

Accelerating Change 2005

Artificial Intelligence and Intelligence Amplification
Transforming Technology, Helping Humanity

September 16-18, 2005
Stanford University, Palo Alto CA

SPONSORSHIP BENEFITS

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To discuss becoming an AC2005 Sponsor, please contact:

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A production of the Acceleration Studies Foundation, a 501(c)(3) nonprofit.
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**Acceleration
Studies
Foundation**

Accelerating.org

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**Accelerating
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Dear Potential Sponsor,

We live in extraordinary times. Scientific, technological, and business innovations have never been more rapid, and legal, social, human development, and security issues never more important. Moore's law, networks, databases, and automation continually enable us to do more, better, with less. Service and intangibles are becoming the new economy. Globalization, transparency, self-organizing workgroups, ERP, CRM, and process reengineering are redefining business. Meanwhile rising social complexity, entitlements, outmoded educational systems, and ballooning health care costs make domestic social change increasingly challenging.

Science, technology, business, and the people behind them drive accelerating change. Yet for every success there are a hundred failures. Side effects to be remedied. Accidents to be prevented. Underdeveloped and premature ideas. Solutions for nonexistent problems. Technologies that are more hype than reality.

If information overload is our greatest problem, creating strategic foresight is our best solution. What kind of world do today's leading thinkers see emerging? What personal and institutional future are you striving to create? Where do you find the key idea, process, or tool that will take your enterprise to the next level of global value?

The **Acceleration Studies Foundation** is a professional community dedicated to broad understanding and enlightened management of accelerating technological change. We are multidisciplinary and results-oriented. Our annual conference, **Accelerating Change**, brings the most helpful big picture thinkers and the most effective real-world change agents to Stanford University each year for tutorials, presentations, and networking.

AC2005's theme is **Artificial Intelligence and Intelligence Amplification: Transforming Technology, Helping Humanity**. Artificial intelligence ("AI"), broadly defined, is any tool or system that improves the intelligence and autonomy of our technology. Intelligence amplification ("IA") involves tools and systems for empowering human beings and improving their social, political, and economic environment. We'll consider these from global, national, business, social, and personal foresight perspectives.

Accelerating Change brings together strategic-minded, inspiring, yet practical entrepreneurs, technologists, futurists and change-makers. Attendees say the connections they make here are among the most motivating, productive, and informative in their lives. Our conference has grown every year. At AC2004 we had 315 attendees, 42 speakers, six sponsors, and major press coverage.

We invite you to lend your vision and support to *Accelerating Change 2005* by becoming a partner and sponsor. This year we will highlight fifteen special **Future Makers**, organizations that have demonstrated unique leadership in innovation, foresight, and technological literacy. We recognize that your company would be ideal as a potential sponsor, as your story is very inspiring, topical, and particularly well-suited to this year's conference.

We would like to offer you passes for your company's strategic thinkers to attend, and the opportunity to inspire other Silicon Valley leaders by sharing your insights in a brief optional presentation at the event. We would like to post a story about your company on the AC2005 website, on a *Future Makers* exhibit for university students, and in conference press releases. You might join us in a booth or in person at our Friday **Tech Night** event.

I'll be calling you shortly to discuss how you can use *Accelerating Change 2005* to improve your strategic foresight and to tell your story to a large and influential audience in a compelling new way.

Sincerely,

A handwritten signature in black ink, appearing to read "John Smart", with a stylized flourish at the end.

John Smart, President, ASF

***Future Makers* Lead Sponsor (1)**

\$25,000

Benefits include:

1. 45-60 minutes for a company representative to tell your unique story to AC2005 attendees, sharing your experiences and insights in strategic foresight, innovation, or technological literacy (if desired)
2. Eight free passes to Accelerating Change 2005 (more available on request, per company needs)
3. Tech Night and reception at sponsor location Friday September 16th, 6-9:30PM, including demo space for products and services.
4. Speaker Salon reception at sponsor location Friday afternoon (all speakers invited) with sponsor company personnel also invited. Speaker invitations personalized by ASF to suggest intersections between each speaker's expertise and your strategic business challenges (as provided by you).
5. Prominently displayed lead sponsorship for day-long *Future Academy* tutorials, held at Stanford University Friday.
6. Prominent synopsis of your story on the AC2005 website and logo on the home page
7. Inside cover, inserts, and full-page ad in the conference handbook distributed to all attendees, speakers, and press.
8. Thanks for your generous support and a link to your site included in ASF's monthly Future Salon announcements (Future Salons are essentially mini-conferences presently drawing 40-100 influential attendees monthly in Palo Alto and Los Angeles, and 20-40 attendees monthly in San Diego and Las Vegas)
9. Logo and/or text listing and link in all AC2005 press releases
10. Inclusion in the *Future Makers* display located on the Stanford University campus one month prior to AC2005 (sponsor logos and story, description of conference, and invitation for students to attend)
11. Your logo and tagline in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
12. Sustained presence during the conference through high visibility sponsor banners and placards
13. Listing on AC2005 print and web ads (excluding banner ads of insufficient size)
14. Listing in the ASF Community Directory



