

IW 2010 – POTENTIAL THEMES
9/28/10

1. “Defy Gravity”

A) Potential Headlines:

Defy Gravity

Defying Gravity

B) Potential Subheads:

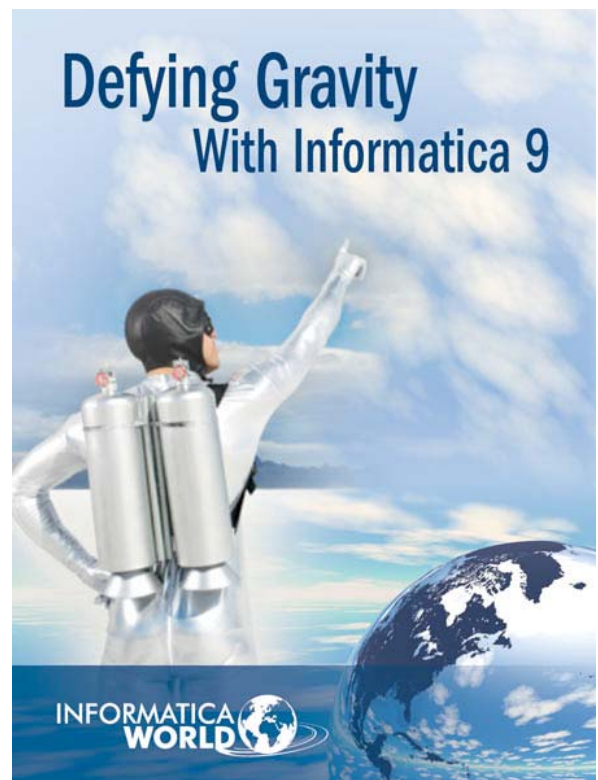
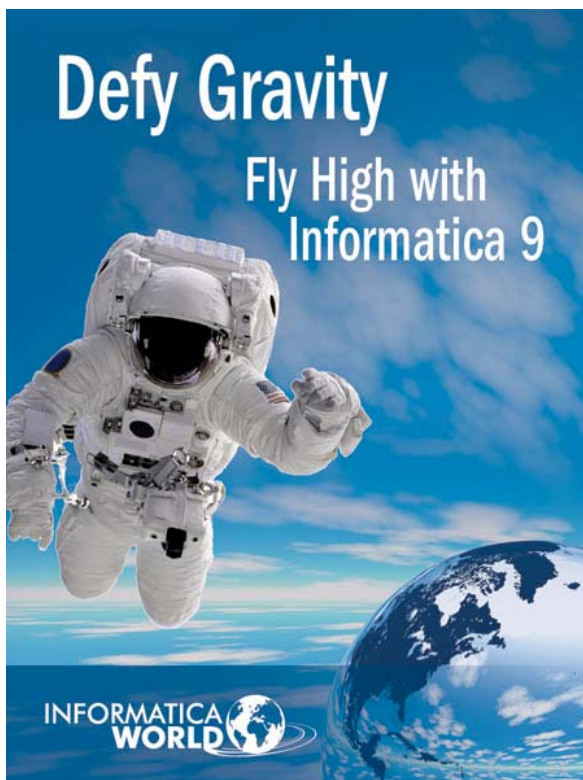
The Next Step Beyond

Fly High With Informatica 9

Become a Force with Informatica

C) Potential Graphics:

Astronaut “Space Walk”; Futuristic Techy w/ Jet Pack



D) Potential Booth Engagement Activities/Builders/Giveaways:

- Include a “Zero Gravity” chair in the booth; this \$1,995 value could be given away as the grand prize drawing.
- Other potential grand prize: Certificate for bungee jumping, glider trip, or hot-air balloon ride.
- Have people pass out flyers promoting Pavilion kiosks while wearing Anti-Gravity Boots (Air Kicks?); Purchase a handful of Adult Mediums and Larges and then give them away as drawing prizes throughout IW to those who complete booth visitation. Winners in boots would encourage additional buzz. Supplies are limited.



