

A close-up photograph of a person's eye, looking slightly to the right. The eye is light-colored with long, dark eyelashes. The image is overlaid with a semi-transparent grid pattern. The background on the left side of the image is a gradient of purple and pink colors.

Sponsor & Exhibitor Prospectus

caWorld[®]'14

Invent Tomorrow

November 9-12, 2014

Mandalay Bay Resort & Casino

Las Vegas, Nevada

CA World '14

For more than 10 years, CA World has drawn thousands of IT management professionals and partners to Las Vegas to discover trends, receive valuable training and learn about new products, ideas and solutions that can evolve the future of our business. But most of all, this event has provided an opportunity to network with high-value attendees—in fact, close to 90 percent of our attendees are directly involved in the purchase and implementation of their organizations' technology.

This year-over-year success, plus the industry-wide influx of new technology and opportunities, has inspired us to return to our roots and relaunch CA World as an annual event rather than hosting it every 18 months. This year's CA World will truly be a landmark experience.

We invite you to join us as a sponsor or exhibitor, and to put your brand at eye-level with some of the most influential people in the industry. Space is limited, so please make your reservations as soon as possible.



Join the Conversation

 **ANDI MANN**
@AndiMann

Currently reading: Enterprise Games by **@michaelhugos** - signed copy he gave me at Luminaries Live at **#CAWorld**. Brilliant. Game changing.

1:11 PM - 24 Apr 2013

 **ANDREW M CHAPMAN**
@chapmaa

#CAWorld - Around 100 net new customers since Q3'12, not just in emerging markets. In 2012 40%+ of these are using z/OS.

10:43 AM - 22 Apr 2013

 **CHRISTINA VANN**
@CdelrioVann

Just attended the best session ever! - The Guerilla PMO: Selling your PMO as a service without the "G" word. **#caworld**

3:33 PM - 22 Apr 2013

 **GLENN O'DONNELL**
@glennodonnell

The one and only **@RobertEStroud** gave a Tony-winning stage performance for a **#Clarity** demo at **#CAWorld**! Nice job, mate!

9:40 AM - 23 Apr 2013



Attendee Registration Profile from CA World '13

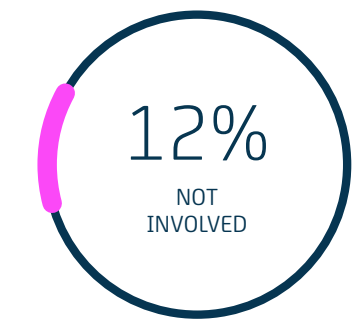
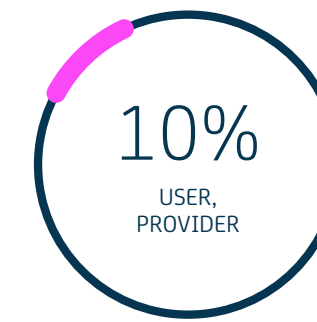
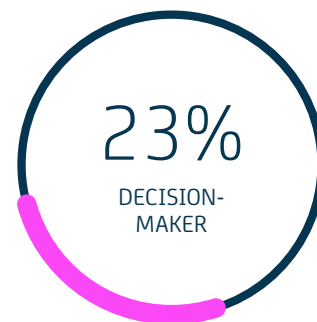
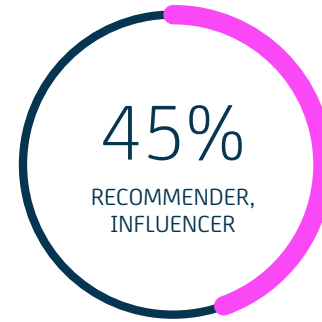
Survey information from CA World '13 showed that attendees value the opportunity to hear from executive leadership on our company's direction and future plans. They like seeing and learning about our new products and solutions as well as integrations with our partners' solutions. They value the hands-on training and product deep-dives. And, they highly rank the networking opportunities with fellow attendees. Our keynote addresses have been acclaimed as both thought-provoking and inspiring, motivating attendees to be agents of change when they return to their organizations.

