Page Ad in conference guide
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

Presentation Opportunities

- Main Stage Presence–3 minute on-stage or live video participation in General Session by sponsor CXO. Recorded and featured on the post-event content platforms
- Joint Polycom/5-Star Sponsor Session within the afternoon Breakout Track on Wednesday, January 13 with agenda inclusion on the TEAM Polycom website and within the conference guide. Recorded and featured on the post-event content platforms

Conference Passes

- (10) Full Conference Passes
- Option to purchase up to 5 additional discounted conference passes

Networking Opportunities

Polycom Global Sales Evening Networking Party—
Monday, January 11

- Attendance of your registered staff at the Networking Event which comprises a Polycom Buyout of the Gaylord Pub District within the hotel which includes:
 - Jack Daniels Southern Cuisine Pub (Southern Inspired menu)
 - Findley's Irish Pub (European inspired menu)
 - Fuse Sports Bar (Asian inspired menu)
- Logos on Digital Monitors and inclusion within Conference Guide



5-STAR SPONSORSHIP (continued)

Facilitated Access to Attendees for Private Functions

The Gaylord Opryland has an abundance of award-winning dining options, from fine dining at signature restaurants to casual fare and Pubs—ideal for targeting specific attendees and holding small private parties, larger events or smaller chefs table type activities. Great opportunities for capitalizing on your presence at the event.

Once a 5-Star sponsor has registered, Polycom will approve the hotel to accept a booking from that sponsor if they want to hold “over-and-above” evening activity events on:

- **Tuesday, January 12 after 8:00 pm**

The EXPO Welcome Reception runs from 5:00 pm–8:00 pm where a buffet, wine, beer and sodas will be served.

Following this with a branded networking activity is a prime opportunity for a sponsor to engage with even more of the attendees.

- **Thursday, January 14 after 6:15 pm**

TEAM Polycom concludes at this time and many attendees will not depart until the following morning. This is another opportunity to hold a branded networking activity for further attendee engagement.

The above are optional activities, Polycom will facilitate contact with the correct personnel at the hotel with whom the sponsor should deal directly. Payment arrangements should also be made directly with the hotel.

Polycom will support such activities as follows:

- Promotion of the sponsor’s event on the TEAM Polycom Registration Site in line with material submission deadlines
- Opportunity to promote sponsor event in the TEAM Polycom Conference Guide as part of the sponsor’s Full Page Ad
- Promotion of the sponsor event within on-site digital signage during TEAM Polycom

Post Conference Exposure

- Polycom press release inclusion
- Listing on the post-event attendee access sites of Polycom SalesConnect and PartnerConnect platforms
- 2 Minute video interview recording during the event which will be posted on the post-event attendee access sites of SalesConnect and PartnerConnect

For more information on the 5-Star Sponsorship package or if you have any questions please contact the EXPO Management Team at sponsor@teampolycom2016.com or +1 888-565-7634 (Toll Free in US or Canada) +1 515-326-3882 (International) Monday to Friday from 8:30 am to 5:30 pm US Pacific Time zone.



Polycom will work with 5-Star Sponsors on a Turnkey Structure that supports demonstration objectives

4-STAR SPONSORSHIP

Early Bird Sponsor Fee (August 26–October 16) **\$30,000**

Regular Sponsor Fee (October 17–November 2) **\$35,000**

Deadline for Sponsor Registration–November 2, 2015

SPONSORSHIP BENEFITS

For more detail please refer to the Package Summary Matrix on pages 10-12

Pre-Event Exposure

- TEAM Polycom Event Website–Logo and company description within EXPO area
- Logo and listing on Polycom SalesConnect and PartnerConnect platforms

To protect partner confidentiality, attendee lists will not be released to sponsors

Exhibit Hall Exposure

- Turnkey 10 x 20 Booth. Includes turnkey structure, carpet, (2) 10 amp electrical drops, 2 MB internet connection and signage. Note: Monitors are not included within the booth package but can be pre-ordered at an additional cost from the Exhibitor Kit
- Turnkey Whisper Suite (3m x 3m with table and 4 chairs) located adjacent to the EXPO Hall where meetings can be held during EXPO opening hours. Please note there is no technical equipment located in the Whisper Suites–additional items are the responsibility of the exhibitor

Branding Opportunities

- High Profile Branding Opportunity–choice of logos on either device charging stations, photo kiosks, napkins at breaks or on 10 designated Atrium Lamp Posts, or general session seat drops (supplied by sponsor and approved by Polycom)

- Logo inclusion on all sponsor recognition signage throughout the venue and within the general session
- Conference guide exposure
- Full Page Ad in conference guide
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

Presentation Opportunities

- Non Service Provider Sponsors: Case Study presentation within breakout track on Thursday, January 14
- Service Provider Sponsors: Place on discussion panel within breakout track on Thursday, January 14
- Distributor Sponsors: Integration into relevant breakout on Thursday, January 14

