

XPX, created in 2006 by business colleagues in the Boston area, continues to grow and thrive. Along with the initial chapter in Boston, a second chapter in Connecticut held its first events in 2009. Additional XPX chapters are on the drawing board.

THE XPX AUDIENCE

XPX members come from fields including audit and tax, estate planning, corporate and mergers and acquisitions law, consulting, valuation, wealth management, investment bankers and business brokers, insurance, all trusted advisors to owners of privately held businesses. Many business referrals and introductions have taken place as a result of the interaction between XPX members and attendees from different industries serving the business owner.

XPX offers its members unparalleled opportunities to expand their professional networks and further develop their skills and business acumen. As a result, members can enhance their client relationships through an expanded skill set and access to a highly skilled and proven network of relevant specialists in complementary fields, all focused on the ultimate goal of helping business owners plan for a successful sale or transfer of business ownership.

THE XPX SUMMIT 2010: ENGAGE, EDUCATE AND EXIT

The Exit Planning Exchange Summit will take place on Tuesday, March 16, 2010 at Babson College in Wellesley. The daylong conference features three keynote speakers, each of whom has either sold a business or co-piloted a successful exit for an owner. In addition to the keynote presentations, participants can attend up to three of nine break-out sessions that will cover a variety of timely topics ranging from exit planning checklists to achieving maximum valuation for the deal.

XPX Summit 2010 offers attendees the opportunity to hone their skills and interact with like-minded professionals including: financial planning advisors, accountants, bankers, management consultants, marketing & public relations professionals, venture capitalists and entrepreneurs.

Become a part of this important event and influential group of professionals.

TO TALK ABOUT A SPONSORSHIP CONTACT

Dan Guglielmo at (774) 218-5514
Or email: dan@trustdesign.com

Platinum \$10,000

VISIBILITY

- Exclusivity for your company in your industry
- Sponsorship ambassador
The ambassador helps tailor your firm's brand and differentiating message in all communications and outreach. This approach will maximize the firm's exposure to the XPX community, and to targeted audiences reached through advertising and publicity to the business community.
- Company logo appears on all marketing materials
- Placement of corporate banner in main hall
(banner provided by sponsor)*
- Web site (www.xpxboston.com) with link to sponsor site
- Announcement emails
- Entitled to 1 breakfast sponsorship including introduction of meeting speaker, date to be within the next calendar year.

HOSPITALITY

- Private reception
- Host one XPX event at place of business

RIGHTS AND DISCOUNTS

(With prior approval from XPX)

- XPX Advisory Board position
- XPX logo use in promotion of Sponsorship
- On-site product display (depending on size and set-up of hall)
- Obtain list of conference attendees in advance of event

XPX SUMMIT 2010 BENEFITS

- Company logo appears on attendee lanyard
- (4) general admission Summit passes
- Option to purchase additional passes at a 25% discount
- Preferred full-page ad placement in program book; inside front cover; back cover or internal page TBD
- Introduce a featured speaker: breakfast, lunch and/or networking

* Banner and/or sign can be created by XPX design team at an additional cost of \$100