Source: CA World '13 attendee survey

Purchasing Role

88%

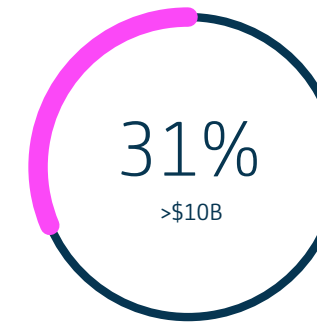
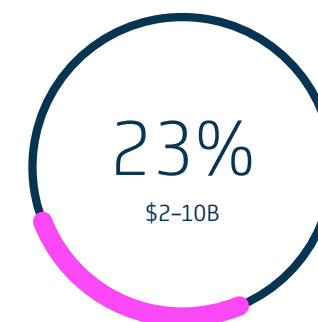
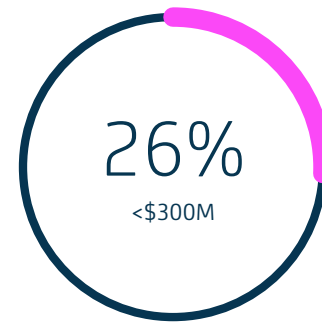
involved in the purchase of IT management solutions within their organizations



Revenue

54%

of the companies that attended CA World '13 had revenue over \$2 Billion



Primary Job Function

73%

of attendees are in a management-level job function

9%
USER

18%
ADMINISTRATOR

33%
MANAGER

19%
DIRECTOR

13%
EXECUTIVE

8%
C-LEVEL



“This was our first CA World as a Platinum Sponsor and we are thrilled, energized and committed to CA Technologies more than ever. We had an overwhelming four days at CA World. It was a simply amazing experience. You guys rock! Look forward to the next CA World.”

RAJU DESAI, Assistant Vice President

**Tech
Mahindra**

“As we continue to grow our customer base, our partnership with CA Technologies represents a critical piece of this strategy. Our participation at CA World is essential to our efforts to build automation and innovation for our customers—and it’s a great forum for networking with key technologists and senior management. We look forward to CA World '14!”

TOM LAUDATI, Chief Technology Officer



“Of all the vendor conferences I have been to, CA World offers the best and easiest access to the experts. The avenues of content always hit the spot and the pace of the conference is not overbearing. If you really want to know what is going on in IT are looking for the right direction, this is the conference to go to.”

DAVID FITZGERALD, Distributed Infrastructure



“CA World for me is the ideal ‘one-stop shopping’ to meet CA Technologies executives, see their product strategy, and meet with their clients and partners. It is the quickest and most effective way I can find to update my perspective on my partnership with CA Technologies and set my direction accordingly for the year to come.”

AIMERY FUSTIER, Senior VP - Industrialization Director
I Group Delivery



“CSC was able to accelerate our strategic partnership with CA Technologies, showcase our joint solutions and meet with global IT executives at CA World.”

DAVID PARSONS, VP, Strategic Alliances



“CA World provides an opportunity for Deloitte to interact with clients in a focused setting and to learn about CA Technologies product innovations.”

ROB GARVEY, Director



“CA World provides great value, including opportunity for quality discussions with senior executives and major clients that save months of scheduling and travel.”

