

Exhibit & Sponsor Opportunities

The MESA European conference "Unlocking Your Operations Potential" in Düsseldorf, Germany is the perfect opportunity to showcase your company's propositions to support plant to enterprise strategic initiatives to participants focusing on surviving in today's economy by thriving for operational excellence and long term sustainability.

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 manufacturing and supply chain environment.
- Information systems, operations, and manufacturing focused resources ranging from vice-presidents, 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

- Solution Providers and systems integrators that wish to showcase their market and technology expertise to a diverse group of manufacturing professionals. Sponsorship of the 2010 European Conference gives companies unparalleled access to decision makers looking to improve their manufacturing business through the innovative application of new processes and technologies.

Additional Benefits of Exhibiting

- Access to an estimated 250 - 300 conference attendees.
- Company information (25 MB) on Sponsor CD distributed to all attendees.

OVERVIEW OF EXHIBITOR OPPORTUNITIES

All exhibitors will be recognized on signage, in printed on-site material, on the conference website, and in conference marketing materials. The exhibition will be open Tuesday, November 9 from 8:00 – 18:00 and on Wednesday, November 10 from 8:00 – 16:00. Attendees will have specific times set aside during the conference to visit with exhibitors.

Type	Description	Premium Member Fee	Basic Member / Non-Member Fee
Booth	The single (3x2,5m) and double (6x2,5m) booth comes with: <ul style="list-style-type: none"> • 2,5m high back wall • One draped table • Two standard chairs • Electricity • Booth identification sign. <p>Instead of a standard table and chair, you may select a display (high table) and a high chair as well.</p>	3x2,5m Booth: € 3.000	3x2,5m Booth: € 4.000
		Double Booth: € 5.500	Double Booth: € 7.500

PREMIUM SPONSORSHIP OPPORTUNITIES

Type	Description	Investment
Premium Conference Sponsor (2)	<ul style="list-style-type: none"> - Booth 3x2.5m (first choice on booth location) - 6 Complimentary registrants - Name and logo on all marketing activities (Large) - Speaker session 	€ 10.000
Supporting Conference Sponsor (2)	<ul style="list-style-type: none"> - Booth 3x2.5m (second choice on booth location) - 4 Complimentary registrants - Name and logo on all Marketing activities (Medium) 	€ 7.500
Associate Conference Sponsor (2)	<ul style="list-style-type: none"> - Booth 3x2.5m (third choice on booth location) - 2 Complimentary registrants - Name and logo on all Marketing activities (Small) 	€ 5.000

GENERAL SPONSORSHIP OPPORTUNITIES

Type	Description	Investment
Reception Sponsor (1)	A Reception Sponsor has the opportunity to guarantee their company's exposure to attendees and improve networking opportunities by sponsoring a reception. The sponsoring company will be able to display their banner at the reception.	Tuesday, Nov. 9: € 2.500
Dinner Sponsor (1)	The Dinner Sponsor has the opportunity to guarantee their company's exposure to attendees and improve networking opportunities by sponsoring the Dinner on Tuesday. The sponsoring company will be able to display their banner at their sponsored lunch break and will be allotted 5 minutes for welcoming comments (elevator pitch).	Tuesday, Nov. 9: SOLD
Lunch Break Sponsor (2)	A Lunch Break Sponsor has the opportunity to guarantee their company's exposure to attendees and improve networking opportunities by sponsoring a Lunch Break on either Tuesday or Wednesday. The sponsoring company will be able to display their banner at their sponsored lunch break and will be allotted 5 minutes for welcoming comments (elevator pitch).	Tuesday, Nov. 9: € 2.500 Wednesday, Nov. 10: € 2.500
Refreshment Break Sponsor (2)	A Refreshment Break Sponsor has the opportunity to guarantee their company's exposure to attendees and improve networking opportunities by sponsoring either a Morning or Afternoon Refreshment Break. The sponsoring company will be able to display their banner at their sponsored refreshment break.	Tuesday, Nov. 9: Morning - € 1.000 Afternoon - € 1.000
Attendee Gift Sponsor (1)	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. The materials to be distributed must be pre-approved and provided to MESA HQ in advance.	€ 2.000
Nightly room drop sponsor (1)	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 Swisshotel on the night of Tuesday, November 9. The materials to be delivered have to be pre-approved by MESA HQ and provided to the Swisshotel.	€ 2.000
Notepad Sponsor (1)	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 by Sponsoring Company.	€ 1.500
Pen Sponsor (1)	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. They will also be placed throughout the conference for added visibility. Pens to be provided in advance by Sponsoring Company.	SOLD
Conference Lanyard (1)	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 to be provided in advance by sponsoring company.	SOLD
Strategic Initiative Pod (max 30)	Each of MESA's six Strategic Initiatives (<i>Lean Manufacturing, Quality & Regulatory Compliance, Product Lifecycle Management, Real Time Enterprise, Asset performance Management and Sustainable Manufacturing</i>) will be assigned to a informational Pod in the exhibition area. 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.	€ 1.000 /pod
Information Session Sponsor (4)	Solution providers can rent a room for presenting their solutions and services to an audience up to 30 attendees during a 45 minute session. In total 4 slots are available on Tuesday, November 9 between the end of the program and the diner.	€ 1.500

FOR SPONSOR & EXHIBITOR INQUIRIES PLEASE CONTACT:

MESA Headquarters
+1 480.893.6883
euconference@mesa.org

REGISTRATION FORM

All sponsors will be recognized verbally, on signage, in printed material on-site, and on the conference website.

