



Exhibitor Prospectus

COMMON Directions 2008

COMMON Focus 2008

2009 Annual Meeting and Exposition



Advertising & Sponsorship Opportunities

Your Connection to IBM i Professionals with Real Buying Power

COMMON Directions

“We feel as though this setting will make for a more personal show, giving us more opportunity to show off our solutions and meet our customers up close.”

Tom Pojatina, Global Accounts at LXI Enterprise Storage, based in Irving, Texas

COMMON Focus

“SoftLanding’s presence at the COMMON Focus conference is critical in maintaining customer contact and awareness as well as providing us with lead generation. We can always justify attending these shows because they continue to perform for us year after year.”

Deb Holmes, Director of Technical Services, SoftLanding Systems

2008 Annual Meeting and Exposition

“COMMON Nashville '08 was a great investment for **looksoftware** – we met with many existing and prospective partners and customers. It deserves its title of the #1 i community event.”

Marcus Dee, Managing Director, **looksoftware**

“EXTOL has invested in the COMMON sponsorship and mechanizing programs by sponsoring the luggage tag and participating in Passport for Prizes for over a decade. These programs add to the success of our overall COMMON Conference participation in terms of on-site visibility and tangible, traceable results.”

Steve Rosen,
Vice President Marketing, EXTOL

COMMON Directions 2008

September 25 - 26
Dallas, Texas

www.common.org/directions



COMMON's newest conference event, COMMON Directions will offer two days of wide-ranging educational sessions. The inaugural 2008 Directions conference will be held in Dallas, Texas on September 25th and 26th, featuring 50-60 educational sessions on a variety of leading-edge topics, presented by the most respected speakers in the industry.

COMMON Directions will offer a tabletop-style exhibition area where exhibitors will get an invaluable opportunity to engage with a large IBM i customer base. Attendees can meet and network

with exhibitors, while gaining insight on the latest solutions available to them. This forum provides you with an opportunity to showcase the wide range of products and solutions that your company specializes in.

This two-day event promises to have the same important components that traditional COMMON conferences are known for—leading-edge education, the latest products and solutions in the IBM i market, and an invaluable opportunity to meet and network with peers and decision-makers in the IBM i community.

Exhibit Pricing

Tabletop Space

ELITE Exhibitor

| | |
|--------------------------|---------|
| ELITE Exhibitor Fee | \$1,250 |
| Corporate Membership Fee | \$395 |
| Exhibit Space (Tabletop) | \$1,100 |

Corporate Exhibitor

| | |
|--------------------------|---------|
| Corporate Membership Fee | \$395 |
| Exhibit Space (Tabletop) | \$1,200 |

General Exhibitor

| | |
|--------------------------|---------|
| Exhibit Space (Tabletop) | \$1,600 |
|--------------------------|---------|

Tabletop Package includes:

- (1) Table identification sign
- (1) 6' x 30" draped table
- (1) 100 word description in the Conference & Exposition Guide (booth must be purchased 4 weeks prior to conference)
- (2) Exposition Badges per tabletop
- (1) Exhibitor Priority point per conference

Side chairs are available from the Radisson but not required.

Exposition Schedule

Thursday, September 25

- 8:00 a.m. - 12:00 p.m. Exposition Move-In
- 12:15 p.m. - 1:15 p.m. Lunch
- 1:15 p.m. - 2:00 p.m. Dessert & Coffee in Exposition
- 3:15 p.m. - 4:15 p.m. Beverage Break in Exposition
- 5:30 p.m. - 7:30 p.m. Welcome Reception in Exposition

Friday, September 26

- 9:15 a.m. - 10:00 a.m. Morning Break in Exposition
- 12:45 p.m. - 1:45 p.m. Lunch
- 1:45 p.m. - 2:30 p.m. Dessert & Coffee in Exposition
- 2:30 p.m. - 4:30 p.m. Exposition Move-Out

Events and times are subject to change.

**For Exhibitor questions and information,
please contact:**

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COMMON Focus 2008

October 5 - 8
San Francisco, California

www.common.org/focus



COMMON Focus is our annual workshop conference event featuring three days of intense, focused education. Held this year in San Francisco, California, COMMON Focus 2008 will offer in-depth, all-day educational workshops— both in lab and lecture-style formats—in a wide range of topic areas.

COMMON Focus features a tabletop-style exhibition area for a limited number of exhibitors.

Attendees are able to view and get hands-on

demonstration on the latest IBM i-related solutions available to them. The limited number of table-tops allow for more one-on-one interaction between the exhibitors and attendees, providing an environment for more personalized discussions and networking.

The success of last year's inaugural COMMON Focus for both exhibitors and attendees alike, promises another successful event this year in the Bay Area!

Exhibit Pricing

Tabletop Space

ELITE Exhibitor

| | |
|--------------------------|---------|
| ELITE Exhibitor Fee | \$1,250 |
| Corporate Membership Fee | \$395 |
| Exhibit Space (Tabletop) | \$1,350 |

Corporate Exhibitor

| | |
|--------------------------|---------|
| Corporate Membership Fee | \$395 |
| Exhibit Space (Tabletop) | \$1,500 |

General Exhibitor

| | |
|--------------------------|---------|
| Exhibit Space (Tabletop) | \$1,750 |
|--------------------------|---------|

Tabletop Package includes:

- (1) Table identification sign
- (1) 6' x 30" draped table
- (1) 100 word description in the Conference & Exposition Guide (booth must be purchased 4 weeks prior to conference)
- (2) Exposition Badges per tabletop
- (1) Exhibitor Priority point per conference

Side chairs are available from the Crowne Plaza but not required.