SCOTT GILLILAND, Managing Director

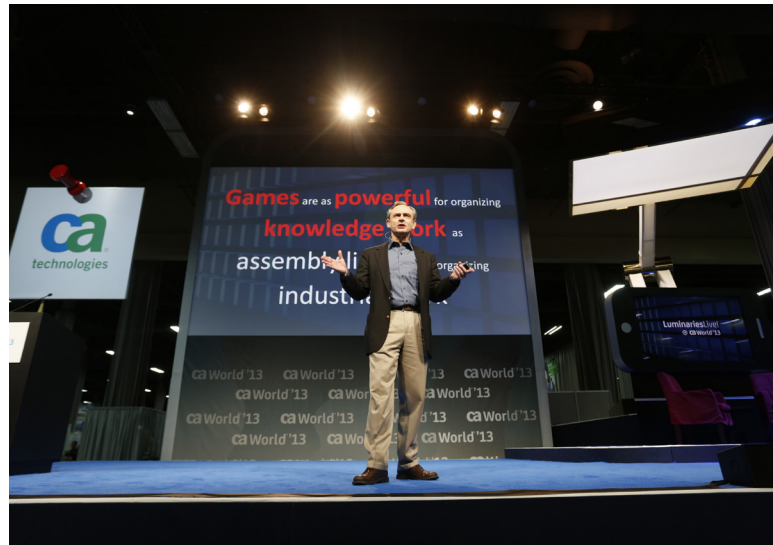


“We get strong value from CA World as an event that facilitates quality interactions with qualified prospects and clients to accelerate opportunities.”

MICK COADY, Partner, Healthcare



Key Structural Elements of CA World '14



Keynote Addresses

Industry luminaries and executives from CA Technologies share their stories, insight and perspective on the IT environment of the future.



Event Night

Live music, entertainment and a night to enjoy time with colleagues and network in an informal, laid-back environment.



Education

Self-paced labs and highly informative, in-depth training sessions give attendees an opportunity to hone their skills—and adopt new ones.



Exhibition Center

Custom booths give exhibitors the opportunity to meet attendees, provide practical demonstrations and show off technology, products and solutions.



Technical Discussions

Highly qualified developers, engineers and support staff are on-hand for questions and advice.



Networking

Opportunities to network with peers and other attendees.

Sponsorship Opportunities

A range of sponsorship packages are available to maximize your brand awareness and exposure to your products or services. Contact Andy Herman at +1-973-890-1098, or by email at CAWorldExhibitors@ca.com for more details.

Opportunities	Platinum \$100,000	Gold \$75,000	Silver \$50,000	Bronze \$35,000
Limited number of sponsorships available	Limited availability	Limited availability	Limited availability	Limited availability
Breakout sessions in the track of your choice	2	2	1	
One dedicated meeting room for one-on-one meetings	X	X		
Raw booth space	30' x 30'	20' x 20'	10' x 20'	10' x 10'
Conference bag insert	X	X	X	
Co-sponsor recognition during Lunch (one day only)		X		
Ad in the online Conference Guide and Exhibitor Directory	Full Page	Half Page	Half Page	Half Page
Company profile and hyperlink on CA.com/caworld	X	X	X	X
Company name and description listed on mobile-optimized CA World site	X	X	X	X
Company name on sponsor banner	X	X	X	X
Company recognition at CA World Event Night	X	X		
Company recognition on video display	X	X	X	X
Company listed on Exhibition Center locators	X	X	X	X
Word description in online Conference Guide and Exhibitor Directory	100 words	75 words	50 words	50 words
30-second repeating spot on video display	X	X		
Discount on other CA Technologies marketing opportunities	20%	15%	10%	10%
Staff badges (full conference access)	20	13	6	4

Sponsorship Opportunities

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Platinum Level Sponsorship

(limited availability) includes:

- 30' x 30' booth space (raw space only)
- Two breakout sessions in the track of your choice
- One dedicated meeting room for one-on-one meetings
- Inclusion in a commercial focused on the value of partnering with CA Technologies (and the additional value this partnering provides the final customer or end-user) on video display
- Conference bag literature insert (one piece of marketing collateral provided by sponsor)
- Full-page ad in the online Conference Guide and Exhibitor Directory
- Company name and hyperlink on the sponsorship web page on CA.com/caworld
- Company name and description listed on mobile-optimized CA World site
- Company name on the sponsor banner in the Exhibition Center
- Company name recognition at CA World Event Night
- Company name recognition on video display
- Company listed on Exhibition Center locators
- 100-word company profile in the online Conference Guide and Exhibitor Directory
- 100-word company profile and hyperlink on CA.com/caworld
- 30-second repeating spot on video display
- 20 percent off one of the CA Technologies marketing opportunities
- 20 Exhibitor Staff Badges, which include access to the Exhibition Center, sessions, general conference meals, Event Night and keynotes

