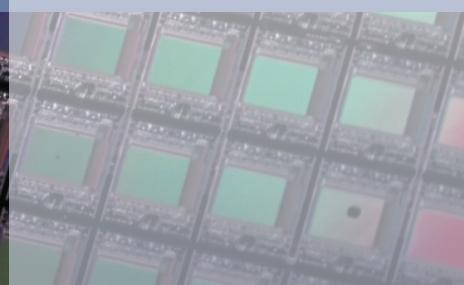




BARCELONA, SPAIN, 14-16 JUNE, 2011



SILICON VALLEY, CALIFORNIA, OCTOBER 10-12, 2011



➤ Mission

Localization World creates a network for the exchange of high-value information in the language and translation services and technologies market. The flow of information takes place in an open and objective environment fostered by three strategies:

- *Creating industry-focused knowledge tracks to promote professional development*
- *Maintaining a transparent networking structure to stimulate peer-to-peer communication*
- *Providing exhibit space for vendors to showcase the latest industry developments*

Localization World helps companies to accelerate their international business by providing easy access to the right information, knowledge and resources to aid them when crossing language and cultural barriers.

» *The Localization World Conference is continuously adapting itself to a changing market and to a changing framework. That's why it's a preferred event for us. »*

*Andreas Dürr
Chief Marketing Officer
Across Systems*

➤ Global Renown

Localization professionals from approximately 40 countries recognize Localization World to be the most respected industry event. Attendees have consistently stated that the conference is the single most productive and therefore most important event of its kind.

➤ Locations and Dates

14-16 June 2011: Localization World Barcelona, Barcelona, Spain

October 10-12, 2011: Localization World Silicon Valley, Santa Clara, California, USA

» *Localization World is by far the leading industry event. It always provides us with opportunities to engage with thought leaders in the industry and develop new business partnerships. »*

➤ The Leading Industry Event

Localization World is a conference and networking facilitator dedicated to the language and localization industries. International product and marketing managers from high-tech, automotive, medical, financial, and other manufacturing and service industries attend Localization World to:

- *Meet language service and technology providers*
- *Network with their peers in other companies and industries*
- *Enhance their knowledge of the latest industry developments*

*Kathleen Bostick
VP Global Marketing
Lionbridge*



► Be a Localization World Sponsor

Localization World has become the most respected event in the language industry. Take advantage of this business opportunity and present your company to key people in multiple industries.

► Find the Right Sponsorship

Choose from a wide range of sponsorship opportunities. You'll find the right one to fit your corporate culture, industry focus and marketing budget: from pens and note pads all the way up to the prestigious levels of medallion sponsorship.

PLATINUM

- Platinum-sponsor logo on conference signage, link and logo on website
- Acknowledgement at opening session
- 25% discount on exhibit space
- 6 free conference registrations
- 2 advertising pages in program
- Priority exhibition space selection
- One promotional piece in bag
- 15 locworld.net advertisements



GOLD

- Gold-sponsor logo on conference signage, link and logo on website
- Acknowledgement at opening session
- 15% discount on exhibit space
- 4 free conference registrations
- 1 advertising page in program
- Priority exhibition space selection
- One promotional piece in bag
- 10 locworld.net advertisements



SILVER

- Silver-sponsor logo on conference signage, link and logo on website
- Acknowledgement at opening session
- 10% discount on exhibit space
- 2 free conference registrations
- 1/2 advertising page in program
- Priority exhibition space selection
- One promotional piece in bag
- 5 locworld.net advertisements



BRONZE

- Bronze-sponsor logo on conference signage, link and logo on website
- Acknowledgement at opening session
- 5% discount on exhibit space
- 1 free conference registration
- 1/4 advertising page in program
- Priority exhibition space selection
- One promotional piece in bag





► Get Great Benefits

Become a Localization World sponsor and

- Present your company to a highly qualified audience
- Associate yourself and your company with industry leaders
- Promote your company at major gatherings
- Enable a lively exchange of industry information
- Position your company among the best

Did you know that you can save 10% on your sponsorship investment if your company sponsors the same category two conferences in a row?

