

 eclipseCON™ 2009

March 23<sup>rd</sup> - 26<sup>th</sup>  
Santa Clara, California

## Sponsor Opportunities and Prospectus

*EclipseCon is the premier technical and user conference  
focusing on the power of the Eclipse platform.*

*Join us and more than 1,500 other Eclipse Users at EclipseCon 2009  
<http://www.eclipsecon.org>*

EclipseCon 2008 was a great success - more technical sessions, more open source projects, more BOFs, more parties, and just plain more. Plus we had the exciting Blackberry and IBM Developer Days, the OSGi DevCon and an OMG Symposium. We hope that you were there, but if you were not, plan to be there next year!

### Instructions:

- 1. Review Prospectus**
- 2. Choose Gold, Silver or Bronze Package**
- 3. Choose Add-On Options**
- 4. EclipseCon 2009 Terms and Conditions**
- 5. Complete the Contact information Page**
- 6. Complete the Sponsorship Billing Worksheet for your Package**
- 7. Fax Contact Information Page, Billing Worksheet and PO (if applicable)  
to +1 212-918-1619**

Remit to: Eclipse Foundation, Inc.  
102 Centrepointe Drive  
Ottawa, Ontario, K2G 6B1  
Attention: Sharon Wolfe

Eclipse Foundation EIN# 20-0838203

If you have any questions, please contact: [exhibitors09@eclipse.org](mailto:exhibitors09@eclipse.org)



## Conference at a glance

### Ecosystem Appeal

EclipseCon is a big conference - REALLY BIG - it spans the breadth and depth of the Eclipse ecosystem. The complete list of sessions and events is overwhelming at first glance. The conference is arranged over four days (plus a few extra events on the days before and after).

### Dates

March 23-26, 2009

### Venue

Santa Clara Convention Center

<http://www.santaclara.org/>

### Projected Participation & Demographics

~1500 Attendees, speakers, guests and press

EclipseCon 2008 Demographic Information: <http://tinyurl.com/3x3n5t>

EclipseCon 2007 Demographic Information: <http://tinyurl.com/32be7h>

EclipseCon 2006 Demographic Information: <http://tinyurl.com/2w8a4u>

Hundreds of Talks, Tutorials and BOFs.

### Conference Overview

- March 23 - Training and Tutorials
- March 24,25,26 EclipseCon Keynotes and Technical Sessions
- **March 24, 25 Exhibit Area Open (*Tentative and subject to change*)**
  - Tuesday, March 24<sup>th</sup>, 9:00am-1:30pm, 2:15pm-8:00pm
    - *Exhibitor Reception is 5:30pm-8:00pm*
  - Wednesday, March 25<sup>th</sup>, 9:30am-2:45pm

### Important Dates

- Deadline for inclusion in Gold Sponsor momentum press release: January 15<sup>th</sup>, 2009
- Deadline for conference program ads: January 31<sup>st</sup>, 2009
- Deadline for logo and company description for conference program: January 31<sup>st</sup>, 2009
- All packages, benefits and options are FIRST COME FIRST SERVE – so act quickly!

## ***EclipseCon – A Conference “The Eclipse Way”***

EclipseCon is organized to be open, transparent and egalitarian:

- Conference produced by the Eclipse Foundation, a not-for-profit foundation supporting the Eclipse Ecosystem.
- Independent Program Committee – Incoming 2009 Program Chair is Scott Rosenbaum, Innovent Solutions, Inc. Outgoing 2008 Program Chair is Doug Gaff, Wind River.
- Exhibit Hall makes use of turn-key pedestals, providing a level playing for sponsors.



**EclipseCon Turnkey Pedestal\***


\*Monitor, Keyboard, Mouse and Computer are shown for illustrative purposes.

## Our 2008 EclipseCon Sponsors

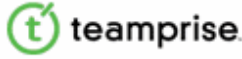
**Gold sponsors**

	
BIRT Exchange by 	
 a division of Red Hat	
WIND RIVER	SOPERA
	
	
	



















**Hardware sponsor**



**Silver sponsors**

  
Build Quality Software

**Sponsors**

 A MEMBER OF EUROTECH GROUP	 <small>(embedded quality)</small>	
		 Changing the rules of business
		
 Software-Entwicklung und Beratung	 Be Confident.	 Software Technology
 FROM Borland		
 Where Subversion® Meets the Enterprise.		



\*If you are a 501c(3) registered non-profit organization interested in sponsorship, please contact us.