PRICE: **\$100,000**

Gold Level Sponsorship

(limited availability) includes:

- 20' x 20' booth space (raw space only)
- Two breakout sessions in the track of your choice
- One dedicated meeting room for one-on-one meetings
- Inclusion in a commercial focused on the value of partnering with CA Technologies (and the additional value this partnering provides the final customer or end-user) on video display
- Conference bag literature insert (one piece of marketing collateral provided by sponsor)
- Recognition as meal co-sponsor on the day of your choice, which includes lunch on the day of the event and signage with company logo
- Half-page ad in the online Conference Guide and Exhibitor Directory
- Company name and hyperlink on the sponsorship web page on CA.com/caworld
- Company name and description listed on mobile-optimized CA World site
- Company name on the sponsor banner in the Exhibition Center
- Company name recognition at CA World Event Night
- Company name recognition on video display
- Company listed on Exhibition Center locators
- 75-word company profile in the online Conference Guide and Exhibitor Directory
- 75-word company profile and hyperlink on CA.com/caworld
- 30-second repeating spot on video display
- 15 percent off one of the CA Technologies marketing opportunities
- 13 Exhibitor staff badges, which include access to the Exhibition Center, sessions, general conference meals, Event Night and keynotes

PRICE: **\$75,000**

*CA Technologies to approve all content; Exhibitor to provide files and/or materials to CA Technologies. All prices subject to change.

Sponsorship Opportunities

A range of sponsorship packages are available to maximize your brand awareness and exposure to your products or services. Contact Andy Herman at +1-973-890-1098, or by email at CAWorldExhibitors@ca.com for more details.

Silver Level Sponsorship

(limited availability) includes:

- 10' x 20' booth space to include booth carpet, two draped tables, four standard chairs, one 10-amp circuit (electricity), one network connection, one wastebasket, 600 lbs. of drayage and one lead retrieval scanner
- One breakout session in the track of your choice
- 3' high side drapes and an 8' high background drape on aluminum supports for linear and perimeter booths
- A 7" x 44" identification sign with your company name
- Conference bag literature insert (one piece of marketing collateral provided by sponsor)
- Half-page ad in the online Conference Guide and Exhibitor Directory
- Company name and hyperlink on the sponsorship web page on CA.com/caworld
- Company name and description listed on mobile-optimized CA World site
- Company name on the sponsor banner in the Exhibition Center
- Company name recognition on video display
- Company listed on Exhibition Center locators
- 50-word company profile in the online Conference Guide and Exhibitor Directory
- 50-word company profile and hyperlink on CA.com/caworld
- 10 percent off one of the CA Technologies marketing opportunities
- Six Exhibitor staff badges, which include access to the Exhibition Center, sessions, general conference meals, Event Night and keynotes

PRICE: **\$50,000**

Bronze Level Sponsorship

(limited availability) includes:

- 10' x 10' booth space to include booth carpet, one 6' draped table, two standard chairs, one 10-amp circuit (electricity), one network connection, one wastebasket, 300 lbs. of drayage and one lead retrieval scanner
- 3' high side drapes and an 8' high background drape on aluminum supports for linear and perimeter booths
- A 7" x 44" identification sign with your company name
- Half-page ad in the online Conference Guide and Exhibitor Directory
- Company name and hyperlink on the sponsorship web page on CA.com/caworld
- Company name and description listed on mobile-optimized CA World site
- Company name on the sponsor banner in the Exhibition Center
- Company name recognition on video display
- Company listed on Exhibition Center locators
- 50-word company profile in the online Conference Guide and Exhibitor Directory
- 50-word company profile and hyperlink on CA.com/caworld
- 10 percent off one of the CA Technologies marketing opportunities
- Four Exhibitor staff badges, which include access to the Exhibition Center, sessions, general conference meals, Event Night and keynotes

PRICE: **\$35,000**

Showcase Your Products and Services

A range of sponsorship packages are available to maximize your brand awareness and exposure to your products or services. Contact Andy Herman at +1-973-890-1098, or by email at CAWorldExhibitors@ca.com for more details.