***Future Makers* Platinum Sponsor (2)**

\$12,000

Benefits include:

1. 20-40 minutes for a company representative to tell your unique story to AC2005 attendees, sharing your experiences and insights in strategic foresight, innovation, or technological literacy (if desired)
2. Four free passes to Accelerating Change 2005 (more available on request, per company needs)
3. Prominent synopsis of your story on the AC2005 website and logo on the home page
4. Floor space for a technology demo (if applicable) at our Tech Night and reception held from 6-9:30 PM in Palo Alto Friday night
5. Full-page ad in the conference handbook distributed to all attendees, speakers, and press.
6. Thanks for your generous support and a link to your site included in ASF's monthly Future Salon announcements (Future Salons are essentially mini-conferences presently drawing 40-100 influential attendees monthly in Palo Alto and Los Angeles, and 20-40 attendees monthly in San Diego and Las Vegas)
7. Logo and/or text listing and link in all AC2005 press releases
8. Inclusion in the *Future Makers* display located on the Stanford University campus one month prior to AC2005 (sponsor logos and story, description of conference, and invitation for students to attend)
9. Your logo and tagline in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
10. Sustained presence during the conference through high visibility sponsor banners and placards
11. Listing on AC2005 print and web ads (excluding banner ads of insufficient size)
12. Listing in the ASF Community Directory



***Future Makers* Gold Sponsor (12)**

\$6,000

Benefits include:

1. 15-20 minutes for a company representative to tell your unique story to AC2005 attendees, sharing your experiences and insights in strategic foresight, innovation, or technological literacy (if desired)
2. Two free passes to Accelerating Change 2005 (more available on request, per company needs)
3. Prominent synopsis of your story on the AC2005 website and logo on the home page.
4. Floor space for a technology demo (if applicable) at our Tech Night and reception held from 6-9:30 PM in Palo Alto Friday night
5. Half-page ad in the conference handbook distributed to all attendees, speakers, and press.
6. Logo and/or text listing and link in all AC2005 press releases
7. Inclusion in the *Future Makers* display located on the Stanford University campus one month prior to AC2005 (sponsor logos and story, description of conference, and invitation for students to attend)
8. Your logo and tagline in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
9. Sustained presence during the conference through high visibility sponsor banners and placards
10. Listing on AC2005 print and web ads (excluding banner ads of insufficient size)
11. Listing in the ASF Community Directory (if applicable for your institution).



Collective Intelligence Dinner Sponsor (1; Saturday Evening) **\$5,000**

Benefits include:

1. Five to ten minutes of speaking time during dinner (if desired)
2. One free pass to AC2005 (more available on request, per company needs)
3. Space for highly visible signs (you provide) with only your logo displayed during dinner
4. Half-page ad in the conference handbook distributed to all attendees, speakers, and press.
5. Table space to display literature throughout the conference
6. Your logo and link included on the conference website
7. Your logo and tagline in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
8. Listing in the ASF Community Directory (if applicable for your institution).

Breakfast and Lunch Sponsor (2; Saturday or Sunday) **\$4,000**

Benefits include:

1. Five minutes of speaking time at Saturday or Sunday lunch (if desired)
2. One free pass to AC2005 (more available on request, per company needs)
3. Highly visible signs with only your logo displayed during breakfast and lunch
4. Half-page ad in the conference handbook distributed to all attendees, speakers, and press.
5. Table space to display literature throughout the conference
6. Your logo and link included on the conference website
7. Your logo and tagline in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
8. Listing in the ASF Community Directory (if applicable for your institution).



Student Scholarship Sponsor (1)

\$3,000

Your sponsorship will allow free attendance to 10 local high school or college students chosen through a “Visions of the Future” essay-writing contest.

Benefits include:

1. Your logo on all advertisements for the scholarship program.
2. One free pass to AC2005 (more available on request, per company needs)
3. Sustained presence during the conference through high visibility sponsor banners and placards
4. Your logo in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
5. Quarter-page ad in the conference handbook distributed to all attendees, speakers, and press.
6. Logo and/or text listing and link in all AC2005 press releases
7. Listing on AC2005 print and web ads (excluding banner ads of insufficient size)
8. Listing in the ASF Community Directory (if applicable for your institution).

Bronze Sponsor (10)

\$3,000

Benefits include:

1. Sustained presence during the conference through high visibility sponsor banners and placards
2. One free pass to Accelerating Change 2005 (more available on request, per company needs)
3. Your logo and link on the conference website
4. Your logo in all pre-conference editions of *Accelerating Times*, ASF's bimonthly newsletter (currently read by 3,500 influential subscribers, mostly in the Silicon Valley and SF Bay areas)
5. Quarter-page ad in the conference handbook distributed to all attendees, speakers, and press.
6. Logo and/or text listing and link in all AC2005 press releases
7. Listing on AC2005 print and web ads (excluding banner ads of insufficient size)
8. Listing in the ASF Community Directory (if applicable for your institution).

