

SPONSOR & EXHIBITOR OPPORTUNITIES
Renaissance Orlando at SeaWorld

Who Will Attend:

- Corporate decision-makers who want to understand how to best leverage their current and future information systems investments to maximize return in the operations and supply chain environment.
- Information systems, operations, and production-focused resources ranging from vice presidents to directors and managers who will be presenting, as well as attending sessions focused on sharing successful implementations and best practices.
- Industry editors and analysts seeking face-to-face discussions with end-users, vendors and systems integrators for the latest news and trends.

Who Should Exhibit and Sponsor:

- Vendors and systems integrators that wish to showcase their market or technology expertise and thought leadership to a diverse group of industry professionals. Sponsorship of the 2011 North American Conference gives companies unparalleled access to decision makers looking to improve their business through the innovative application of new processes and technologies.

OVERVIEW OF EXHIBITOR OPPORTUNITIES:

The exhibition will be open:

| | |
|-------------------------|-----------------|
| Monday, September 19 | 2:30pm – 8:00pm |
| Tuesday, September 20 | 7:00am – 5:00pm |
| Wednesday, September 21 | 7:00am – 2:00pm |

* Attendees will have specific times set aside during the conference to visit with exhibitors.

Special deal! A discount is available off the non-member price if you or your company becomes a MESA member, contact MESA HQ for discount details and more information.

| PACKAGE DETAILS | PREMIUM | SUPPORTING | ASSOCIATE |
|---|---------------------------|---------------------------|-----------------|
| 10 x 10 Booth | X | X | X |
| Full Conference Passes | 2 | 1 | 0 |
| Exhibit Passes (includes entry to all meal functions, exhibit hall, keynote presentations, and off-site event) | 2 | 2 | 2 |
| Lunch Sponsor | X | | |
| Break Sponsor | | X | |
| Strategic Initiative (SI) (1 pod of Co.'s choosing, can purchase additional pods for \$1,500 each) | X | X | X |
| Co-Marketing Tool Kit (includes newsletter copy, web banners and email signature banner all to help promote your company) | X | X | X |
| Attendee Pre-Conference Digital Brochure | Logo & Listing | Logo & Listing | Logo |
| Digital Conference Guide – Description | 150 words | 100 words | 50 words |
| ½ page color ad in the on-site event guide | X | | |
| ¼ page color ad in the on-site event guide | | X | |
| Pre-show Email Blast (qty: 1) | X | | |
| Post-show Email Blast (qty: 1) | X | | |
| Verbal recognition during conference | X | X | X |
| Recognition on conference website | X | X | X |
| Logo placement on event signage | X | X | X |
| Member Price | \$11,995 | \$8,995 | \$3,995 |
| Non-Member Price | \$14,750 | \$11,995 | \$6,750 |

FOR SPONSOR & EXHIBITOR INQUIRIES PLEASE CONTACT:

MESA Headquarters
+1 480.893.6883
conference@mesa.org

ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

| TYPE | DESCRIPTION | INVESTMENT |
|--|---|-------------------------|
| SeaWorld Event Sponsor | The SeaWorld Event Sponsor has the opportunity to display a promotional banner during the event; Sponsor's logo to be placed on lighted balloons at entrance to event. Will also be recognized on signage at each table as the event sponsor and may provide cocktail napkins with their company's logo. | \$25,000 |
| Welcome Reception Sponsor | The Welcome Reception Sponsor has the opportunity to be recognized as the sponsor of the night on signage at each table. The sponsoring company will have the opportunity to display a promotional banner during the reception and provide cocktail napkins with their company's logo. | \$15,000 SOLD |
| Cloud Workshop Sponsor – with booth | The Cloud Workshop Sponsor with booth has the opportunity to speak during the Cloud workshop and includes a 10x10 booth space in the exhibition hall. All materials are subject to approval by the facilitators. | \$7,500 |
| Cloud Workshop Sponsor | The Cloud Workshop Sponsor has the opportunity to speak during the Cloud workshop. All materials are subject to approval by the facilitators. | \$6,000 |
| Lanyard Sponsor | The Conference Lanyard Sponsor has the opportunity to provide lanyards with their company name and/or logo for attendees to wear throughout the Conference. Lanyards are to be provided and approved in advance to MESA HQ by Sponsoring Company. | \$5,000 SOLD |
| Hotel Room Key Card Sponsor | The Hotel Room Key Card Sponsor has the opportunity to print their logo on every key card an attendee receives to access their hotel room. Design will be completed by MESA and approved by sponsoring company. | \$5,000 |
| Attendee Gift Sponsor | The Attendee Gift Sponsor has the opportunity to provide each attendee with an item of their choosing. The company logo may be imprinted on the items and they will be distributed to all conference attendees upon check-in at the conference registration desk. Item must be preapproved, and provided to MESA HQ in advance. | \$3,000 SOLD |
| Notepad Sponsor (1) Sponsorship Available | The Notepad Sponsor has the opportunity to provide notepads with their company name and/or logo for distribution to all attendees at the conference registration desk. Notepads will also be placed throughout the conference. Notepads to be provided and approved in advance by MESA HQ. | \$2,000 |
| Pen Sponsor (1) Sponsorship Available | The Pen Sponsor has the opportunity to provide pens with their company name and/or logo for distribution to all attendees at the conference registration desk. Pens will also be placed throughout the conference for added visibility. Pens to be provided and approved in advance by MESA HQ. | \$1,500 SOLD |
| Strategic Initiative Pod (30 max) | Each of MESA's five Strategic Initiatives (<i>Lean Manufacturing, Quality & Regulatory Compliance, Product Lifecycle Management, Real-Time Enterprise, and Asset Performance Management</i>) will be assigned to an informational Pod in the exhibition hall. Each Pod maybe sponsored by up to five companies. Sponsors will have their logo displayed on the sponsored Pod and are able to provide one piece of company literature for display. | \$1,500 |

ADDITIONAL MARKETING OPPORTUNITIES

| TYPE | DESCRIPTION | INVESTMENT |
|------------------------------|---|------------|
| Pre-Show Email Blast | MESA will send (1) email blast on behalf of the sponsoring company to the registered attendees. Sponsoring company to provide HTML. | \$750 |
| Post-Show Email Blast | MESA will send (1) email blast on behalf of the sponsoring company to the registered attendees. Sponsoring company to provide HTML. | \$500 |
| Both | MESA will send (2) emails on behalf of the sponsoring company – (1) pre-show and (1) post-show. Sponsoring company to provide HTML for both emails. | \$1,100 |

ADDITIONAL ADVERTISEMENT OPPORTUNITIES

| SIZE | DESCRIPTION | INVESTMENT |
|------------------------------------|-------------|------------|
| Full Page (8.5 x 11 inches) | Color | \$1200 |
| ½ Page Horizontal | Color | \$750 |
| ½ Page Vertical | Color | \$750 |
| ¼ Page | Color | \$450 |

REGISTRATION FORM

CONFERENCE PACKAGES

| | | | |
|-------------------------------|--------------------------|-----------------------------|----------|
| PREMIUM CONFERENCE PACKAGE | <input type="checkbox"/> | PREMIUM MEMBER INVESTMENT | \$11,995 |
| | <input type="checkbox"/> | BASIC/NON-MEMBER INVESTMENT | \$14,750 |
| SUPPORTING CONFERENCE PACKAGE | <input type="checkbox"/> | PREMIUM MEMBER INVESTMENT | \$8,995 |
| | <input type="checkbox"/> | BASIC/NON-MEMBER INVESTMENT | \$11,995 |
| ASSOCIATE CONFERENCE PACKAGE | <input type="checkbox"/> | PREMIUM MEMBER INVESTMENT | \$3,995 |
| | <input type="checkbox"/> | BASIC/NON-MEMBER INVESTMENT | \$6,750 |

All 10x10 exhibit booths include the following:

- One (1) identification sign
- One (1) 6' draped table
- Two (2) standard chairs
- One (1) wastebasket

If you will be bringing your own structure to place in the exhibit booth and do NOT need the provided table and chairs please contact conference@mesa.org.

ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

SEAWORLD EVENT SPONSOR

\$25,000

WELCOME RECEPTION SPONSOR

\$15,000 **SOLD**

CLOUD WORKSHOP SPONSOR – WITH BOOTH

\$7,500

CLOUD WORKSHOP SPONSOR

\$6,000

HOTEL ROOM KEY CARD SPONSOR

\$5,000

ATTENDEE GIFT SPONSOR

\$3,000 **SOLD**

NOTEPAD SPONSOR

\$2,000

PEN SPONSOR

\$1,500 **SOLD**

ADDITIONAL ADVERTISEMENT OPPORTUNITIES

Full-Page (8.5 x 11 inches)

\$1,200 (Color)

1/2 Page Vertical

\$750 (Color)

1/2 Page Horizontal

\$750 (Color)

1/4 Page Vertical

\$450 (Color)

STRATEGIC INITIATIVE PODS

Choose one; can purchase additional for \$1,500 each

LEAN
MANUFACTURING

QUALITY &
REGULATORY
COMPLIANCE

PRODUCT
LIFECYCLE
MANAGEMENT

REAL-TIME
ENTERPRISE

ASSET
PERFORMANCE
MANAGEMENT

ADDITIONAL MARKETING OPPORTUNITIES

Pre-Show Email Blast

\$750

Post-Show Email Blast

\$500

Pre and Post-Show Email Blasts

\$1,100

Company Name: _____

Sponsor & Exhibitor Rules & Guidelines

DEADLINE: July 1, 2011

- Sponsor benefits are based on the timeliness of the order and full payment received. Payment must be received at MESA HQ by **September 19, 2011**. Payments received after deadline will incur a \$100 late fee.
- Cancellations of sponsorships or exhibits are subject to a 50% charge before **July 1, 2011**. No refunds are available after that date. No subletting of exhibition space allowed.
- A sample of all sponsor materials (notepad, pen and attendee gift) must be sent to MESA HQ for approval by **August 1, 2011**.
- Logo art, to be used in conference promotional materials, must be forwarded to conference@mesa.org upon submission of this agreement. Please send logo in EPS and JPG (at least 300dpi) format, along with the address of the website you wish the logo to be linked to on the conference website.
- Exhibitors will incur additional charges for internet connections, electrical outlets and audio visual equipment, as desired.
- During scheduled conference activities, marketing activities by a sponsor / exhibitor are restricted to their respective booth unless hosting a specific conference event (i.e. refreshment break).
- Sponsors / exhibitors agree to not hold demonstrations, presentations, or related activities during regularly scheduled conference activities.
- All interviews, demonstrations, solicitations, and other activities must be conducted in a way not to infringe on the rights of other sponsoring / exhibiting companies or to offend attendees of the conference. Sponsors / exhibitors shall confine all such activities to within their respective booth when regularly scheduled conference activities are occurring.
- Sponsors / exhibitors are responsible for all material / equipment they bring to the conference. MESA and the conference facility are not liable for any damage, theft of property, etc. Security will not be provided.
- Sponsors / exhibitors agree to abide by all federal, state, local, and facility laws and / or rules. Sponsors / exhibitors are liable for any claims made against them.
- Guidelines and rules are subject to change as required and at the discretion of MESA International.

| | | |
|---|--|-----|
| Company Name <i>(as you would like listed in promotional material)</i> | | |
| Contact Name of Sponsor / Exhibit Coordinator | | |
| Address | | |
| City | State | Zip |
| Country | | |
| () Phone | | |
| () Fax | | |
| E-mail | | |
| Total Amount Due: \$ _____ | | |
| <i>Payment Method:</i> | | |
| <input type="checkbox"/> Invoice Please | | |
| <input type="checkbox"/> Check Enclosed (Make payable to MESA Int'l) | | |
| <input type="checkbox"/> Credit Card | | |
| <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover | | |
| Credit Card Number | | |
| Name on Card | | |
| ____/____/____ Expiration Date | _____ CCV Code (on back of card) | |

I, as representative of my company, agree that my company and its representatives at the conference shall abide by the above rules and guidelines.

Printed Name: _____

Signature: _____

To secure a package or sponsorship, complete and send pages 3-4 to conference@mesa.org or fax to +1 480.893.7775. Benefits will not begin until all pages are received. All opportunities will be secured on a first come, first served basis.