Booth Furniture, Accessories and Utility Packages

Booth space comes with carpet only. Furniture, accessories and utility packages can be ordered via the Exhibitor Kit for a discounted rate (must place order 45 days prior to event).

Additional Exhibitor Staff Badges

Additional Exhibitor Staff badges can be purchased at the discounted price of \$1,595 each. Badges include access to the Exhibition Center, sessions, general conference meals, Event Night and keynote addresses.

Details	20' x 20' Booth Space	10' x 20' Booth Space	10' x 10' Booth Space	Partner Pedestal
Demo station; hardware not included	\$24,000	\$12,000	\$6,500	\$7,500
One 10-amp circuit (electricity)				X
A network connection				X
One 20" x 24" company or product identification sign with three bullet points and color logo				X
One 7" x 44" identification sign with your company name and booth number		X	X	
3' high side drapes and an 8' high background drape on aluminum supports for linear and perimeter booths		X	X	
50-word company profile and hyperlink on CA.com/caworld	X	X	X	
50-word company profile in the Conference Guide and Exhibitor Directory	X	X	X	X
Company listed on Exhibition Center locators	X	X	X	X
Company name and description listed on mobile-optimized CA World site	X	X	X	X
Exhibitor staff badges	8	4	2	2

Marketing Opportunities

A range of sponsorship packages are available to maximize your brand awareness and exposure to your products or services. Contact Andy Herman at +1-973-890-1098, or by email at CAWorldExhibitors@ca.com for more details.

CA World Attendee and Exhibitor Online Registration Application \$30,000

(Exclusive Opportunity)

Put your name and logo on the web page that is seen by every person who registers for CA World. There will also be on-site signage.

Conference Lanyard \$30,000

(Exclusive Opportunity)

Promote your brand logo on these highly visible lanyards to be used with all exhibition passes and identification badges, co-branded with the CA World logo. Marketing opportunity available through July 1, 2014.

Email and Charging Stations \$20,000

(One Opportunity Available)

Capture attendees' attention while they check their email, surf the web, or charge their electronic devices. This exclusive opportunity will feature your company's branding on all email/web surfing and charging stations throughout the event.

Combo Notebooks and Pens \$20,000

(Exclusive Opportunity)

You save \$5,000 by sponsoring the Combo Notebooks and Pens. These quality-bound notebooks and ballpoint pens are provided to all attendees, co-branded with your company logo and the CA World logo. Marketing opportunity available through July 1, 2014.

Notebooks \$15,000

(Exclusive Opportunity)

Quality notebooks provided to all attendees, co-branded with your logo and the CA World logo. Marketing opportunity available through July 1, 2014.

Pens \$10,000

(Exclusive Opportunity)

Pens provided to all attendees, co-branded with your logo and the CA World logo. Marketing opportunity available through July 1, 2014.

Conference-Wide Wireless Internet Sponsorship \$15,000

(Exclusive Opportunity)

An exclusive opportunity for one sponsor to have its company name and logo prominently displayed on branded instructions included in the customer registration materials received by all conference customers.

Logo Spotlight at Event Entrances \$10,000

(Four Opportunities Available)

Grab the attention of attendees as they walk into CA World '14. Your company logo, projected onto the floor, will be featured at both main entrances inside the Exhibition Center, on an ongoing, rotating basis.

Exclusive Meeting Room \$10,000

(Limited Opportunity)

Exclusive meeting room includes furniture, electricity, network and signage. Requires a Bronze or Silver Sponsorship. This is included in the Gold and Platinum Sponsorship packages.

Dessert Sponsor \$5,000 per day or \$7,500 for both

(Two Opportunities Available)

Be recognized as the company providing incredible desserts at the conference. The dessert table will include signage and napkins with your company logo for maximum exposure.