Networking Opportunities

Polycom Global Sales Evening Networking Party–
Monday, January 11

- Attendance of your registered staff at the Networking Event which comprises a Polycom Buyout of the Gaylord Pub District within the hotel which includes:
 - Jack Daniels Southern Cuisine Pub (Southern Inspired menu)
 - Findley's Irish Pub (European inspired menu)
 - Fuse Sports Bar (Asian inspired menu)
- Logos on Digital Monitors and inclusion within Conference Guide



4-STAR SPONSORSHIP (continued)

Facilitated Access to Attendees for Private Functions

The Gaylord Opryland has an abundance of award-winning dining options, from fine dining at signature restaurants to casual fare and Pubs—ideal for targeting specific attendees and holding small private parties, larger events or smaller chefs table type activities. Great opportunities for capitalizing on your presence at the event.

Once a 4-Star sponsor has registered, Polycom will approve the hotel to accept a booking from that sponsor if they want to hold “over-and-above” evening activity events on:

- **Tuesday, January 12 after 8:00 pm**

The EXPO Welcome Reception runs from 5:00 pm–8:00 pm where a buffet, wine, beer and sodas will be served.

Following this with a branded networking activity is a prime opportunity for a sponsor to engage with even more of the attendees.

- **Thursday, January 14 after 6:15 pm**

TEAM Polycom concludes at this time and many attendees will not depart until the following morning. This is another opportunity to hold a branded networking activity for further attendee engagement.

The above are optional activities, Polycom will facilitate contact with the correct personnel at the hotel with whom the sponsor should deal directly. Payment arrangements should also be made directly with the hotel.

Polycom will support such activities as follows:

- Promotion of the sponsor’s event on the TEAM Polycom Registration Site in line with material submission deadlines
- Opportunity to promote sponsor event in the TEAM Polycom Conference Guide as part of the sponsor’s Full Page Ad
- Promotion of the sponsor event within on-site digital signage during TEAM Polycom

Conference Passes

- (6) Full Conference passes
- Option to purchase up to 3 additional discounted conference passes

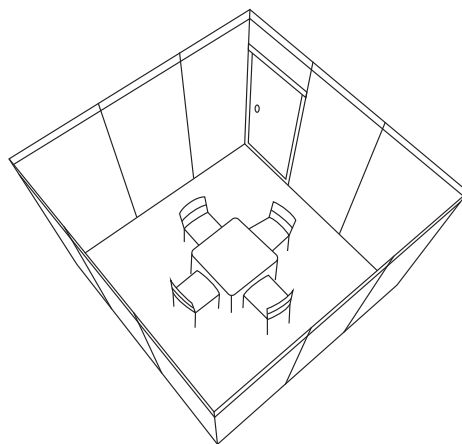
Post Conference Exposure

- Polycom press release inclusion
- Listing on the post-event attendee access sites of Polycom SalesConnect and PartnerConnect platforms
- 2 Minute video interview recording during the event which will be posted on the post-event attendee access sites of SalesConnect and PartnerConnect

For more information on the 4-Star Sponsorship package or if you have any questions please contact the EXPO Management Team at sponsor@teampolycom2016.com or +1 888-565-7634 (Toll Free in US or Canada) +1 515-326-3882 (International) Monday to Friday from 8:30 am to 5:30 pm US Pacific Time zone.



10 x 20 Booth



Turnkey Whisper Suite

3-STAR SPONSORSHIP

Early Bird Sponsor Fee (August 26–October 16) **\$10,000**

Regular Sponsor Fee (October 17–November 2) **\$12,000**

Deadline for Sponsor Registration–November 2, 2015

SPONSORSHIP BENEFITS

For more detail please refer to the Package Summary Matrix on pages 10-12

Pre-Event Exposure

- TEAM Polycom Event Website–Logo and company description within EXPO area
- Logo and listing on Polycom SalesConnect and PartnerConnect platforms

To protect partner confidentiality, attendee lists will not be released to sponsors

Exhibit Hall Exposure

- Turnkey 10 x 10 Booth. Includes turnkey structure, carpet, (1) 10 amp electrical drop, 2 MB internet connection and signage. Note: Monitors are not included within the booth package but can be pre-ordered at an additional cost from the Exhibitor Kit

Branding Opportunities

- Logo inclusion on all sponsor recognition signage throughout the venue and within the general session
- Conference guide exposure
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

Networking Opportunities

Polycom Global Sales Evening Networking Party–Monday, January 11

- Attendance of your registered staff at the Networking event which comprises a Polycom Buyout of the Gaylord Pub District within the hotel which includes:
 - Jack Daniels Southern Cuisine Pub (Southern Inspired menu)
 - Findley's Irish Pub (European inspired menu)
 - Fuse Sports Bar (Asian inspired menu)

Facilitated Access to Attendees for Private Functions

The Gaylord Opryland has an abundance of award-winning dining options, from fine dining at signature restaurants to casual fare and Pubs–ideal for targeting specific attendees and holding small private parties, larger events or smaller Chefs Table type activities. Great opportunities for capitalizing on your presence at the event.