EXHIBITOR OPPORTUNITIES

All the 3x2,5m booths include the following:

- 2,5m high back wall
- One draped table
- Two standard chairs
- Electricity and a
- Booth identification sign.

Member: Single booth | € 3.000
 Double booth | € 5.500

Non member: Single booth | € 4.000
 Double booth | € 7.500

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 euconference@mesa.org.

PREMIUM SPONSORSHIP OPPORTUNITIES

PREMIER CONFERENCE SPONSOR (2) € 10.000
SUPPORTING CONFERENCE SPONSOR (2) € 7.500
ASSOCIATE CONFERENCE SPONSOR (2) € 5.000

GENERAL SPONSORSHIP OPPORTUNITIES

RECEPTION SPONSOR
 Tuesday, November 9 | € 2.500

NOTEPAD SPONSOR
 € 1.500

DINNER SPONSOR
SOLD

PEN SPONSOR
SOLD

LUNCH BREAK SPONSOR
 Tuesday, November 9 | € 2.500
 Wednesday, November 10 | € 2.500

CONFERENCE LANYARD SPONSOR
SOLD

REFRESHMENT BREAK SPONSOR
Tuesday, November 9
 Morning | € 1.000
 Afternoon | € 1.000

STRATEGIC INITIATIVE POD SPONSOR (5 per SI)
 Lean Manufacturing | € 1.000 each
 Quality & Regulatory Compliance | € 1.000 each
 Product Lifecycle Management | € 1.000 each
 Real-Time Enterprise | € 1.000 each
 Asset Performance Management | € 1.000 each
 Sustainable Manufacturing | € 1.000 each

ATTENDEE GIFT SPONSOR
 € 2.000

PRODUCT DEMO SPONSOR
 € 1.500

NIGHTLY ROOM DROP SPONSOR
 € 2.000

Note: All amounts are exclusive 19% VAT.

To secure an exhibit booth or sponsorship, complete and send all pages to euconference@mesa.org, fax to +1 480.893.7775. All opportunities will be secured on first come, first serve basis.

Sponsor & Exhibitor Rules & Guidelines

- Sponsor benefits are based on the timeliness of the order received and full payment. Payment must be received before benefits will be coordinated.
- Cancellation of sponsorships or exhibits is subject to a 50% charge before October 1, 2010. No refund available after that date. No subletting of exhibition space allowed.
- A sample of all sponsor materials (lanyard, notepads, pens, nightly room drop materials) must be sent to the MESA Headquarters (Attn: Kristen Kerns) for approval by September 15.
- Logo art, to be used in conference promotional material, must be forwarded to euconference@mesa.org for printing ASAP (no later than October 1). EPS format is recommended, but JPG and TIFF are acceptable (minimum 300 dpi).
- Company information (max. 25 MB) to be included in Sponsor CD must be forwarded to euconference@mesa.org before September 1.
- Exhibition move-in will begin at 13:00 on Monday, November 8 and end at 20:00 (Please alert us in advance if you need additional time). Tear-down will take place Wednesday, November 10 from 17:00 - 22:00. Specific shipping and setup instructions to be distributed.
- Exhibitors will incur additional charges for internet connections, electrical outlets and audio visual equipment, as desired.
- During regularly scheduled conference activities, marketing activities by a sponsor is restricted to their respective Exhibition space unless hosting a specific event, break, etc.
- Sponsors and exhibitors agree to not hold demonstrations, presentations, or related activities during the published conference program events or activities unless done so through MESA-sanctioned sponsorships and promotional activities.
- All interviews, demonstrations, solicitations, and other activities must be conducted so as to not infringe on the rights of other exhibiting companies or to offend visitors to the conference. Sponsors and exhibitors shall confine all such activities to within its exhibit space when regularly scheduled conference events are occurring.
- Sponsors and Exhibitors are responsible for all materials they bring to the conference. MESA and the conference facility are not liable for any damage, theft of property, etc.
- Sponsor and Exhibitors agree to abide by all national, local, and facility laws and/or rules. Sponsors and Exhibitors are liable for any claims made against them.
- Guidelines and rules subject to change as required and at the discretion of MESA.

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
(as you would like listed in promotional material)

Name of contact person

Address

City

Country

Phone

Fax

Email

Payment

An invoice will be sent with your final amount due and instructions to provide payment via check, wire transfer/ACH payment or credit card in the coming weeks.

Please send this registration form to:

MESA International
Atten: Kristen Kerns
107 S. Southgate Drive
Chandler, AZ 85226, USA
P: +1 480.893.6883
F: +1 480.893.7775
E: euconference@mesa.org
W: www.mesa.org

DEADLINE: October 1, 2010