E) Potential Booth Premiums/Prizes:

- “Defy Gravity” buttons.
- Space (freeze-dried) Ice Cream
- Gravity skateboards (this is a brand name and doesn’t reference any actual technology)



F) Potential “Mascot”:

- oversized, inflatable Astronaut costume (can rent one through site like <http://www.walkaround.com/buyrent/rent>)



2. “Everyone Deserves to Fly”

A) Potential Headlines:

Fly Beyond

Fly High With Informatica 9

B) Potential Subheads:

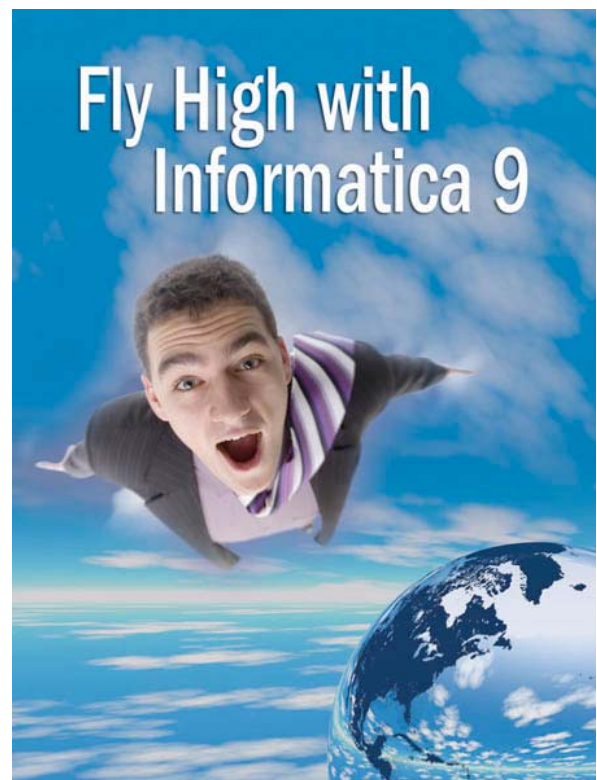
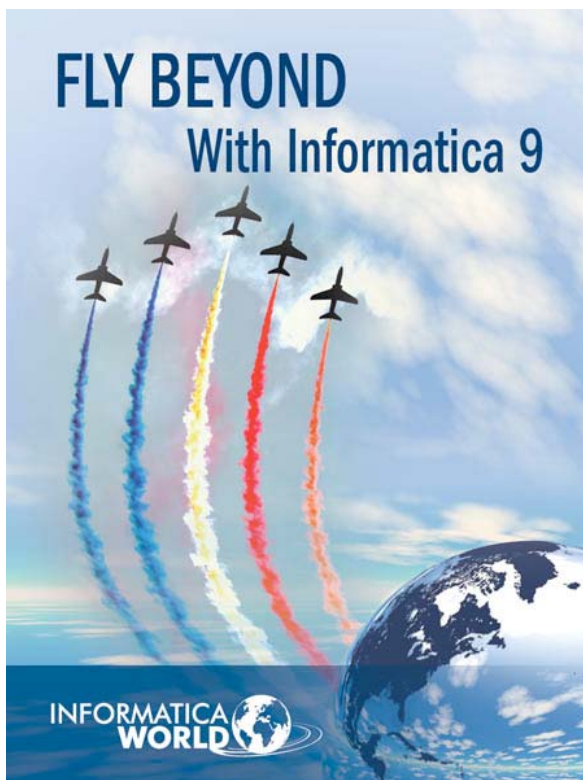
Everyone Deserves to Fly

Go Beyond With Informatica 9

Informatica Gives You Wings (legal?)

C) Potential Graphics:

Stunt Jets; Man in flight



D) Potential Booth Engagement Activities/Builders/Giveaways:

- Drawing for airline miles or RT tickets
- Or drawing for glider or hot-air balloon ride
- Paper airplane contest. Booth visitors could pick up “authorized” paper at kiosks to build paper airplanes (with some pre-printed suggested plane-fold options). Everyone who picks up paper would be registered and qualify for grand prize. Additional subgroup of “contestants” would be selected to compete with their planes at specific times. Prizes could go to “most creative” and “longest distance planes”.



