

SPONSOR & EXHIBITOR OPPORTUNITIES
Ford Conference & Event Center and The Dearborn Inn

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 / technology expertise and thought leadership to a diverse group of industry professionals. Sponsorship of the 2010 North American Conference gives companies unparalleled access to decision makers looking to improve their business through the innovative application of new processes and technologies.

Additional Benefits of Exhibiting:

- Access to estimated 300 attendees.
- Company profile with contact information listed in the on-site program distributed to all attendees.

OVERVIEW OF EXHIBITOR OPPORTUNITIES:

All exhibitors will be recognized on signage, in the on-site program, on the conference website, and in conference marketing materials.

The exhibition will be open Monday, June 21 from 2:30pm-3:00pm and Tuesday, June 22 from 8:00am – 6:30pm. The exhibition will also be open on Wednesday, June 23 from 8:00am – 1:30pm. Attendees will have specific times set aside during the conference to visit with exhibitors.

TYPE	DESCRIPTION	MEMBER FEE	NON – MEMBER FEE
Booth	All 10'x10' exhibit booths include the following: <ul style="list-style-type: none"> • One (1) identification sign • One (1) 6' draped table • Two (2) standard chairs • One (1) wastebasket • One (1) complimentary conference registration 	\$6,995	\$9,995

FOR SPONSOR & EXHIBITOR INQUIRIES PLEASE CONTACT:

MESA Headquarters
+1 480.893.6883
conference@mesa.org

GENERAL CONFERENCE SPONSORSHIP OPPORTUNITIES

All pre-conference, conference, “unconference” sessions and the exhibit hall will be at the Ford Conference & Event Center.

ALL CONFERENCE SPONSORS RECEIVE:

- Verbal recognition during conference
- Recognition on signage
- Recognition in on-site program
- Recognition on conference website
- Recognition in conference marketing materials

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TYPE	DESCRIPTION	INVESTMENT
Transportation Sponsor	The Transportation Sponsor will receive significant and continuous exposure to conference attendees as they are shuttled between activities at the Dearborn Inn, Ford Conference & Event Center, and The Henry Ford Museum. The sponsor's name will be displayed on signage at bus stops and the sponsor has the opportunity to place one piece of promotional literature on bus seats each day.	\$7,500 - SOLD
Conference Room Rental - (10) Sponsorships Available	A number of rooms are available at the Ford Conference & Events Center for the duration of the sessions held in that facility June 21-23. Rooms to be used for private meetings, company business and product demonstrations. Keystone Sponsors are given first right of refusal and a 20% discount. MESA HQ will assist with refreshment and room set-up packages for a \$200 fee. Rooms vary by size, shape and capabilities and hold up to a maximum of 12 people conference style. Sponsor to consult with MESA HQ about proposed schedule of activities.	\$2,500
Lanyard Sponsorship	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 in advance to MESA HQ by Sponsoring Company.	\$5,000 - SOLD
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 pre-approved, and provided to MESA HQ in advance.	\$3,000 - SOLD
Nightly Room Drop Sponsor (2) Sponsorships Available	Nightly Room Drop Sponsors have the opportunity to package an exclusive gift and product collateral material and have it delivered to the rooms of all attendees registered at The Dearborn Inn on one night. The materials to be distributed must be pre-approved by MESA HQ and provided to The Dearborn Inn.	<u>Monday, 6/21:</u> \$3,000 <u>Tuesday, 6/22:</u> \$3,000
Break Sponsor (4) Sponsorships Available	Break Sponsors receive the opportunity to display a promotional banner during their designated break time. Break sponsorship opportunities are available Monday Afternoon (6/21), Tuesday Morning and Afternoon (6/22), and Wednesday Morning (6/23).	\$2,500 / each
Notepad Sponsor	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 in advance to MESA HQ.	\$2,000
Pen Sponsor	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 in advance to MESA HQ.	\$1,500 - SOLD
Strategic Initiative Pod Sponsor (25) (5) per initiative	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 may be 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 / each

THE DEARBORN INN RECEPTION & DINNER SPONSORSHIP OPPORTUNITIES

The Monday night Welcome Banquet will take place at [The Dearborn Inn](#). Help kick-off this year's conference by sponsoring this special night.