## **BRONZE Sponsor Package**

**Eclipse Strategic, Enterprise and Solutions Members \$4,500**

**Eclipse Associate Members \$5,000**

**Non-Members \$5,500**

Bronze sponsors are generally looking for a high-value way to introduce themselves to the Eclipse Ecosystem with a small footprint.

- 1 pre-configured pedestal in exhibit hall
  - One 15 amp outlet, Bar stool, Waste basket
  - Free Wireless Internet (subject to availability, reliability not guaranteed)
- Listed as an exhibitor in conference program and conference web site
- Unlimited Exhibit-Hall-Only Passes for your booth staff, partners and customers
- Coupon Code for the Value of One (1) "Early Bird Full Conference Pass"

## **SILVER Sponsor Package**

**Eclipse Strategic, Enterprise and Solutions Members \$9,000**

**Eclipse Associate Members \$12,000**

**Non-Members \$15,000**

Silver sponsors are looking to put an extra push in their marketing plan and work hard to associate their brand with Eclipse.

- 2 pre-configured pedestals in exhibit hall
  - Two 15 amp outlets, Bar stools, Waste basket
  - Free Wireless Internet (subject to availability, reliability not guaranteed)
- Listed as Silver Sponsor in conference program and conference web site
- Corporate Logo and company description in conference program and conference web site
- Priority access to first-come-first-serve Add-On Options (Until December 31, 2008)
- \$500 credit applied to Add-On Spending of \$2,500 or more
- Unlimited Exhibit-Hall-Only Passes for your booth staff, partners and customers
- Coupon Code for the Value of Two (2) "Early Bird Full Conference Passes"



## **GOLD Sponsor Package**

**Eclipse Strategic, Enterprise and Solutions Members \$18,000**

**Eclipse Associate Members \$24,000**

**Non-Members \$268,000 – Become a member and save \$250,000!**

Gold Sponsors are looking to make a big splash in the Eclipse community and work very hard on brand association with Eclipse. Have a product launch planned for 2009? Go GOLD at EclipseCon!

- 4 pre-configured pedestals in exhibit hall
  - Four 15 amp outlets, Bar stools, Waste basket
  - Free Wireless Internet (subject to availability, reliability not guaranteed)
- Listed as Gold Sponsor in conference program and conference web site
- Corporate Logo and company description in conference program and conference web site
- Corporate Logo on conference promotional material
  - TBD – in the past this has included trading card game, backpacks, t-shirts, etc.
- 1 Long talk slot in the “Gold Sponsor Track”
- Pre **OR** post show mailing (or e-mail) to attendees
- \$500 credit applied to Add-On Spending of \$2,500 or more
- Additional \$1,000 credit applied to Add-On Spending of \$5,000 or more
- Unlimited Exhibit-Hall-Only Passes for your booth staff, partners and customers
- Coupon Code for the Value of Four (4) “Early Bird Full Conference Passes”
- A bonus 5% discount on all employee registrations meaning 20% total discount (15% member discount + 5% gold sponsor discount = 20%).
- A branded program whereby you can offer your customers and partners a 10% registration discount to attend EclipseCon
- Shared access to Gold Sponsor meeting room during exhibit days
- Priority access to first-come-first-serve Add-On Options (Until December 31, 2008)
- Access to special Gold Sponsor Only Add-On Options

**Add-On Options Available to All Sponsors:**

Sponsorship	Price
<b>Conference bag insert</b> Not available in 2009. Based on Attendee and Sponsor feedback, we are encouraging sponsors to create great promotional items for their booths instead!	Not Available.
<b>Inside front cover, back cover or inside back cover of conference program (color)</b> Act fast, these sell out quickly!	\$2,500 Priority to Gold/Silver sponsors through December 31, 2008 (Back Cover is SOLD)
<b>Full page ad in conference program (B&amp;W)</b>	\$1,500
<b>Exhibit Hall Game - A Must Have!</b> Drive more traffic to your pedestal by participating in the exhibitor hall game. Each attendee will receive a game card that requires them to get a stamp from each participating company. Completed cards are then entered into a drawing to win valuable prizes.	\$400
<b>Exclusive Lunch sponsorship</b> Includes signage, designation in program and "Logo Tent Card" on each lunch table.	\$5,000 (2 available, one each day)
<b>Exhibitors Reception or Poster Reception Sponsor</b> Includes identification of sponsorship in conference program and signage during reception.	\$5,000 (Free Developer Day Sponsorship)
<b>Pre or post show mailing (mail or e-mail)</b> to opt-in conference attendees. New in 2009 - We send mail on your behalf, no bonded mail house required.	\$2,000
<b>Members &amp; Committers Reception</b> (Monday night) Private reception for Eclipse open source committers and representatives from Eclipse Member companies.	\$2,500 <b>SOLD</b>
<b>USB Key Data Inclusion</b> Include demos, marketing material. This Add-On is not available if there is an "Exclusive USB Key Sponsor" – Please Call for details.	\$3,000 for up to 100 MB, and \$2,500 for each additional 100 MB
<b>Sponsored BOF</b> Guaranteed BOF room and ability to cater	\$500 (plus cost of catering you arrange with Conference Center)
<b>Hotel Room Drop</b> Promotion items you provide (Shirt, pamphlets, CDs, etc ) dropped in the Hotel rooms of conference attendees during the conference. Approximately 400-450 items.	\$2,000
<b>Games Lounge Sponsor</b> Dedicated space for games lounge – you provide the games systems, we provide the space and basic furniture.	\$6,000 (Gold/Silver Sponsors only)

