



Integrated Loyalty Systems, Inc.

MEMO

To: CXO Conference Partners and Invitees

From: Jake Poore
President and Chief Experience Officer
Integrated Loyalty Systems, Inc.

Date: May 15, 2009

Subject: **Partnership Opportunities**

I want to begin by thanking all of you for the help and support you have provided our staff in the recent April CXO Conference. We are very excited about the responses and feedback! In fact, **100%** of attendees said they were **Satisfied/ Extremely Satisfied** with the program. And, **100%** said **they would recommend this program to others!**

I am writing to request your organization's sponsorship and partnership in helping to underwrite the cost of the September conference, in our efforts to keep registration costs low and still keep the value of the events and speakers at a superior level.

To give you a little background, we have received a tremendous amount of interest in this topic, and people who have attended our presentations and programs have indicated their interest in learning more and in sharing their knowledge with other like-individuals and organizations.

This is the only event of its kind to date. Unlike other events, CXO invitees and attendees are the presidents, officers, and other senior management professionals....*they are the decision makers!*

Specifically, we're asking organizations for sponsorships ranging from \$100- \$5,000. Participating partners can have powerful impact on the registrants we are expecting to attend our Orlando CXO Conference '09.

We are confident that our partners will want to take full advantage of this opportunity to showcase the many unique ideas, products and services for the healthcare market.

I look forward to hearing from you. If you have any questions, please feel free to contact me directly.