Once a 3-Star sponsor has registered Polycom will approve the hotel to accept a booking from that sponsor if they want to hold “over-and-above” evening activity events on:

- **Tuesday, January 12 after 8:00 pm**

The EXPO Welcome Reception runs from 5:00 pm–8:00 pm where a buffet, wine, beer and sodas will be served.

Following this with a branded networking activity is a prime opportunity for a sponsor to engage with even more of the attendees.



3-STAR SPONSORSHIP (continued)

- **Thursday, January 14 after 6:15 pm**

TEAM Polycom concludes at this time and many attendees will not depart until the following morning. This is another opportunity to hold a branded networking activity for further attendee engagement.

The above are optional activities, Polycom will facilitate contact with the correct personnel at the hotel with whom the sponsor should deal directly. Payment arrangements should also be made directly with the hotel.

Polycom will support such activities as follows:

- Promotion of the event on the TEAM Polycom Registration Site in line with material submission deadlines
- Promotion of the sponsor event within on-site digital signage during TEAM Polycom



10 x 10 Booth

Conference Passes

- (3) Full Conference Passes
- Option to purchase 1 additional discounted conference pass

Post Conference Exposure

- Listing on the post-event attendee access sites of Polycom SalesConnect and PartnerConnect platforms
- Opportunity to showcase our 3-Star Sponsors in a video montage that will be posted on the post-event attendee access sites of SalesConnect and PartnerConnect

For more information on the 3-Star Sponsorship package or if you have any questions please contact the EXPO Management Team at sponsor@teampolycom2016.com or +1 888-565-7634 (Toll Free in US or Canada) +1 515-326-3882 (International) Monday to Friday from 8:30 am to 5:30 pm US Pacific Time zone.





EXPERIENCE THE POWER OF TEAM POLYCOM AS A SPONSOR

The following matrix summarizes the opportunities available within each sponsor level so that you can quickly see the differences and register for the package that suits you best. For more information on the packages please contact the EXPO Management Team at sponsor@teampolycom2016.com

Benefit	5-Star	4-Star	3-Star	Additional Information
Pre Event Exposure				
Logo on Home Page of Event Website	X			Prime exposure, seen by every attendee to the conference
Logo and Company Description on EXPO Page of Event Website	X	X	X	Attract attendees to your booth before they arrive on-site!
Logo and Company Description on Polycom SalesConnect and PartnerConnect platform	X	X	X	Prime exposure, seen by Polycom global sales and registered partners to the conference
EXPO Exhibit Hall Exposure				
Turnkey Booth Package	20 x 20	10 x 20	10 x 10	Booth Package includes turnkey booth structure, carpet, electrical, 2 MB Internet connection and signage. Note: Monitors are not included within the booth package but can be pre-ordered at an additional cost from the Exhibitor Kit
Dedicated Executive Meeting Room	X			A meeting room to conduct private meetings and allow for high value conversations located close to the EXPO Hall
Turnkey Whisper Suite		X		3 m x 3 m with table and 4 chairs located adjacent to the EXPO Hall where meetings can be held during EXPO opening hours. Please note there is no technical equipment located in the Whisper Suites, additional items are the responsibility of the exhibitor
Dedicated EXPO Networking Exposure	X	X	X	The EXPO Exhibition opening times do not compete with general session, breakouts or other sessions

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Benefit	5-Star	4-Star	3-Star	Additional Information
Branding Opportunities				
Premier Branding Opportunity	X			Choose between one of the following premier branding opportunities: <ul style="list-style-type: none"> • Conference Lanyards • Hotel Key Cards • Conference Guide Wrap
High Profile Branding Opportunity		X		Choose between one of the following high profile branding opportunities: <ul style="list-style-type: none"> • Logo on Device Charging Station in the EXPO Hall • Fun Photo Kiosk in the EXPO Hall with logo on photo strip • General Session Seat Drop on Wednesday, January 13 (supplied by sponsor and approved by Polycom) • Logo on 10 designated Atrium Lamp Posts • Logo on Napkins at Breaks
Purchase of additional Marketing Promotional Opportunities (MPOs)	X	X	X	Opportunity to purchase additional Marketing Promotional Opportunities (MPOs)
Logo Inclusion on all Sponsor Recognition Signage	X	X	X	Logo included in all sponsor recognition signage
Logo on Sponsor Recognition Slide in General Session	X	X	X	Sponsor recognition slide shown during break periods
Conference Guide Exposure	X	X	X	Company name, description and logo in official Conference Guide given to all attendees
Full Page Ad in Conference Guide	X	X		Full Page, Full Color Ad
Presentation				
Main Stage Presence: 3 minute on-stage or live video participation in General Session by sponsor CXO	X			During keynote presentation with CXO level executive. Content to be coordinated with Polycom
Joint Polycom/Sponsor Breakout	X			Integrated session within the breakout track on Wednesday, January 13. To be developed with Polycom and advertised within the overall agenda. Recorded and featured on the post-event content platforms
Non Service Provider Sponsors		X		Case Study presentation within breakout track on Thursday, January 14. Placement to be coordinated with Polycom
Service Provider Sponsors		X		Place on discussion panel within breakout track on Thursday, January 14. Panel to be coordinated by Polycom
Distributor Sponsors		X		Integration into relevant breakout on Thursday, January 14. Placement to be coordinated with Polycom