**Contact us with any additional sponsorship ideas you may have.**

(GOLD SPONSOR ONLY ADD-ONS ON NEXT PAGE)



**Add-On Options Available to Gold Sponsors Only:**

Sponsorship	Price
<p><b>Exhibit Hall Lounge</b></p> <ul style="list-style-type: none"> <li>- Don't want typical exhibit space? Convert your four pedestals into a relaxing lounge area with a coffee station, sofas and tables.</li> <li>- Signage indicating sponsorship of lounge area.</li> <li>- Easel to display your signage for "meet the experts" and sponsor speakers schedule, etc.</li> <li>- No additional signage, computer monitors, booth apparatus, or other items that rest on the floor will be permitted in lounge.</li> </ul>	<p>No Cost in Lieu of Exhibit Hall Pedestal Space (2 available)</p>
<p><b>Power Up Lounge</b></p> <ul style="list-style-type: none"> <li>- Convert your four exhibit hall pedestals into a branded power up lounge at the top of the Convention Center escalators.</li> </ul>	<p>No Cost in Lieu of Exhibit Hall Pedestal Space (1 available)</p>
<p><b>Hacker Lounge in Dedicated Room</b></p> <ul style="list-style-type: none"> <li>- Convert your four exhibit hall pedestals into a branded "Hacker Lounge" area in a room in the conference center.</li> </ul>	<p>No Cost in Lieu of Exhibit Hall Pedestal Space (1 Available)</p>
<p><b>Lanyard Sponsorship</b></p> <ul style="list-style-type: none"> <li>- Designation in conference program as lanyard sponsor</li> <li>- Your organization logo/mark in single color on blue, black or white lanyard.</li> </ul>	<p>\$6,000 (1 available)</p>
<p><b>Developer Day</b></p> <ul style="list-style-type: none"> <li>- A dedicated room and track for an entire day for your Eclipse-related program</li> <li>- Full page in conference program promoting your track</li> <li>- Promotion of your track on conference website and co-marketing of track with Eclipse Foundation</li> <li>- Includes 2 additional full conference passes for speakers</li> </ul>	<p>\$17,500 (3 available)</p>
<p><b>Exclusive USB Key Sponsor</b></p> <ul style="list-style-type: none"> <li>- Logo on one side of USB Key, EclipseCon logo on the other</li> <li>- Designation in program as USB Key sponsor</li> <li>- Preload up to 512 MB of data (your software, demos, docs) on the USB key</li> </ul>	<p>\$15,000 (1 available)</p>
<p><b>Speaker Feedback Sponsor</b></p> <ul style="list-style-type: none"> <li>- EclipseCon attendees will be given an option to quickly provide feedback after every session they attend on a feedback card. Your logo and short text prominently displayed on the Speaker Feedback forms – and right to use any collected email addresses.</li> <li>- New in 2009 – Session Feedback via SMS Text Messaging will be supported with live web results available at sponsor's booth.</li> </ul>	<p>\$3,000 for Sponsorship of voting cards. \$3,000 for Sponsorship of SMS Text Messaging and exclusive hosting of live results in your booth. \$5,500 for both. Sponsor(s) must also provide promotional consideration (prizes).</p>

(CONTINUED ON NEXT PAGE)



**Add-On Options Available to Gold Sponsors Only:**

(CONTINUED FROM PREVIOUS PAGE)