ALL CONFERENCE SPONSORS RECEIVE:

- Verbal recognition during conference
- Recognition on signage
- Recognition in on-site program
- Recognition on conference website
- Recognition in conference marketing materials

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TYPE	DESCRIPTION	INVESTMENT
Dearborn Inn Welcome Banquet	The Dearborn Inn Welcome Banquet Sponsor has the opportunity to be recognized as the Premier 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 dinner, provide cocktail napkins with their company's logo, and can place one piece of literature on each chair. The sponsor will receive one (1) reserved table next to the stage. The sponsor will also receive five (5) invitations to a special limited attendance Lou Holtz VIP Cocktail Reception after dinner.	\$20,000
Lou Holtz VIP Cocktail Reception Sponsor	This Sponsor has the opportunity to sponsor the Lou Holtz VIP Cocktail Reception where a limited number of attendees will be able to meet Lou Holtz in person. The sponsoring company is able to display a promotional banner at the Cocktail Reception and will receive eight (8) invitations to attend the reception and meet Lou Holtz.	\$5,000 - SOLD
Lou Holtz Cocktail Reception Attendance Giveaway Sponsorship	Leading up to the conference, MESA will hold four (4) giveaways for attendance at the Lou Holtz VIP Cocktail Reception. The sponsoring company will be prominently promoted on two (2) giveaway email blasts to over 20,000 people and have the opportunity to provide the winners with a gift (company logoed items acceptable).	\$2,000 - SOLD
Lou Holtz Photo Giveaway Sponsorship	Leading up to the conference, MESA will hold four (4) giveaways for a photo opportunity with Lou Holtz. The sponsoring company will be prominently promoted on two (2) giveaway email blasts to over 20,000 people and have the opportunity to provide the winners with a gift (company logoed items acceptable).	\$2,000 - SOLD
Lou Holtz Photo Sponsorship	Invite ten (10) end-user customers to be photographed with Lou Holtz.	\$2,000 - SOLD

Visit The Dearborn Inn [website](#) for information on this unique & historical Inn.

THE HENRY FORD MUSEUM OFF-SITE EVENT SPONSORSHIP OPPORTUNITIES

This year's Tuesday night off-site event will take place in the historical [Henry Ford Museum](#). Showcase your company by becoming a sponsor.

ALL CONFERENCE SPONSORS RECEIVE:

- Verbal recognition during conference
- Recognition on signage
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TYPE	DESCRIPTION	INVESTMENT
Henry Ford Museum Premier Event Sponsorship (4) Sponsorships Available	Henry Ford Museum Premier Event Sponsors have the opportunity to display a promotional banner during the event, will be recognized on signage at each table as a Premier Event Sponsor and may provide cocktail napkins with their company's logo. The Tuesday night reception sponsorship includes one (1) reserved table at the event and an opportunity to provide an evening themed company logoed item to all attendees. Gift must be pre-approved and provided to MESA HQ in advance.	\$12,500 / each
Henry Ford Museum Historical Presenter Sponsorship	The Henry Ford Museum Historical Presenter Sponsor has the opportunity to sponsor three (3) historical presenters during the off-site event. The sponsoring company will be recognized on signage and have the opportunity to provide a 30 second sales presentation for the presenters to announce during each presentation. The presenters will be stationed at the following locations: Rosa Parks Bus, Dymaxion House (where appetizers and cocktails will be served) and Lamy's dinner.	\$3,000
Henry Ford Museum DJ Sponsorship	The Henry Ford Museum DJ (Disk Jockey) Sponsor will have the opportunity to provide a 30 second message for the DJ to announce every half hour.	\$2,000
Henry Ford Museum "Play" Exhibit Sponsorship	The Henry Ford "Play" Exhibit Sponsor has the opportunity for promotion and recognition in the "clubhouse" area of the museum, including hanging a promotional banner. The "Play" exhibit has larger-than-life bowling, billiards, foosball, backgammon, dice and other 'clubhouse games.' Attendees can join with others to test their game skills – and networking skills – as they explore the many ways to connect with others through play.	\$1,000 - SOLD



Visit The Henry Ford Museum [website](#) for more information on this world-class historical site.



REGISTRATION FORM

EXHIBITOR OPPORTUNITIES

All 10x10 exhibit booths include the following:

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

- MEMBER | \$6,995
- NON-MEMBER | \$9,995

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.

