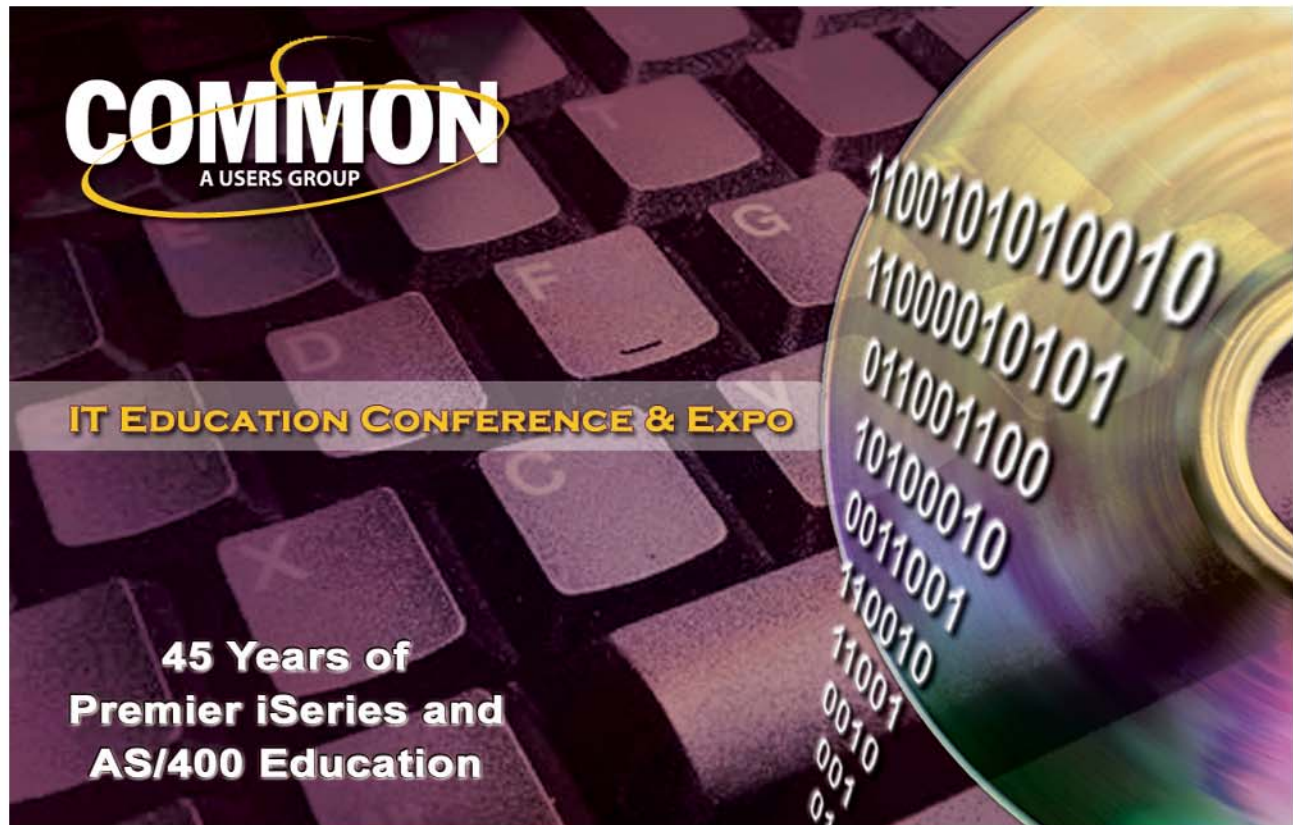


2006 EXHIBITOR PROSPECTUS

SPONSORSHIP & ADVERTISING OPPORTUNITIES



Your Connection to iSeries Professionals with Real Buying Power

Spring 2006

March 26-30

Minneapolis Convention Center

Fall 2006

September 17-21

Miami Beach Convention Center

Why Exhibit at COMMON?

COMMON is the world's largest membership community of IBM midrange users providing you **access to thousands of your current and potential customers**. The organization is comprised of more than 4,000 individual and corporate members that represent more than 22,000 IT professionals involved with the IBM iSeries, AS/400, OS/400 and related solutions within a wide variety of business environments. COMMON is a reputable professional organization that has been providing education to IT professionals for more than **45 years**, holding the IT Education Conference & Expo twice a year. The industry turns to COMMON as a resource for industry knowledge and the **premier setting for exploring products and services available for their iSeries environments**. Join nearly 100 other solution providers to demonstrate your latest business solutions.

