

The University of Michigan Business School is excited to announce FuturTech Conference 2004, the business school's sixth annual technology conference, to be held on January 15th and 16th, 2004 in Ann Arbor.

FUTURTECH CONFERENCE 2004

THEME

High performing companies have already obtained the competitive edge by enabling their employees to work anywhere, at anytime and serving their customers whenever necessary. These companies recognize that both constituents must address their responsibilities when opportunities arise – regardless of the time and place. Companies also realize that access to information is essential to this success. How are they doing this? By using pervasive technology, they are creating winning strategies that make access to information from any place more possible.

Pervasive technology provides the ultimate foundation for creating competitive advantages and developing viable technology solutions. Companies who take advantage of the information available from these solutions will win.

The University of Michigan Business School's FuturTech 2004 conference will address how companies today will continue to expand the capabilities of pervasive technology, impacting how businesses diffuse and access information.

Conference Format:

FuturTech Conference 2004 will span a day and a half, 2 keynote addresses, eight panel discussions and ample time for company representatives to meet with students, faculty and industry peers. The following preliminary agenda highlights the topics and activities for FuturTech Conference 2004.

Thursday, January 15th, 2004	
4:15pm – 5:30pm	Networking Reception for Speakers, Panelists, Sponsors, Faculty, and Targeted Students
5:45pm – 7:00pm	Keynote Address I
7:15pm – 9:00pm	Dinner for Panelists, Sponsors, Faculty, and FuturTech Leaders
Friday, January 16th, 2004	
8:00am – 9:00am	Registration
9:00am – 10:30am	Morning Panel Topics (Tent.): 1. Reaching & Understanding Your Customers Today and Tomorrow 2. Leveraging Your IT Investments to Create Additional Value 3. The Speed of Commoditization
10:30am – 12:00pm	2ND Morning Panel Topics (Tent.): 1. Protecting Information with 21 st Century Security 2. Impact of Emerging Markets Leapfrogging with Technology 3. IP and New Business Models – Will the 99¢ Song Work?
12:00pm – 1:30pm	Lunch & Tech Expo
1:30pm – 3:00pm	Afternoon Panel Topics (Tent.): 1. Innovators Business Pitch Competition 2. Media & the War: Accurate News from the Field Anytime 3. Life Sciences: the Human Perspective
3:15pm – 4:30pm	Closing Keynote Address

Information:

For more information regarding conference participation or sponsorship, please contact:

Ben Silverman (bensilv@umich.edu) at 734-332-8692 or

Susan Winslow (smwtahir@umich.edu) at 734-678-8076

Co-chairs, FuturTech Conference 2004



FUTURTECH CONFERENCE 2004

PERVASIVE TECHNOLOGIES AND THE ADVANTAGES OF THE INFORMED
January 15-16, 2004

SPONSORSHIP OPPORTUNITIES

Sponsorship of FuturTech Conference 2004 is available at four tiers, from “Platinum Sponsor” to “Bronze Contributor.” Each level offers an opportunity for a unique relationship with the Michigan Business School and the FuturTech 2004 Conference. By supporting the conference, sponsors will become an integral part of one of the nation’s premier high-tech events for executives, entrepreneurs, and future business leaders.

Sponsorship Tier	Sponsorship Level	Benefits of Sponsorship
Platinum Sponsor	\$ 10,000+	<ul style="list-style-type: none"> • Exclusive positioning as lead sponsor of corporate name and logo in conference program, Website, and give-aways and on three banner ads displayed during conference • Recognition at beginning and end of conference, during keynotes, and during breakfast • Recognition plaque presented during keynote • Full-page ad in conference program, plus inside-cover billing • Premier positioning of corporate name and logo on conference advertising material • Exclusive distribution of corporate marketing materials to all conference attendees • Company logo behind podium for keynote speakers • Exclusive billing of Platinum Sponsor in media coverage efforts • Exclusive full-page Platinum Sponsor announcement in Monroe Street Journal • All reference to the conference will read: “YOUR CORPORATE NAME HERE sponsors: FuturTech 2004 Conference” • Lunch speaker invited to address conference attendees for 15 minute talk • Lunch with senior faculty members and administration • Recruiting booth at the Tech Expo • Article written about company’s support and profile in school newspaper • Unlimited invitations to the networking cocktail hour and conference dinner
Gold Level Sponsor	\$ 5,000-\$9,999	<ul style="list-style-type: none"> • Prominent positioning of corporate name and logo in conference program, website, and give-aways and on one banner ad displayed during conference • Recognition at beginning of conference, during keynote, and during breakfast • Half-page ad in conference program • Prominent positioning of corporate name and logo on conference advertising material • Recruiting booth at the Tech Expo • All the benefits of a Silver Level Sponsor
Silver Level Sponsor	\$ 2,500-\$4,999	<ul style="list-style-type: none"> • Two invitations to the networking cocktail hour and Conference dinner • Corporate marketing materials made available to all conference attendees • UMBS student profiles • All the benefits of a Bronze Contributor
Bronze Contributor	\$100 - \$2,500	<ul style="list-style-type: none"> • Corporate name and logo in conference program, Website, and give-aways • Corporate name on conference advertising material (flyers, signs, local ads) • Corporate name in sponsorship announcement in Monroe Street Journal

Your sponsorship may be tax-deductible and will be considered as a donation to the University of Michigan Business School.

