



MatrikonOPC USER GROUP

Houston, Texas, April 16, 2009

Exhibitor and Sponsorship Guide

Vendors are invited to showcase their technology and products at the technology expo, which is held concurrently with the UG. Exhibitors are invited display promotional items and collateral for attendees to take home.

Vendor Guide

You can exhibit at the MatrikonOPC User Group Houston for a fee of **\$1000** per booth.

In return, the vendor receives the below items

- Table, skirting and two chairs
- Mention of their attendance in the introduction
- Short time period (less than one minute) to introduce themselves, their team and what they do as well as a little bit about their company
- Vendors will display in a room where UG attendees go for snacks and refreshments during the breaks to ensure vendors have an opportunity to be seen
- Exhibitors are allowed to bring brochures, catalogues, promotional items, swag, etc. to be displayed on their provided table
- Exhibitors are responsible for all shipping, handling, storage and material handling fees associated with their exhibition

Sponsorships

There are a variety of sponsorship opportunities available at the UG.

All sponsors will receive the below recognition:

- Recognition as an Official UG Sponsor in the UG agenda
- Recognition as an Official UG Sponsor on UG signage
- Recognition as an Official UG Sponsor on the UG website
- Complimentary Attendee Mailing List

Lanyard Sponsorship

Your company logo will be on all of the lanyards (with nametags). All UG attendees will receive a name tag on a lanyard. Please contact event organizer (anna.r@matrikon.com)

UG Bag Inserts

Introduce your company to the attendees as soon as they receive their UG materials. Have your company's promotional flyer, special offers or product catalogue inserted into the UG Tote Bags given out to every UG attendee. (Production not included) **\$500 each**

Cyber Café Sponsorship

Strategically located on the exhibit hall floor, the Cyber Café offers attendees a convenient area to network with peers, check emails or just sit and relax. Maximize your company exposure by placing your company's logo on each computer terminal. Promotional material may also be displayed along with entrance signage in Cyber Café. Please contact event organizer (anna.r@matrikon.com)

UG Tote Bags Sponsorship

See your logo everywhere during the UG. This portable marketing opportunity will showcase your company's logo on all Tote Bags. Not only will attendees become familiar with your name and brand, but they will take these bags back to their offices for continued exposure. (Production costs included) **\$3000**

Audio Visual Sponsorship

Easels with sponsor's name outside session room and the sponsorship mentioned at opening and closing session. **\$1500**

Coffee Break Sponsorship

Easels with sponsor's name outside refreshment room and the sponsorship mentioned at opening and closing session. **\$1500**

Lunch Sponsorship

Easels with sponsor's name outside refreshment room, table cards with sponsors logo on lunch tables and the sponsorship mentioned at opening and closing session. **\$5000**

Literature Bin

For the benefit of those who are unable to exhibit on-site, we offer Literature Bins for the distribution of free brochures and other promotional material. Pamphlets, brochures, cards, leaflets, magazines and similar material will be displayed near the entrance to the exhibit hall floor so attendees can help themselves. UG staff will set up the display and will replenish the materials when needed. (Production and shipping costs not included) **\$500 each**

For more information contact:

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