

	A	B	C	D	E	F
1	Nightingale Software					
2	Marketing Budget					
3	Revised: April 28, 2008					
4						
5	PR	Q108	Q208	Q308	Q408	FY08Total
6	- Roundtable Educational Dinners		50,000			50,000
7	- Industry Briefing Events (East/West, includes partners, customers, press, analysts)			100,000		100,000
8	<i>subtotal</i>	0	50,000	100,000	0	150,000
9	Advertising	Q108	Q208	Q308	Q408	FY08Total
10	- Business Week Ad Campaign	600,000	1,000,000	1,000,000	1,000,000	3,600,000
11	- Healthcare Today Advertorial		150,000			150,000
12	- Focus Groups		60,000			60,000
13	<i>subtotal</i>	600,000	1,210,000	1,000,000	1,000,000	3,810,000
14	Direct Marketing	Q108	Q208	Q308	Q408	FY08Total
15	- Email Campaign #1: Awareness	80,000				80,000
16	- Postcard Campaign #2: Solution Architectures	134,000				134,000
17	- Email Campaign #3: Support Implementation	50,000	115,000			165,000
18	- Postcard Campaign #4: Leadership/Customers			165,000		165,000
19	<i>subtotal</i>	264,000	115,000	165,000	0	544,000
20	Direct Marketing Fulfillment	Q108	Q208	Q308	Q408	FY08Total
21	- Campaign #2: Resource Guides	20,000				20,000
22	- Campaign #3: Services Brochure		75,000			75,000
23	- Campaign #4: Printed Customer case studies			50,000		50,000
24	<i>subtotal</i>	20,000	75,000	50,000	0	145,000
25	Seminars/Events/Sponsorships	Q108	Q208	Q308	Q408	FY08Total
26	- Network World Seminar Sponsorship (Sept - Dec)	50,000				50,000
27	- Fall Field Seminar Series (Oct/Nov)	500,000				500,000
28	International Pilot	40,000				40,000
29	- Web Seminars					
30	Strategy: December 8	100,000				100,000
31	Spring Series (3)		90,000	90,000		180,000
32	Fall Series (3)				90,000	90,000
33	<i>subtotal</i>	690,000	90,000	90,000	90,000	960,000
34	Trade Shows	Q108	Q208	Q308	Q408	FY08Total
35	- N+I (space)	15,000				15,000
36	- HealthWorld Forum - Geneva, October 10-17	15,000				15,000
37	- ISPCon, San Jose, October 26-28	15,000				15,000
38	- Other tradeshow	20,000	75,000	75,000	75,000	245,000
39	<i>subtotal</i>	65,000	75,000	75,000	75,000	290,000
40	Sales Tools/Communications	Q108	Q208	Q308	Q408	FY08Total
41	- Electronic Newsletter (Prospects/customers)		50,000	10,000	10,000	70,000