Partner Video Showcase \$3,500

(Ten Opportunities Available)

Promote your company's expertise with a specific CA solution or technology with a 30-second video trailer that will be featured (in a loop) with other sponsor videos (10 maximum). Videos will run with other CA content in 15-minute loops on Mandalay Bay hotel TV

four times per hour during CA World '14. In addition, your video will run a minimum 10 times per day as a movie-style trailer within the seven core Content Center Theaters prior to presentations. Exhibitor to provide video content in 720P MOV, MP4, AVI, or WMV file and CA Technologies to approve all content.

Pub Crawl (Event Night) \$2,500

(Multiple Opportunities Available)

Attract attendees to your booth for a free beer to unwind after a full day of learning and networking, and kick off Event Night early by being a sponsoring host in the official CA World '14 pub-crawl. Your company logo will be featured on the official pub-crawl cups.

Passport Program \$2,500

(10 Opportunities Available)

Be a sponsoring partner in the exclusive CA World '14 passport program. While navigating the Exhibition Center, attendees will seek out your booth to obtain their "passport stamp." All completed (stamped) passports will be entered into a drawing for a prize. Prize TBD.

Marketing Opportunities Cont.

Advertising

Your marketing message will be visible to thousands of qualified buyers before, during and after CA World by advertising in the online Conference Guide and Exhibitor Directory.

Banner Ad in online CA World Conference Guide and Exhibitor Directory (Limited Availability)

Full-Page Advertisement \$7,500

Half-Page Advertisement \$5,500

Create and design your own full-page color advertisement to be prominently displayed in the online CA World Conference Guide and Exhibitor Directory.

Custom Opportunities—Call for Pricing

Approach us about custom opportunities. We're open to ideas, and we can help you get branded items into every attendee's hands.

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Additional Limited Opportunities—Call for Pricing

- CA World Event Night Dedicated Cocktail Station Sponsor
- CA World Event Night Dedicated Food Station Sponsor
- CA World Track Sponsor
- Social Media Lounge Sponsor
- CA World Web Banner Ad on Sponsor Page
- Digital signage

Agenda

Sunday, November 9	Monday, November 10	Tuesday, November 11	Wednesday, November 12
<p>All Day Arrivals</p>	<p>7:30AM-9:00AM Coffee</p>	<p>7:30AM-9:00AM Coffee</p>	<p>7:30AM-9:00AM Coffee</p>
<p>All Day Preconference Education</p>	<p>9:00AM-10:30AM Keynote Opening Session Mike Gregoire & Presenters TBD</p>	<p>9:00AM-10:30AM Technology Keynote</p>	<p>8:30AM-12:00PM Exhibition Center Open</p>
<p>1:00PM-6:00PM Exclusive Session for CA Partners</p>	<p>10:30AM-6:00PM Exhibition Center Open</p>	<p>10:30AM-6:00PM Exhibition Center Open</p>	<p>9:00AM-12:00PM Exhibition Center Theater Sessions Every hour on the hour Last session 11:00</p>
	<p>11:00AM-4:00PM Exhibition Center Theater Sessions Every hour on the hour Last session 3:00</p>	<p>11:00AM-5:00PM Exhibition Center Theater Sessions Every hour on the hour Last session 4:00</p>	<p>12:00PM Exhibition Center Closes</p>
	<p>12:00PM-1:00PM Lunch on the Show Floor</p>	<p>12:00PM-1:00PM Lunch on the Show Floor</p>	<p><i>Departures</i></p>
	<p>4:30PM-5:30PM Special Guest Keynote</p>	<p>6:30PM-10:30PM CA World Event Night</p>	
	<p>6:30PM-10:30PM Evening Events TBD</p>		

caWorld®'14

Secure your spot at
CA World now!

To sign up to be a Sponsor or Exhibitor, please contact
Andy Herman at +1-973-890-1098, or by email at
CAWorldExhibitors@ca.com.

For more information please visit **CA.com/caworld.**