<p><b>Hardware Sponsorship</b></p> <ul style="list-style-type: none"> <li>- Negotiable benefits depending on size and type of hardware donation</li> <li>- Contact us for details</li> </ul>	<p>1 Available</p>
<p><b>Opening Night Awards Ceremony and Game Show Sponsor</b></p> <ul style="list-style-type: none"> <li>- Signage and branding with the opening ceremony</li> <li>- “Power Point Karaoke” Game – random audience members put on the spot to present 3-5 Eclipse-relevant slides of your choosing – on topics they likely know little of. Winners receive prizes.</li> </ul>	<p>\$3,000 (1 Available)</p>

**Contact us with any additional sponsorship ideas you may have.**

## EclipseCon2009 Terms and Conditions

1. **Show Management** – The words “Show Management” as used here means Eclipse Foundation, Inc. or its committees, agents or employees acting for them in the management of the show.
2. **Eligible Exhibits** – Show Management reserves the right to determine the eligibility and compatibility of any company, product or services for inclusion in the show.
3. **Limitation of Liability** – Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Show Management, Champion Exposition Services, Santa Clara Convention Center and their employees, agents or committees harmless against all claims, losses or damages to persons or property, government charges or fines and attorney’s fees arising out of or caused by exhibitor’s installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the gross negligence of the Show Management, Champion Exposition Services, Santa Clara Convention Center and their employees and agents. Exhibitor liability includes personal injury caused by exhibitors’ negligence such as water spills or display breakdowns. Notwithstanding Show Management’s provision of show security, Show Management is not responsible for any losses due to theft or pilferage. Exhibitors are urged to maintain comprehensive liability insurance and to insure all exhibit and display materials and personal items against theft and damage.
4. **Installation/Show Hours/Dismantling** – Hours and dates for installation, showing and dismantling shall be as specified by Show Management. Show Management reserves the right to alter show hours in any manner. Exhibitors are liable for all storage and handling charges before opening of show and by conclusion of dismantling period.
5. **Noise and Odor** – No noisy or obstructive work will be permitted during open hours of the show. Noisy displays or exhibits producing objectionable odors will not be permitted.
6. **Defacing of Property** – Nothing may be attached or fastened to exhibit hall walls, floors or columns. Exhibitors are liable for any damage they cause, directly or indirectly and in any manner, to pedestal equipment or to the. No painting or spray painting is permitted without prior written approval from Show Management. Exhibitors may not apply paint, lacquer, or adhesive to building columns, walls, floors or standard pedestal equipment. Signage and graphics are limited to the Header with Company Name and the graphic area on the pedestal backwall. No floor signs are allowed.
7. **Decorator** – Show Management shall have full discretion and authority in the placing, arrangement and appearance of all items to be displayed by exhibitors. Subject to notification from Show Management, exhibitor will be required to replace, redress and/or redecorate any item or pedestal within the show. Show Management will not be held liable for any costs associated with such replacement, redressing and/or redecoration.
8. **Display Boundaries** – All pedestal contents must be displayed within confines of pedestal and may not overlap into aisle or neighbor’s pedestal. To the extent pedestal contents include or invite activities that by their nature cause obstacles in aisles or neighbors’ pedestals, at Show Management’s request exhibitor will immediately modify contents until Show Management deems in its sole discretion that such obstacles have been removed. For clarity, Show Management reserves the right to make final decisions regarding all pedestal displays and heights.