Information: For more information regarding the conference, please contact: Ben Silverman (bensilv@umich.edu) or Susan Winslow Tahir (smwtahir@umich.edu), Co-chairs, FuturTech Conference 2004



University of Michigan Business School

FuturTech Conference

http://www.futurtech.org • 701 Tappan Street • Ann Arbor, Michigan 48109-1234



FUTURTECH CONFERENCE 2004

PERVASIVE TECHNOLOGIES AND THE ADVANTAGES OF THE INFORMED

YES, we will sponsor the FuturTech 2004 Conference:

Sponsorship Level	Sponsorship Amount
_____ Corporate Platinum Sponsor	_____
_____ Corporate Gold Sponsor	_____
_____ Corporate Silver Sponsor	_____
_____ Bronze Contributor	_____

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Corporate Contact Information

Primary Contact _____
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 Address _____

 Phone _____
 E-mail _____

Please list the names and titles of your corporate representatives interested in participating in FuturTech 2004:

Representative: _____
 E-mail: _____ Event(s) _____
 Representative: _____
 E-mail: _____ Event(s) _____

Please return the following by November 1, 2003:

- This form**
 - Your check payable to the University of Michigan Business School**
 - A copy-ready logo and advertisement for the brochure**
-

Barbara Ackley, Development Office, FuturTech
 University of Michigan Business School
 701 Tappan Street, Ann Arbor, Michigan 48109-1234
 Phone: 734.647.4950

****FuturTech thanks you in advance for your time and support!****

FUTURTECH CONFERENCE 2003

TURBULENT TECHNOLOGIES: DISTURBING THE PRESENT, SHAPING THE FUTURE

The University of Michigan Business School is excited to announce FuturTech Conference 2003, the business school's fifth annual technology conference to be held on January 16th and 17th, 2003 in Ann Arbor. The advent of new technologies continually influences the business world. Established industries face fundamental revolutions, business functions reinvent themselves, and completely new marketplaces emerge in the wake of technological innovation. FuturTech 2003 explores these issues with *"Turbulent Technologies: Disturbing the Present, Shaping the Future."* Three keynote addresses, featuring senior high-tech industry leaders and renowned experts in their fields, will highlight this year's conference. In addition, eight panels, consisting of senior industry leaders, will foster discussion and deeper understanding of the ways in which new technologies and business practice innovations radically transform diverse high-technology companies and markets.

Conference Format:

FuturTech Conference 2003 will span a day and a half, 3 keynote addresses, eight panel discussions and ample time for company representatives to meet with students, faculty and industry peers. The following preliminary agenda highlights the topics and activities for FuturTech Conference 2003.

Thursday, January 16th, 2003	
4:15pm – 5:30pm	Networking Reception for Speakers, Panelists, Sponsors, Faculty, and Targeted Students
5:45pm – 7:00pm	Social Issues in Technology Keynote Address, "The Global Digital Divide" – Dr. Derrick Cogburn, Professor of Information and African Studies, University of Michigan
7:15pm – 9:00pm	Dinner for Panelists, Sponsors, Faculty, and FuturTech Leaders
Friday, January 17th, 2003	
8:00am – 9:00am	Registration
9:00am – 10:30am	2 nd Keynote Address – Mr. Jeff Balagna, Chief Information Officer Medtronic, Inc.
10:30am – 12:00pm	Morning Panel Topics: 1. Show Me the Money: Venture Capitalists' Perspective on Technology Investment 2. Cross-Border Technology Post September 11 th 3. Netmarketplaces Following the e-Bubble Burst 4. Disruptive Technologies in the Automotive Industry: What the Next Decade Holds
12:00pm – 1:30pm	Break
12:30pm - 1 :30pm	Innovators Business Pitch Competition
1:30pm – 3:00pm	Afternoon Panel Topics: 1. High-Tech Marketing: Beyond the Buzz Words 2. Technology Innovation: The Impact on Management Consultancies 3. Intellectual Asset and Digital Rights Management: Developing Future Leaders 4. Telecom: After the Wreck, What's Next?
3:15pm – 4:30pm	3 rd Keynote Address – Mr. Ken Wirt, Senior VP of Marketing and Product Management Palm, Inc.

About Last Year's Conference:

Last year's conference, titled *"Convergence: Evolving Technology, Transforming Business"* was attended by over 500 participants, consisting of industry professionals, students, and faculty. The conference explored the far-reaching business implications of the integration of different modes of communication into a unified medium. Mr. Jon DeVaun, Senior Vice President of Microsoft's TV Division and Mr. Tim Mattox, Vice President of Worldwide Relationship Client Marketing at Dell Computer Corporation delivered the conference's keynote addresses and shared their insights on the future of convergence. Panelists included representatives from over 35 companies, such as Intel, Sprint, AOL-Time Warner, McKinsey, IBM, Motorola, Palm and Siebel Systems.

Information:

For more information regarding conference participation or sponsorship, please contact:
 Vimal Shah (vimals@umich.edu) at 734-883-8709 or
 Steve VanMetre (svanmet@umich.edu) at 734-883-7714
 Co-chairs, FuturTech Conference 2003