continued from page 11

Benefit	5-Star	4-Star	3-Star	Additional Information
Networking Opportunities				
Polycom Global Sales Evening Networking Party– Monday, January 11	X	X	X Attendance Only, No Logo Branding	Logos on Digital Monitors and inclusion within Conference Guide Held at the Gaylord Opryland within ‘The District’ which comprises: <ul style="list-style-type: none"> • Jack Daniels Pub with Southern Cuisine • Findley’s Irish Pub with European Cuisine • Fuse Sports Bar with Asian Cuisine Attendance of registered sponsor staff at the Event
Facilitated Access to Attendees for Private Functions				
<p>The Gaylord Opryland has an abundance of award-winning dining options, from fine dining at signature restaurants to casual fare and pubs. All ideal for targeting specific attendees and holding small private parties, larger events or smaller chefs table type activities. Great opportunities to capitalize on your presence at the event. Once a sponsor has registered Polycom will approve the hotel to accept a booking from that sponsor if they want to hold “over-and-above” evening activity events on either:</p> <ul style="list-style-type: none"> • Tuesday, January 12 after 8:00 pm • Thursday, January 14 after 6:15 pm <p>The above are optional activities. Polycom will facilitate contact with the correct personnel at the hotel with whom the sponsor should deal directly</p>				
Opportunity to hold private events at approved times during TEAM Polycom	X	X	X	Polycom will support such activities as follows: <ul style="list-style-type: none"> • Promotion of the event on TEAM Polycom registration site • Promotion of sponsor event within on-site digital signage
Conference Passes				
Full Conference Passes	10	6	3	Access to all Keynotes, Breakouts and Evening Entertainment–full conference participation
Option to purchase additional discounted conference passes	5	3	1	May be purchased at a discounted rate of \$725 up until the attendee registration close date of December 11, 2015. The TEAM Polycom Early Bird rate is \$1250 and the Regular Rate is \$1750
Post-Conference Exposure				
Polycom Press Release Inclusion	X	X		Name mention in TEAM Polycom post-event press releases
Listing on the post-event attendee access sites of Polycom SalesConnect and PartnerConnect platforms	X	X	X	Company name, description and logo listed
Video Interview	X	X		2 minute interview during the event posted on the post-event attendee access sites of SalesConnect and PartnerConnect
Video Spotlight			X	Opportunity to appear in a video montage that will be posted on the post-event attendee access sites of SalesConnect and PartnerConnect

Sponsorship packages are subject to change. If changes to a sponsorship package are necessary, the Sponsor will be notified and given the opportunity to select alternate benefits of equal value, or if required, the option to cancel certain benefits without penalty.



GET NOTICED! LOOKING FOR FUN AND UNIQUE WAYS TO MAKE YOUR MARK AS A SPONSOR?

TEAM Polycom offers outstanding marketing promotional opportunities to suit any strategy. As an exhibiting sponsor you can add to your current package by choosing from a variety of innovative, high-impact communication vehicles and branding opportunities. The Gaylord Opryland Hotel will work directly with sponsors wishing to purchase additional banner sites and logo branding opportunities. To request a package giving details of the additional opportunities and costs please contact Caroline Wright at the Gaylord Opryland at Caroline.Wright@GaylordHotels.com

BECOME A SPONSOR

1. Review the sponsorship packages and select your sponsorship level
2. Sponsor registration opens on August 26. On that date go onto www.teampolycom2016.com to sign-up!

Take advantage of the Early Bird Sponsor Registration Price Savings which run from **August 26–October 16, 2015**

Sponsorship packages are subject to change, if changes to a sponsorship package are necessary, the sponsor will be notified and given the opportunity to select alternate benefits of equal value, or if required, the option to cancel certain benefits without penalty.

RingCentral “The highlight for me: getting to network with our fellow business partners and meeting other people in the industry where we can build successful partnerships for the future.”

- Dylan Riley, Strategic Account Manager