E) Potential Booth Premiums:

- Pilot “Wings”
- Luggage Tags (typical standard or high-quality Russ Berrie leather globe tags)
- Globe stress balls



F) Potential “Mascot”:

- Pilot or Earth costume



3. “Destinations”

A) Potential Headlines:

Reach New Destinations

Take Your Business Where It Deserves To Go

Next Stop: Success

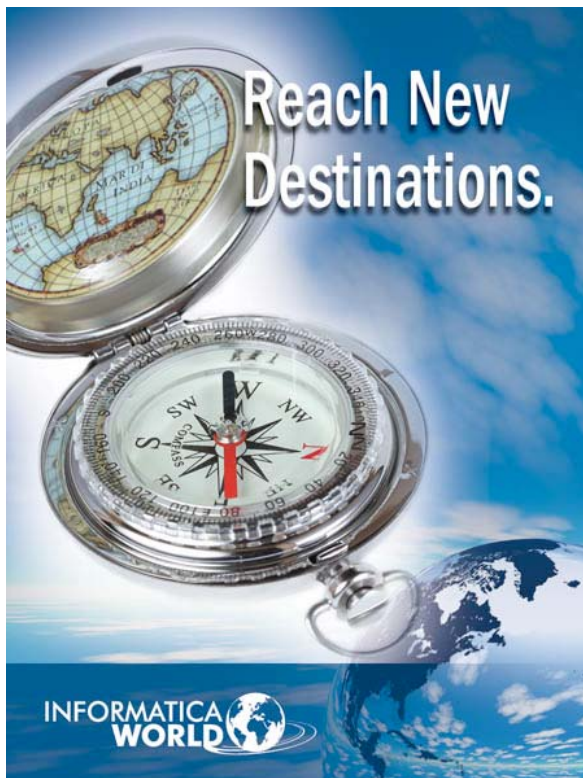
B) Potential Subheads:

Take Your Business Beyond

Upgrade to First-Class with Informatica 9

C) Potential Graphics:

Compass Graphic; or Dashed “Travel”



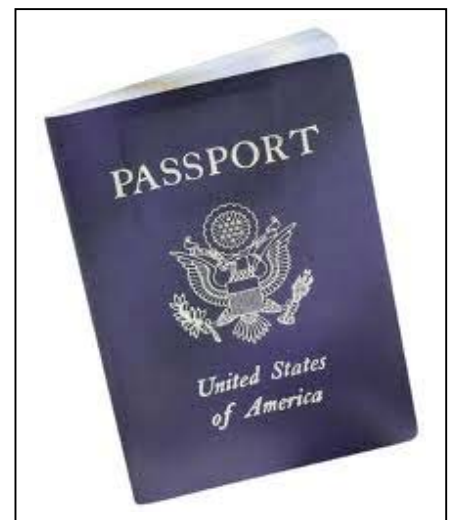
D) Potential Booth Engagement Activities/Builders/Giveaways:

- Drawing for airline miles or RT, FC ticket.
- GPS system giveaways
- Create/print “Passport” that would contain i-9 facts/tips and customer quotes. Attendee would pick-up passport at information booth and get passport stamped at kiosks. Once attendee had X-number of stamps, they could present it at the information booth to qualify for grand drawing.



E) Potential Booth Premiums:

- Pilot “Wings”
- Destination Stickers
- Luggage Tags (typical standard or high-quality Russ Berrie leather globe tags)
- Leather passport cases



F) Potential “Mascot”:

- Earth costume



4. “Everyday Hero”

A) Potential Headlines:

Every Man Can (or Every One Can)

Dare To Be Great

B) Potential Subheads:

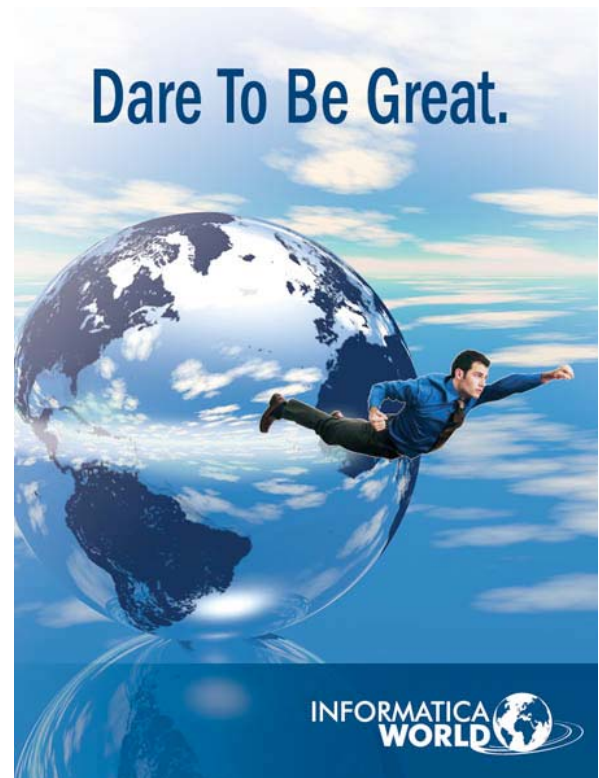
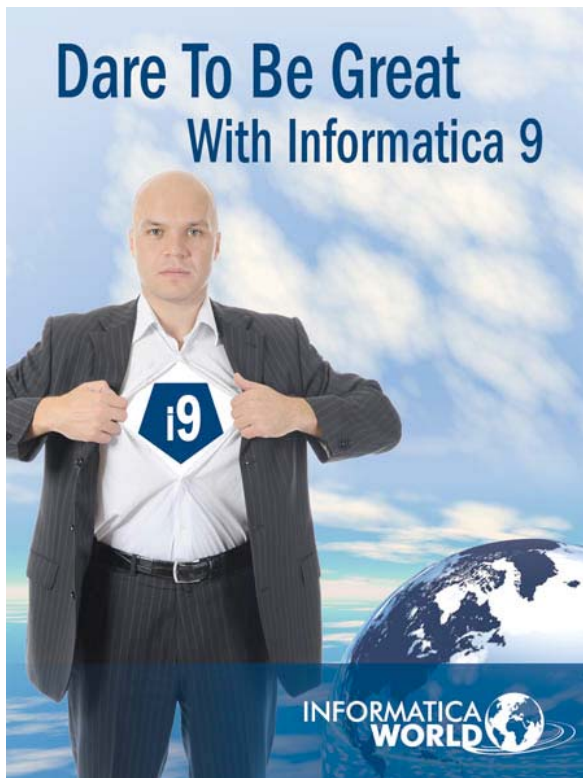
Go Beyond With Informatica 9

Take Your Company Behind

There’s a Hero in All of Us

C) Potential Graphics:

I9 Emblem “reveal” on IT professional; IT professional orbits earth



D) Potential Booth Engagement Activities/Builders/Giveaways:

- Give away new technology gadgets, like solar powered back-bags that can be used to charge or recharge your phone or laptop.
- Create “wacky” secret identity quiz... “What is your hero’s name? secret identity name? superpower? etc. what secret power would i-9 contain?” Random drawings for prizes and -- most creative quiz answers would be presented to full audience during different gatherings to encourage participation.



E) Potential Booth Premiums:

- “HERO” and/or i-9 emblem temporary tatoos
- Secret Identity Masks or Novelty X-ray sunglasses
- Capes (give out via hourly drawing, as would be more expensive) or “secret identity” T-shirts; some interesting/odd items can be found at <http://www.superherosupplies.com/>



F) Potential “Mascot”:

- Any of the old Informatica “hero” costumes



5. “Control”

A) Potential Headlines:

Get Control

Informatica 9 – Beyond Control

You’re in Control

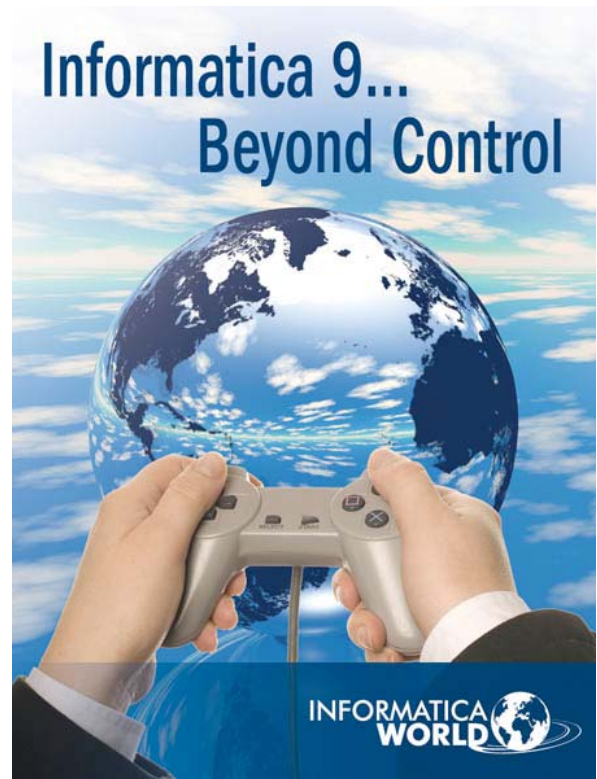
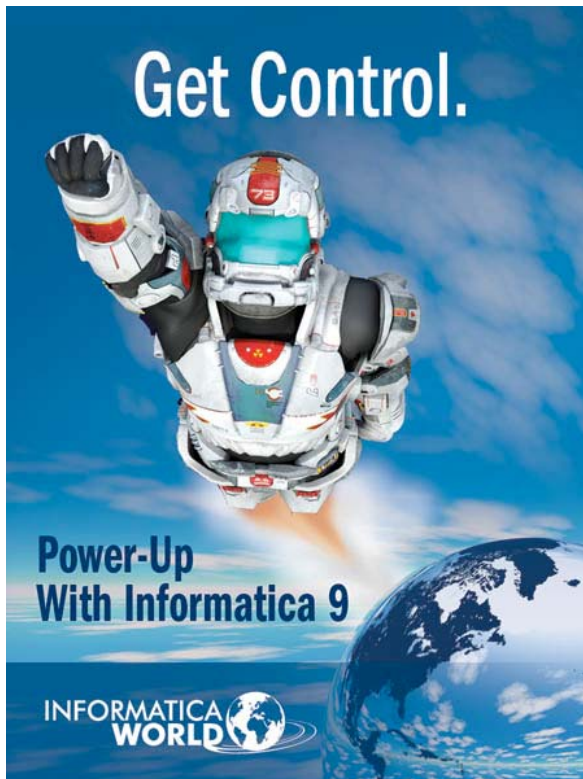
B) Potential Subheads:

Take Your Business Beyond

Power-Up with Informatica 9

C) Potential Graphics:

Robot in flight; video-gaming control



D) Potential Booth Engagement Activities/Builders/Giveaways:

- Engage attendees with remote control robots and cars that could “draw” people into the pavilion where attendees could test-run toys and register for drawings for robots. Options include wall-climbing (anti-gravity) remote control car available through QVC for \$23 to more engaging robots like the wowwee robosapien or talking tri-bot (approx \$140 and \$70 respectively via amazon).
- Or if you decide to go the direction of video gaming, you could set up a video game mini-challenge where you had winners and prizes once an hour. Would need to make sure this was “managed” so that no one was hogging game time, etc. Winner would need to collect “game tokens” from kiosks in order to be eligible to play in tournament. Grand prize could be HD television.



E) Potential Booth Premiums/Prizes:

- Coupons for xbox.com or similar
- Could give away a random assortment of quirky kidrobot or munny collectibles:
<http://www.kidrobot.com/Toys/>



F) Potential “Mascot”:

- Robot