85% of COMMON Fall 2004 Exhibitors would definitely recommend exhibiting at the COMMON IT Education Conference & Expo.*

3 out of 5 COMMON Exhibitors have consistently indicated the COMMON IT Education Conference and Expo as THE most important show in which they exhibit.*

**From COMMON 2005 Exhibitor surveys*

Who Should Exhibit at COMMON?

Companies that offer products or services that complement the iSeries environment, such as:

- Hardware
- Processors
- Storage equipment and systems
- Peripherals
- Software
- Utilities and tools
- Telecommunications
- Networking applications

More than 40% of COMMON conference attendees are at the executive or management level in their career.***

Nearly 95% of COMMON conference attendees spend time in the Expo and... **7 out of 10** spend two or more hours in the Expo.**

8 out of 10 COMMON conference attendees either recommend, influence or make the final purchasing decision for their company.***

Top Applications Used by COMMON Members***

SQL
Lotus
WebSphere
Java
Linux
XML
KRONOS
JD Edwards/PeopleSoft
.NET

**From COMMON 2005 Conference surveys

*** From COMMON 2005 Conference registration data



Exhibit Booth Pricing

ELITE Exhibitor

ELITE Exhibitor Fee	\$1,250
Corporate Membership Fee	\$395
Exhibit Space	\$29.50* (per square foot)
	*Additional \$100 for each open corner

Corporate Exhibitor

Corporate Membership Fee	\$395
Exhibit Space	\$33.50* (per square foot)
	*Additional \$100 for each open corner

General Exhibitor

Exhibit Space	\$35.50* (per square foot)
	*Additional \$100 for each open corner

Standard Booth Package includes:

- 8' high back drape
- 3' high side drape between exhibits
- (1) booth identification sign
- (1) 6' draped table
- (2) chairs
- (1) 100 word description in the Expo Guide & map (booth must be purchased 4 weeks prior to conference)
- (5) Expo Badges per 10'x10'

Deluxe Bundled Package

New for 2006! Deluxe Bundled Package

All the Standard Booth Package items plus those listed below, including Internet access.

\$1,750 for the first 100 square feet, \$400 for each additional 100 square feet.

- Standard Silver Carpet
- Cleaning (3 days)
- First 200 pounds of freight
- (1) Scanner
- (1) Internet Connection with up to three static IP's
- (1) 500 watt electrical outlet



Expo Schedule

Exhibitor Move-in

Friday	8:00 a.m. - 5:00 p.m.
Saturday	8:00 a.m. - 5:00 p.m.
Sunday	8:00 a.m. - 12:00 Noon

Expo Hours

Sunday	1:15 p.m. - 3:45 p.m. 6:00 p.m. - 8:00 p.m. (Welcome Reception in Expo)
Monday	10:00 a.m. - 2:00 p.m. 5:00 p.m. - 7:00 p.m. (All Attendee Reception in Expo)
Tuesday	10:00 a.m. - 2:00 p.m.

Exhibitor Move-out

Tuesday	2:00 p.m. - 9:00 p.m.
Wednesday	8:00 a.m. - 12:00 Noon



Check inside to learn about more ways to make your presence known and maximize your visibility at the COMMON Spring 2006 IT Education Conference & Expo through sponsorships and advertising.

Sponsorship and Advertising Opportunities

You will be exhibiting with a variety of other industry vendors, perhaps even including your competition. **How will you set yourself apart from the crowd?** Make your presence in the Expo hall known by taking advantage of one or more of COMMON's sponsorship and advertising opportunities. Use a combination of the opportunities to **increase visibility** for your company and **drive traffic** to your booth.

Sponsorship Opportunities

There are a wide variety of sponsorship opportunities to gain additional exposure for your company through conference event sponsorships and attendee giveaways.

Customized Sponsorships

If you do not see an opportunity that fits your marketing needs or have other ideas, we are happy to work with you to develop a personalized sponsorship package.

