



The Computerworld Honors Program – Sponsorship Opportunities

Established in 1988, the Computerworld Honors Program brings together the Chairmen and CEOs of the world's foremost information technology companies to recognize the most outstanding user achievements in technology each year. The process culminates in an awards ceremony with a guest list that represents a who's who in IT. The technology achievements honored by this program are preserved and protected in national archives, and in over 350 universities, museums and research institutions throughout the world.

How the program works

- 100 Chairmen/CEOs from top information technology companies make up the Computerworld Honors **Chairmen's Committee**.
- Each Chairmen's Committee member or company submits **nominations** for the people or organizations they feel demonstrated extraordinary use of information technology that benefited society this past year.
- From the field of nominations, roughly **250-300 Laureates** are chosen and are honored at the medal ceremony in June.
- From the field of Laureates, **50 Finalists** are selected – five for each of the 10 categories of the awards.
- Finalists and members of the Chairmen's Committee, along with other industry luminaries, come together for the awards ceremony and gala event June 7, 2010, where the **ten 21st Century Achievement Award Recipients** are announced at the Andrew W. Mellon Auditorium in Washington, D.C.



The Laureates inside of the Andrew Mellon Auditorium



Gala Awards Evening

The Value of Chairmen's Committee Membership

- Distinction of having the organization you lead listed as one of the top 100 IT companies in the world
- Ability to highlight and nominate a client's technology case study that is most important to your company
- PR and marketing opportunities for your company and Laureates/case studies
- Having your name and the name of your organization become a part of history, as it is preserved in national archives, and in over 350 universities, museums and research institutions worldwide

Chairmen's Committee Members

3Com, Robert Mao
Accenture, William D. Green
ADTRAN, Thomas R. Stanton
Agilent, William P. Sullivan
Alcatel-Lucent, Ben Verwaayen
AT&T, Randall L. Stephenson
Autonomy, Dr. Michael Lynch
Avaya, Kevin Kennedy
BearingPoint, Ed Harbach
BMC, Robert E. Beauchamp
Booz Allen Hamilton, Ralph W. Shrader
Brocade, Michael Klayko
CA, John Swainson
Capgemini, Paul Hermelin
CDW, John A. Edwardson
Cincom, Thomas M. Nies
Cisco, John Chambers
Cognizant, Francisco D'Souza
Dell, Michael Dell
Deloitte, Barry Salzberg
Eclipsys, R. Andrew Eckert
EMC, Joseph Tucci
Epicor Software, L. George Klaus
Extreme Networks, Mark Canepa
Forsythe Solutions, William P. Brennan
Fujitsu America, Michiyoshi Mazuka
HCL Technologies, Vineet Nayar
HP, Mark V. Hurd
Hitachi America, Takashi Kawamura

IBM, Sam Palmisano
iGate, Phaneesh Murthy
Informatica, Sohaib Abbasi
Information Builders, Gerald D. Cohen
Infosys, S. Gopalakrishnan
Intel, Craig Barrett
InterSystems, Phillip T. Ragon
Juniper Networks, Kevin Johnson
Keane, Lil Bianchi
Lawson Software, Harry Debes
Logica, Andy Green
Microsoft, Steve Ballmer
Morgan Stanley, Merritt Lutz
Motorola, Greg Brown
NCR, Bill Nuti
NEC, Hajime Sasaki
NetApp Inc., Dan Warmenhoven
NIIT Technologies, Arvind Thakur
NTT America, Tetsuro Yamaguchi
Novell, Ronald W. Hovsepian
Open Text, John Shackleton
Oracle, Larry J. Ellison
Overland Storage, Eric Kelly
Palm, Ed Colligan
Patni Computer Systems, Jeya Kumar
Polycom, Robert C. Hagerty
Progress Software, Richard D. Reidy
Qualcomm, Paul E. Jacobs
Quantum, Richard E. Belluzo

Quest Software, Vincent C. Smith
Red Hat, Jim Whitehurst
Research in Motion, Mike Lazaridis
SAIC, Ken C. Dahlberg
SAP, Henning Kagermann
Sapient, Alan J. Herrick
SAS, James Goodnight
Seagate, Stephen J. Luczo
Siemens, Peter Loscher
Software AG, Karl-Heinz Streibich
Sprint Nextel Corp., Dan Hesse
SPSS, Jack Noonan
Sybase, John S. Chen
Symantec, Enrique Salem
Tandberg, Fredrik Halvorsen
Tech Data, Robert M. Dutkovsky
Teradata, Mike Koehler
Thomson Reuters, Thomas H. Glöcer
TIBCO, Vivek Ranadivé
Toshiba, Tadashi Okamura
Trend Micro, Eva Chen
Unisys, J. Edward Coleman
VeriSign, D. James Bidzos
Verizon, Ivan G. Seidenburg
Wipro, Azim H. Premji
Wyse, Tarkan Maner
Xerox, Anne M. Mulcahy
Yahoo!, Carol Bartz



The Value of Sponsoring Computerworld Honors

- This prestigious program gives a company invaluable interaction with the top IT implementors and industry leaders in the world
- IT vendors receive due recognition as a sponsoring company adding to the credibility of IT's prominent position in history
- Vendor companies have their *customers* honored with the 21st Century Award nominations and case study process
- Benefactor/Leadership Award Underwriter, the highest level of sponsorship, recognizes a top leader in the IT field. This Leadership Award and Oral History has a place in the national archives, universities, museums and research institutions worldwide. Past benefactors include EMC, Morgan Stanley, IBM, Cag Gemini, and J.D. Edwards.



Honorees nominated by Cynthia Maxwell, Executive Briefing Program Manager, from Progress Software

Benefactor and Leadership Award Underwriter (\$100,000) Limited to 4 sponsors

Benefits:

- Turnkey management of the leadership award nomination, judging and presentation process
- Exclusive opportunity to be present at Oral History and Videotaping of Leadership Award Recipient
- Professionally videotaped Oral History and customized slide show shown at Gala Awards Evening
- Opportunity to present Leadership Award on stage
- 3 tables at the Gala Awards Evening with preferred seating including formal dinner
- 1 page congratulatory color ad in *Computerworld*
- 1 page color ad in the soft covered journal, *The Laureate*
- 2 page color spread of editorial/leadership award picture in the journal
- Logo on cwhonors.org Web site with hyperlink to sponsor's site
- Logo in program guides and the soft covered journal, *The Laureate*

Program Underwriter (\$50,000) Limited to 6 sponsors

Benefits:

- 2 tables with preferred seating at the Gala Awards Evening including formal dinner
- 1 page color ad in the soft covered journal, *The Laureate*
- Individual time with photographer before and after event
- Invaluable networking with the top IT implementors and industry leaders in the world
- Premium signage at event
- Logo on cwhonors.org Web site with hyperlink to sponsor's site
- Logo in program guides and the soft covered journal, *The Laureate*

Entry Level Sponsor (\$28,000)

Benefits:

- 1 table with reserved seating at the Gala Awards Evening including formal dinner
- Opportunity to publicly recognize your top/unique customers
- Invaluable networking with the top IT implementors and industry leaders in the world
- Logo on cwhonors.org Web site with hyperlink to sponsor's site
- Logo in program guides and the soft covered journal, *The Laureate*