9. **Labor/Carpentry/Erection of Displays** – Exhibitors who use full-time employees of the exhibiting company may deliver, unload and set up their pedestal contents without utilizing union labor if all freight is hand-carried or pushed on a two-wheel cart. Only non-motorized equipment may be used by exhibitors for loading/unloading. If hired help is required, appropriate personnel can be hired through the official contractor. Exhibitors may rent an operator with a hand cart/dolly from the contractor. Hand carts/dollies may not be borrowed. The show contractor will control dock activity during set-up.
10. **Soliciting/Samples/Animals** – Exhibitors shall not solicit business in aisles or pedestals other than their own. Violators are subject to expulsion at Show Management's sole discretion. Exhibitor's representatives wearing distinctive costumes or uniforms, or carrying banners/signs, shall limit their attendance at the show to their own pedestal. Samples, catalogs, pamphlets, souvenirs, etc. may be distributed by exhibitors only from within their pedestals. Robots and other mechanical devices may be used only in exhibitor's pedestal. Animals are not permitted, unless they support handicapped individuals. Exhibitors may not (a) distribute stickers or decals, or (b) allow food or beverages on the show floor without the prior written consent of Show Management.
11. **Audio/Visual/Photography** – If audio/visual equipment is used, exhibitors agree to comply with Santa Clara Convention Center requirements for the operation of the same. In general, all sound devices must be tuned to conversational level and should not be objectionable to neighboring exhibitors. Show Management will make final determination on volumes of audio devices. No music (recorded or live) may be presented by exhibitors at the show. No photocopy or video reproduction is permitted without the written consent of Show Management. Show Management reserves the right to confiscate any film or digital files used in violation of these regulations.
12. **Flammable Materials/Balloons/Trees** – No flammable fluids, substances or material of any nature, including decorative materials prohibited by national, state or local fire regulations may be used in any pedestal. Propane and flammable gas may not be used in the exhibit hall. No helium and/or Mylar balloons are permitted on the show floor. Packing boxes and materials cannot be stored behind pedestals. No combustion engine vehicles are allowed.
13. **Safety Devices** – Exhibitor is responsible for compliance with national/state/local regulations in the provision and maintenance of safety devices and conditions for the operation of equipment.
14. **Signs/Illumination** – No electric flashing signs or neon signs are permitted in the show. Should the wording or visuals on any sign or area in an exhibitor's pedestal be deemed objectionable by Show Management, the exhibitor shall make such changes as requested by Show Management. Show Management will not be held liable for any costs associated with such changes. Signs and banners hanging from the exhibit hall ceiling are the sole discretion of Show Management's decorator.
15. **Default in Occupancy/Cancellation** – Any exhibitor failing to occupy contracted space remains responsible for payment in full for such space as provided in the signed contract. In the event exhibitor fails to occupy contracted space within two hours of show opening on the first day, Show Management may possess such space for any use in its sole discretion. Subject to Show Management's reasonable attempts to notify the original exhibitor, Show Management reserves the right to re-let such space. Notwithstanding the foregoing, exhibitor shall be liable for losses incurred by Show Management in such re-letting. Pedestal rental fees forfeited as a result of cancellation or default in occupancy are not transferable to another event or company. Cancelled pedestal space can be used at the sole discretion of Show Management, including but not limited to rental to another company.

16. **Exhibitor Representatives/Conduct** – Exhibitors' representatives shall be restricted to owners or employees of exhibiting companies. Exhibitor representatives shall wear appropriate badge identification at all times in the show. Exhibitors shall submit to Show Management, at least 30 days prior to show opening, a list of all eligible exhibitor personnel. Show Management may limit the number of exhibitor representatives working in the pedestal simultaneously. Badges are the property of Show Management and may not be loaned to other individuals. Exhibitors violating this rule are subject to expulsion and exhibiting companies may incur additional penalties. An exhibitor representative authorized to make binding decisions for exhibitor shall be available at all times. Show Management, in its sole discretion, reserves the right to expel any exhibitor personnel who are conducting themselves in a discourteous or improper manner. Show Management will not be held liable for any costs or losses exhibitor may incur as a result of their personnel's expulsion for improper conduct.
17. **Admittance During Non-Show Hours** – Representatives of exhibiting companies will not be permitted to enter the show during non-show hours unless they are (a) building or dismantling displays during appointed work hours; or (b) preparing for the show opening, in which case admittance will be permitted as posted. Exhibitors requiring additional time must obtain necessary passes from Show Management and may be required to pay for additional security.
18. **Attendance** – Show Management has sole discretion over all admission policies at all times.
19. **Re-Location of Exhibits** – Show Management may alter locations, exhibitors, pedestals, and/or the floor plan in the event Show Management determines such changes are in the best interest of the show.
20. **Sub-Leasing/Sharing Pedestals** – Exhibitors may not sublet their space, not any part thereof, nor exhibit, give as a premium or advertise products/services not offered in their own name, except where such products/services are required for the proper demonstration of exhibitor's display. Exhibitors may not permit representatives from non-exhibiting firms to work in their pedestals. In the event exhibitors wish to share pedestal space, exhibitors must prior written consent from Show Management. Companies sharing pedestal space are limited to "one entity or exhibiting company" show privileges.
21. **Rejected Displays** – Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the Rules & Regulations. Show Management reserves the right to reject or prohibit any exhibit in whole or part, or any exhibitor or his representatives with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is ejected for violation of these Rules & Regulations, or for any other stated reason, no return of rental fee shall be made.
22. **Exhibitor Representatives Responsibility** – Exhibitor agrees to indemnify the Show Management, Champion Exposition Services and the Santa Clara Convention Center against and hold harmless for any claims arising from willful or negligent acts of exhibitors, its agents or employees.
23. **Amendment to Rules** – Any and all matters not specifically covered by these Terms and Conditions shall be subject the sole discretion of Show Management. These Terms and Conditions may be amended at any time by Show Management and all amendments so made shall be binding on exhibitors equally.
24. **Agreement to Rules** – Each exhibitor, itself and on behalf of its employees, agrees to abide by the foregoing Terms and Conditions, and any amendments or additions thereto.