Hotel Door Drops - Contact for price

Include your promotional piece in a packet to be hand-delivered to the hotel room of each conference attendee staying in an official conference hotel.

COMMON User Discussion Social (CUDS)

Attendees love the extra chance to network and relax at CUDS events. As the exclusive sponsor of your choice of CUDS, you can design your own sponsorship with fun giveaways, colorful signage and more.

"Ask the Experts" at CUDS (Sunday) - **\$3,000**

General CUDS Night (Tuesday) - **\$1,500**

CUDS Volunteer Recognition Event (Wednesday) - **\$1,500**

Cyber Corner - **\$3,300**

Conference attendees line up to use the laptops and printers provided in the Cyber Corner. Have your company logo as the screen saver on all Cyber Corner stations each day of the conference as well logo recognition on signage as the sponsor of the Cyber Corner.

First Timer's Ice Cream Social - **\$4,000**

Hundreds of first-time COMMON attendees flock to this ice cream social to meet each other, learn about the conference and enjoy ice cream.

Attendee Beverage Break in the Expo - **\$7,000**

Sunday afternoon, when the COMMON president directs attendees at the conference Opening Session to the Expo hall, they'll see your company name as the sponsor of that afternoon's beverage break. You'll make an impression as they enjoy the first refreshments offered during the conference.

All-Attendee Reception - **\$15,000**

Sponsor this Monday evening reception in the Expo hall, and get your company name in front of every conference attendee. A festive event that includes hors d'oeuvres and

drinks as well as full access to the Expo "after hours" on Monday, the All-Attendee Reception always draws a crowd.

Welcome Reception, Sunday Evening - **\$25,000**

Make a splash as the exclusive sponsor of this popular party held in the Expo hall. The iSeries Town Meeting ends with an announcement to all attendees urging them to head to this heavily attended function. Large signs will display your logo and welcome message, and your one-color company logo will be printed on napkins used at the reception. With this sponsorship, you'll also receive a complimentary banner on COMMON's Web site for up to six months along with Web site recognition and a registration bag insert.

Attendee Giveaway Sponsorships

Registration Bag Insert - **\$2,900**

COMMON allows a limited number of promotional flyers and items in each conference registration bag, given free to every attendee. Attendees value the contents of their bags, which include the Conference & Expo Guide, giveaways and much more. Make sure your company is included.

Water Bottle - **\$4,700**

Every time attendees reach for the water bottle they receive in their registration bag, they'll see your company logo and booth number, along with the COMMON logo.

CD-ROM Insert - **\$5,500**

Have a demo CD-ROM you'd like attendees to see? This sponsorship allows your company to insert a CD with your company and product information in all registration bags distributed to attendees. The sponsor must provide their own CD for inclusion in the registration bags.

Luggage Tag - **\$7,200**

This sponsorship will offer great exposure both at the conference and beyond. This exclusive sponsorship has your company logo printed on luggage tags, which are attached to all registration bags at the conference. Logo would be printed using four-color process.

Badge Lanyard or Badge Holder - **\$14,000**

Display your company logo, along with the COMMON logo on your choice of badge lanyards or badge holders distributed to each attendee at registration. This exclusive sponsorship guarantees broad visibility. Logos are printed in one-color.

Conference Hotel Room Key - **\$6,500**

Your company logo printed on conference hotel room keys. Every time attendees use their hotel room key they'll see your company logo along with the COMMON logo. Information will be printed in four-color.

Advertising Opportunities

There are several advertising opportunities available to exhibitors including pre-conference and on-site opportunities.

Please contact Sally Cottingham at 773.477.4664 or by e-mail at sally_cottingham@common.org for exact material specifications and deadlines for the following advertising opportunities.

Web Banner Advertisement - \$1,125 (3 consecutive months)

COMMON members and the IT industry look to the COMMON Web site for the latest information on COMMON and the COMMON Conference & Expo. On average, each banner gets nearly 3,000 hits per month. All banners rotate in sequence, with a new banner appearing each time a visitor opens a new page on the COMMON Web site.

Conference Preview - Back Cover Advertisement - \$4,000 (Full page only)

Get your name in front of prospective attendees early. The Conference Preview brochure is mailed to all prospective attendees and contains important conference information, including "week at a glance" to help prospective attendees plan ahead. The Conference Preview is mailed a couple months prior to each COMMON conference to all its members and to thousands of additional IT industry professionals.