GENERAL CONFERENCE SPONSORSHIP OPPORTUNITIES

SOLD | TRANSPORTATION SPONSOR

\$7,500

CONFERENCE ROOM RENTAL (10)

- \$5,000 - \$10,000 each

*Keystone Sponsors receive 20% discount and first right of refusal.
Contact MESA HQ to discuss options.*

SOLD | LANYARD SPONSOR

\$5,000

HOTEL ROOM KEY CARD SPONSOR

- \$4,500

Image to be provided by the Sponsoring Company.

SOLD | ATTENDEE GIFT SPONSOR

\$3,000

NIGHTLY ROOM DROP SPONSOR

- Monday, June 21 | \$3,000
- Tuesday, June 22 | \$3,000

BREAK SPONSOR

- PM Break, Monday, June 21 | \$2,500
- AM Break, Tuesday, June 22 | \$2,500
- PM Break, Tuesday, June 22 | \$2,500
- AM Break, Wednesday, June 23 | \$2,500

NOTEPAD SPONSOR

- \$2,000

Notepads to be provided in advance by the Sponsoring Company.

SOLD | PEN SPONSOR

\$1,500

STRATEGIC INITIATIVE POD SPONSOR

- Lean Manufacturing | \$1,500 (4 available)
- Quality & Regulatory Compliance | \$1,500 (5 available)
- Product Lifecycle Management | \$1,500 (4 available)
- Real-Time Enterprise | \$1,500 (4 available)
- Asset Performance Management | \$1,500 (3 available)

THE DEARBORN INN RECEPTION & DINNER SPONSORSHIP OPPORTUNITIES

DEARBORN INN WELCOME DINNER SPONSOR

- \$20,000

SOLD | LOU HOLTZ COCKTAIL RECEPTION SPONSOR

\$5,000

SOLD | LOU HOLTZ PHOTO GIVEAWAY SPONSOR

\$2,000

SOLD | LOU HOLTZ VIP COCKTAIL RECEPTION ATTENDANCE GIVEAWAY SPONSOR

\$2,000

SOLD | LOU HOLTZ PHOTO SPONSOR

\$1,000

THE HENRY FORD MUSEUM OFF-SITE EVENT SPONSORSHIP OPPORTUNITIES

HENRY FORD MUSEUM PREMIER EVENT SPONSOR (4)

- \$12,500

HENRY FORD MUSEUM HISTORICAL PRESENTER SPONSOR

- \$3,000

HENRY FORD MUSEUM DJ SPONSOR

- \$2,000

SOLD | HENRY FORD MUSEUM "PLAY" EXHIBIT SPONSOR

\$1,000

To secure an exhibit booth or sponsorship complete and send all pages to conference@mesa.org, fax to +1 480.893.7775 or complete online at <http://tinyurl.com/lyze4mrn>. All opportunities will be secured on a first come, first served basis.



Sponsor & Exhibitor Rules & Guidelines

- Sponsor benefits are based on the timeliness of the order received and full payment. Payment must be received at MESA HQ by **MAY 21, 2010**. Payments received after deadline will incur a \$100 late fee.
- Cancellations of sponsorships or exhibits are subject to a 50% charge before May 1, 2010. No refunds are available after that date. No subletting of exhibition space allowed.
- A sample of all sponsor materials (notepad, pen, nightly room drop material, attendee gift) must be sent to MESA HQ for approval by May 1, 2010.
- Logo art, to be used in Conference promotional materials, must be forwarded to conference@mesa.org for printing ASAP (no later than May 1, 2010). 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.
- Company profile (max 150 words) and contact information to be published in the on-site program must be forwarded to conference@mesa.org before May 1, 2010.
- Exhibition set-up is on Monday, June 21 from 12:00pm – 3:00pm (Please alert us in advance if you need additional time). Tear-down will take place on Wednesday, June 23 from 1:30pm - 3:30pm. Specific shipping and setup instructions will be included in each exhibitor's confirmation packet.
- 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 or sponsored meeting room 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, unless done so through MESA-sanctioned conference room sponsorships with approved schedule.
- 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 or sponsored conference room 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.

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: _____

_____ 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)	

Send Registration Form & Payment to:

MESA International
 107 S. Southgate Drive
 Chandler, AZ 85226 USA
 Fax: +1 480.893.7775
 Phone: +1 480.893.6883
conference@mesa.org

Complete the form online at:

<http://tinyurl.com/yze4mrn>