## Contact Information

Sponsoring Company: \_\_\_\_\_

Primary contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

Street/Billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax: \_\_\_\_\_

**Fax this page, Pricing Worksheets  
and PO information to:  
+1 212-918-1619**



**SPONSOR PRICING WORKSHEET PAGE 1 of 2**

<b>ITEM</b>	<b>Quantity</b>	<b>Price</b>
Bronze Package – Strategic, Enterprise, Solutions Members - \$4,500		
Bronze Package – Associate Members - \$5,000		
Bronze Package – Non-Members - \$5,500		
Silver Package – Strategic, Enterprise, Solutions Members - \$9,000		
Silver Package – Associate Members - \$12,000		
Silver Package – Non-Members - \$15,000		
Gold Package – Strategic, Enterprise, Solutions Members - \$18,000		
Gold Package – Associate Members - \$24,000		
Gold Package – Non-Members - \$268,000		
<b>TOTAL Package Price:</b>		
<b>Add-Ons</b>	<b>Quantity</b>	<b>Price</b>
Program Ad – Inside front cover (Color) \$2,500		
Program Ad – Back Cover (Color) \$2,500	<b>SOLD</b>	<b>SOLD</b>
Program Ad – Inside back Cover (Color) \$2,500		
Full page B&W ad in conference program \$1,500		
Exhibit Hall Game \$400		
Lunch sponsorship \$5,000		
Exhibitors Reception Sponsor \$5,000		
Poster Reception Sponsor \$5,000		
Pre show mailing - \$2,000		
Post show mailing - \$2,000		
Members & Committers Reception – \$2,500	<b>SOLD</b>	<b>SOLD</b>
USB Key Data Inclusion \$3000 first 100mb, \$2500 additional 100mb segments		
Sponsored BOF - \$500		
Hotel Room Drop - \$2,000		
Games Lounge Sponsor -- \$6,000 (Silver/Gold only)		
<b>TOTAL Add-Ons:</b>		

Continued on next page...

**SPONSOR PRICING WORKSHEET PAGE 2 of 2**

ITEM	Quantity	Price
TOTAL Package Price from Page 1		
TOTAL Add-Ons from Page 1		
Gold Sponsor Only Add-Ons		Price
Exhibit Hall Lounge – \$0 (In Lieu of pedestals)		
Power Up Lounge – \$0 (In Lieu of pedestals)		
Hacker Lounge – \$0 (In Lieu of pedestals)		
Lanyard Sponsorship - \$6,000		
Developer Day Track \$17,500		
Exclusive USB Key Sponsor \$15,000		
Speaker Feedback Sponsor – \$3,000 cards, \$3,000 SMS - \$5,500 both		
Opening Ceremony Game Show Sponsorship - \$3,000		
Hardware Sponsorship – Contact us for details		
<b>Total Gold Sponsor Add-Ons:</b>		
Gold and Silver Credits		Price
Gold and Silver Sponsors if Add-On Spending is more than \$2,500 - Credit \$500		
Gold Sponsors if Add-On Spending is more than \$5,000 - Credit \$1000		
<b>Total Credits:</b>		
<b>TOTAL:</b> <b>Package + Add-Ons + Gold Sponsor Only Add-Ons - Credits</b>		

Exhibitor Purchase Order Number : \_\_\_\_\_  
Please attach a copy of the purchase order to this agreement

When signed by Exhibitor’s Authorized Signatory, this constitutes a binding agreement between the Exhibitor and Show Management.

Exhibitor Authorized Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

Authorized Signatory name (Please Print): \_\_\_\_\_  
 Upon receipt of the signed Agreement you will be invoiced for the full amount of the Sponsor Fee. Sponsor Fees are non-refundable, except in the event that the conference is canceled. Sponsorships are accepted on a first-come, first-serve basis, so be sure to send in this Agreement with payment promptly. All prices in USD.