WEBENABLE

Event Plan

Revised: 3/9/98
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Goal

Create and maintain a positive product and company presence within target vertical markets and the Internet software industry. Attract and pre-qualify potential customers.

Objectives

Create and maintain a strong business presence at vertical market events
Create and maintain a strong technical presence at Internet events

Target Audience

There are five target audiences for WebEnable Events:

Industry-specific Sales and Marketing Executives

The decision maker for purchasing our product will most often be the Vice President of Marketing, Vice President of Sales or Vice President of Sales and Marketing.

Internet Technology Consultants

Technology Consultants evaluate available technologies and make recommendations to customers, investors, conference producers, and magazine editors. They are often responsible to defining "mind-share" within an industry. They can also be influential in removing barriers to entry for individual customers.

Channel Strategic Marketing Consultants

Strategic Marketing Consultants evaluate potential customers channel sales challenges and recommend business solutions that meet their needs. With proper cultivation, Strategic Marketing Consultants become valuable channels for introducing our products to new customers.

Software VARS/Systems Integrators

As we transition from the 1998 direct sales model to the long-term indirect sales model, we must gain the interest and motivate the sales efforts of potential resellers of our products.

Strategic Partners

Events bring potential competitors and potential partners together in a high-energy low-pressure environment where opportunities and deals may be considered.

Related Press

Event Plan 1998

Date	Event	Location	Priority	$k
Ongoing	NCMS InfoTest Testbed [Target: Caterpillar, TI, 3M]		A	2.0
Ongoing	NCMS "Smart Parts" Testbed [Target: Ford, GM, Boeing, Kodak]		A	2.0
February 24	HP InfoTest Audio Conference [Target: Hvy Eqmt, EE, Auto, Aero]		A	2.0
March 30-31	InfoTest Post-mortem [Target: Caterpillar, NSA]	Santa Cruz	A	2.0
April 27-29	Internet & Electronic Commerce [Joint w/DASCOM?]	NYC	A	2.0
April 29-30	Distribution Computer Expo	Chicago	A	10.0
May 4-6	Nat Ctr Mfg Sciences Annual [Target: Caterpillar, Ford, Boeing]	Orlando	A	2.0
May 5-6	Supply Chain Management	Chicago	A	10.0
May 17-21	Oracle Application User Group	San Diego	B	10.0
July 28-30	Sales Force & Mktg Automation	NYC	A	20.0
Sep 1-3	eBusiness World	Boston	A	20.0
Sep 20-23	Supply Chain Summit	Dallas	A	20.0
October 5-10	Internet World	NYC	A	20.0
October 13-15	Supply Chain Solution '98	London	A	30.0
October 21-23	Networkworld/Interop'98	Atlanta	A	30.0
December 7-12	Java Internet Business Expo	NYC	A	30.0

Related press sidebar notes (left column):

"InfoTest Testbed Success"

"DASCOM Partner Program"

"SCA Product Announcement"
"WebEnable joins NCMS"

"SCA Product Beta Test"
"Oracle Partner Program"
"SCA Product General Release"

Not Attending:

Date	Event	Location	Priority
March 3-5	DCI Marketing Automation	Chicago	Too Early
March 24-26	Internet Commerce Expo	Boston	Too Early
March 24-27	JavaOne	San Francisco	Too Early
May 4-8	Networld+Interop98	Las Vegas	Too Crowded
October 11-14	Council Logistics Management	Anaheim	B
October 12-16	Gartner Group IT Expo	Buena Vista	B
October 26-30	VAR Vision [Target: VARS, SI, Resellers]		B

Event Plan 1999

Date	Event	Location	Priority	$k
Ongoing	NCMS "Smart Parts" Testbed [Target: Ford, GM, Boeing, Kodak]		A	0
Spring	DCI Marketing Automation		A	
Spring	Internet Commerce Expo [Target: Amp]		A	
Spring	JavaOne		A	
Spring	Int. Business Forecasting		A	
Spring	Distribution Computer Expo		A	
Spring	NAPM Int Purchasing Conf		A	
Spring	Nat Ctr Mfg Sciences Annual [Target: Caterpillar, Ford, Boeing]		B	
Spring	Supply Chain Management		A	
Spring	Oracle Application User Group		B	
Summer	DCI Marketing Automation		A	
Fall	Supply Chain Summit		A	
Fall	Internet World		A	
Fall	Council Logistics Management		B	
Fall	Gartner Group IT Expo		B	
Fall	Supply Chain Solution '98	London	A	
Fall	VAR Vision [Target: VARS, SI, Resellers]		B	
Winter	Java Internet Business Expo		A	

Appendix A – Events Budget Forecast 1998

Q1 Forecast Expenses:

Membership Fees	2,000
Event Fees	2,000
Travel	4,000
Booth Purchase/Rental	0
Misc.	0
Total	8,000

Q2 Forecast Expenses:

Event Fees	24,500
Travel Expenses	7,500
Booth Purchase/Rental	5,000 (used small booth fixtures plus shipping)
Misc.	0
Total	37,000

Q3 Forecast Expenses:

Event Fees	30,000
Travel Expenses	10,000
Booth Purchase/Rental	25,000 (used large booth fixtures plus shipping)
Misc.	0
Total	65,000

Q4 Forecast Expenses:

Event Fees	65,000
Travel Expenses	15,000
Booth Purchase/Rental	10,000 (Europe rental)
Misc.	0
Total	90,000

1998 Total Events: $200,000