



DOCUMENTUM SECRET AGENT

0006



EMC²

Budget

The logo consists of the numbers '006' in a stylized, metallic, three-dimensional font with a blue and silver color scheme and a glowing effect.

- Initial budget:
 - \$22K for giveaways
 - \$15K for giveaways that everyone will receive
 - \$7K - \$8K for "special" gifts.
 - \$2K - \$3K for posters
 - 40 x \$50/ea = \$2,000

Giveaway Items



- D6 poker-style playing cards
 - one deck for each attendee
 - printed with D6 design on back
- Poker chips in an embossed case
 - limited number given away at each session
 - based on pre-determined criteria: answering a trivia question? random drawing?
- 1 ultra-premium gift: “James Bond” Sony Vaio

Playing Cards (standard gift)

006

- Poker Size. 2 -1/2" x 3-1/2"
- 4 color printing on back with D6 logo/design
- Packaged in cello window box
- One deck for each attendee
- Estimate:

1000 @ 4.15/ea = \$4150

1500 @ 3.80/ea = \$5700

2000 @ 3.45/ea = \$6900



T-Shirts (standard gift)

006

- Black, 100% cotton
- 4 color printing on back with D6 logo/design and EMC logo on front



Front



Back

Poker set (premium gift)

006



- Can be embossed with D6 logo/design
- May be able to substitute D6 cards
- Cost = \$65/ea (approx)
 - 20 x \$65 = \$1,300
 - 30 x \$65 = \$2,000

Sony Vaio (ultra-premium)

006

- Sony Notebook
- Digital Camera
- Privacy Filter
- Attaché Case
- Cost = \$3500