Conference & Expo Guide Advertising

Distributed to all attendees in the on-site registration bags, the Conference & Expo Guide provides essential information on the conference, including a week-at-a-glance schedule and logistics information. The section on the Expo contains exhibitor products and services listings and a map of the Expo floor.

Display Ad Rates:

Rate:	Location:
\$6,500	Back cover
\$5,500	Inside front cover
\$3,500	Inside back cover
\$2,500	One-panel ad on back of Expo floor map
\$2,500	One-panel ad on front of Expo floor map
\$1,750	Full page
\$850	Half-page horizontal

All exhibitors at the conference automatically receive a free 100-word descriptive listing in the guide. Exhibitors have the option of adding a logo to their listing for \$400. Full and half-page display advertising is also available in this popular, and heavily referenced, publication.

Logo with Free Listing - \$400

Purchase a booth at the COMMON Spring 2006 Expo by Monday, February 20 and your company name and booth number will be listed in the Conference & Expo Guide, with a free 100-word product and services description. For

a small additional fee, you can make your listing stand out by including your company logo.

COMMON Conference Daily

The *COMMON Conference Daily*, a daily newspaper produced on-site, includes last-minute changes to educational sessions and other important information. Attendees start each day with The *COMMON Conference Daily* which is distributed by 7:00 a.m. each day at the conference headquarters hotel. Sponsor an issue of *COMMON Conference Daily* and reach attendees early and often as they read about the day's conference activities and reference program updates. Your sponsorship includes your company logo and a tagline on the front page of the issue, plus your choice of one 8 1/2" x 11" black-and-white ad inside the same issue OR your ad on a black-and-white 8 1/2" x 11" insert in the issue. (On Sunday and Monday, your ad would appear on the same flyer as a map of the conference facilities.)

Rates:

Sunday	\$4,000
Monday	\$3,500
Tuesday	\$2,500
Wednesday	\$1,000 (logo only)
Thursday	\$1,000 (logo only)

COMMON.CONNECT Advertising

Advertise between conferences in COMMON.CONNECT, COMMON's official full-color, bimonthly industry magazine, often archived by readers. The magazine is sent to over 20,000 I/S Professionals in the United States, Canada and other countries, the majority of whom are represented by our 8,000+ Corporate Member Companies. It provides relevant, timely information about the IT industry and the COMMON organization. Each issue is posted online and available to all current COMMON members.

COMMON.CONNECT Advertising Rates:

Two Page Spread	\$9,500	16" x 9.5"
Full Page	\$5,000	7.25" x 9.5"
2/3 Page	\$3,500	4.75" x 9.5" (2 columns)
1/2 Page Horizontal	\$3,000	7.25" x 4.75" (landscape)
1/2 Page Vertical	\$3,000	3.5" x 9.5" (portrait)
1/3 Page Vertical	\$2,250	2.25" x 9.5" (one column)
1/3 Page Square	\$2,250	4.75" x 4.75"
1/4 Page	\$1,750	3.5" x 4.75"
1/6 Page	\$1,500	2.25" x 4.75" (half column)
Poly Bag Loose Single Sheet Inserts (Flyers)	\$4,000	
Blow-in (nested) Card Insert	\$5,000	
Tip-in (bound) Card Insert	\$5,800	

For complete information on advertising, including specifications, and scheduling, download the latest version of the media kit from www.common.org/connect.html.

Sponsorship and advertising contact:

Sally Cottingham
Tel: 773.477.4664
Fax : 773.477.8248
E-mail: sally_cottingham@common.org

Ensure your presence in COMMON's 2006 Spring and Fall Expo's!

COMMON 2006 IT Education Conference & Expo

Expo: Sunday, Monday and Tuesday

Conference: Sunday through Thursday

Need more reasons why you should exhibit?*

- Exhibitions are the #1 source for attendees who make purchasing decisions
- Exhibition leads cost 56% less to close than field sales calls
- Exhibitions allow you to reach an average 88% of unknown prospects

*Center for Exhibition Industry Research, 2000.



For more information or questions, please contact:

Exhibit sales contact:

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