► Sponsorship Opportunities

Localization World offers a very attractive sponsorship program to companies interested in gaining a broader market exposure in the rapidly growing language business sector. This is your chance to be noticed by both your clients and your peer companies. Brand recognition is offered through various means including website promotion, on-site signage, conference aids and social programs.

► Medallion Sponsorship

Medallion sponsors choose from four different levels that reflect their stature and commitment to the industry. Featured in all major events, medallion sponsors enjoy extended presence before, during and after the conference. For complete information, contact us to learn more.

Did you know that Medallion sponsors receive priority exhibition space selection? This means you can place your company in the right position!

► Localization Genius Sponsorship in Cooperation with MultiLingual Magazine

This exciting contest debuted at our 2009 conference in Berlin. We'll send out three questions, pulled from the most current issue of *MultiLingual* magazine, to more than three thousand subscribers on our e-mail list. If the three questions about localization issues are answered correctly, the entrant's name is entered into a drawing to win a full-conference pass to the next Localization World. Your company's link and logo will feature prominently in the questionnaire, and the winner's name will be displayed next to your logo on our website. Contact us to learn more.

» *TOIN has been a Localization World sponsor since 2004. It's a great way to develop our brand recognition in North America, Europe, and Asia. Localization World staff is kind, flexible and easy to work with.*

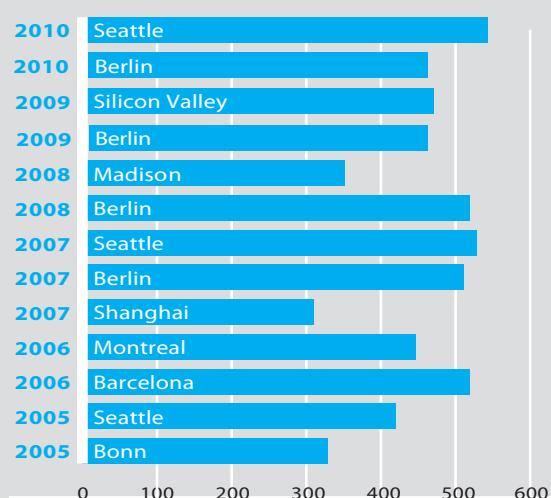
► Social Event Sponsorships

Social events, such as the opening reception, dinner and conference lunches, are excellent opportunities to associate your company with profitable networking in an informal setting. Sponsors have signage at the event, enjoy program and website sponsor listings and more. Reception and dinner sponsors may welcome event participants on behalf of their company.

*Aki Ito
Director of International Operations
TOIN Corporation*

LOCALIZATION WORLD BY THE NUMBERS

ATTENDEES



EXHIBITORS





› Additional Sponsorship Opportunities

Conference aids help attendees be more productive at the conference and range from internet stations to conference bags, note pads, pens and Post-It® Notes. Each of these opportunities helps sponsors get their names in front of attendees and ensure a successful conference.

CONFERENCE BAGS

Why not have attendees carry your company name around at the most important localization industry event? We'll place your name on the bag that attendees receive when they register. We provide the bags and take care of the printing. New to this sponsorship is one free registration!

Barcelona: €8000

Silicon Valley: \$9000



NOTE PADS

Our attendees will need to take great notes as they sit in a session in our new Global Business Best Practices track or scribble down a new contact's e-mail address. This gives your company a chance to be front and center at the conference and back in the office after attendees have returned home.

Barcelona: €1800

Silicon Valley: \$2000



PENS

Make sure that as attendees are reaching for a pen, they're reaching for your company's name and logo. We'll ensure that each attendee gets a pen with your information printed on it.

Barcelona: €2000

Silicon Valley: \$2500



INTERNET

We'll set up a bank of internet workstations in the exhibition area for attendees to check e-mail or update their status on their favorite social network site. Your logo will also be placed on the desktop and in the workstation area.

Barcelona: €4000

Silicon Valley: \$5000



LITERATURE IN BAGS

Send us business or promotional material to insert in every attendee's bag. We invite your company to be creative, but reserve the right of final approval.

Barcelona: €750

Silicon Valley: \$900



POST-IT® NOTES

Simple and effective and always useful! Each attendee will receive a block of notes with your name, logo and other information prominently displayed.

Barcelona: €850

Silicon Valley: \$1000



› Contact Information

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E-mail: sponsors@localizationworld.com