Exposition Schedule

Sunday, October 5

- 8:00 a.m. - 4:00 p.m. Exposition Move-In
- 6:00 p.m. - 7:30 p.m. Welcome Reception in Exposition

Monday, October 6

- 10:00 a.m. - 10:30 a.m. Beverage Break in Exposition
- 12:00 p.m. - 12:45 p.m. Lunch
- 12:45 p.m. - 1:15 p.m. Dessert & Coffee in Exposition
- 2:45 p.m. - 3:15 p.m. Beverage Break in Exposition
- 5:00 p.m. - 6:30 p.m. All-Attendee Reception in the Exposition

Tuesday, October 7

- 10:00 a.m. - 10:30 a.m. Beverage Break in Exposition
- 12:00 p.m. - 12:45 p.m. Lunch
- 12:45 p.m. - 1:15 p.m. Dessert & Coffee in Exposition
- 12:45 p.m. - 1:15 p.m. Passport to Prizes
- 1:30 p.m. - 4:30 p.m. Exposition Move-Out

Events and times are subject to change.

There is no better time than at a COMMON Event to connect with your customers!

COMMON 2009 Annual Meeting & Exposition

April 26 - 30

Grand Sierra Resort • Reno, Nevada

www.common.org/annualmeeting



COMMON's Annual Meeting and Exposition is the largest IBM i-related Conference and Exposition—the perfect opportunity to meet with current and potential customers!

This COMMON Exposition allows three days of full booth exposure to showcase new products, talk directly to customers, and build on existing business.

The success of the Exposition at the 2008 Annual Meeting and Exposition in Nashville was unprecedented—92 exhibitors filled the Exposition Hall to showcase their latest products. Whether your company is large, mid-sized, or small, COMMON's Exposition provides a lively forum, offering a unique opportunity for companies to share ideas and solutions with decision makers.

Exhibit Pricing

Booth Space

ELITE Exhibitor

| | |
|--------------------------|----------------------------|
| ELITE Exhibitor Fee | \$1,250 |
| Corporate Membership Fee | \$395 |
| Exhibit Space | \$31.00* (per square foot) |

*Additional \$100 for each open corner

Corporate Exhibitor

| | |
|--------------------------|----------------------------|
| Corporate Membership Fee | \$395 |
| Exhibit Space | \$35.00* (per square foot) |

*Additional \$100 for each open corner

General Exhibitor

| | |
|---------------|----------------------------|
| Exhibit Space | \$37.00* (per square foot) |
|---------------|----------------------------|

*Additional \$100 for each open corner

Booth Package includes:

- 8' high back drape
- 3' high side drape between exhibits
- (1) Nooth identification sign
- (1) 6' x 30" draped table
- (2) chairs
- (1) 100 word description in the Conference & Exposition Guide (booth must be purchased 4 weeks prior to conference)
- (5) Exhibitor Badges per 10'x10' booth
- (1) Exhibitor Priority point per conference

Expo-Only Passes for current and potential clients to visit the Exposition

ELITE and Corporate Exhibitors receive one (1) Conference Badge for conference session attendance

Exposition Schedule

Exhibitor Move-in

| | |
|--------------------|------------------------|
| Friday, April 24 | 8:00 a.m. - 5:00 p.m. |
| Saturday, April 25 | 8:00 a.m. - 5:00 p.m. |
| Sunday, April 26 | 8:00 a.m. - 12:00 Noon |

Exhibitor Move-out

| | |
|---------------------|------------------------|
| Tuesday, April 28 | 2:00 p.m. - 9:00 p.m. |
| Wednesday, April 29 | 8:00 a.m. - 12:00 Noon |

Exposition Hours

Sunday, April 26

| | |
|-----------------------|---------------------------------|
| 1:00 p.m. - 3:15 p.m. | Beverage Break in Exposition |
| 6:00 p.m. - 8:00 p.m. | Welcome Reception in Exposition |

Monday, April 27

| | |
|------------------------|--|
| 11:30 a.m. - 2:00 p.m. | Exposition Open |
| 12:30 p.m. - 1:30 p.m. | Lunch in the Exposition |
| 6:00 p.m. - 8:00 p.m. | iSocial All-Attendee Reception in Exposition |

Tuesday, April 28

| | |
|------------------------|-------------------------|
| 11:30 a.m. - 2:00 p.m. | Exposition Open |
| 12:30 p.m. - 1:30 p.m. | Lunch in the Exposition |
| 1:30 p.m. - 2:00 p.m. | Passport to Prizes |

Events and times are subject to change.

Advertising Opportunities

Advance Conference Program/Preview Back Cover Advertisement

COMMON Directions 2008 - \$1,500

COMMON Focus 2008 - \$2,500

COMMON 2009 Annual Meeting - \$4,000

Put your company name in front of prospective attendees before the conference. The Advance Conference Program/Preview contains upcoming conference information and is mailed prior to each COMMON Event to all COMMON members and to thousands of additional IT industry professionals.

Conference & Expo Guide Advertising

2008 COMMON Directions

COMMON Focus 2008

COMMON 2009 Annual Meeting

The Conference & Expo Guide is distributed to all attendees in the on-site registration bags. It provides essential information for the conference. The section on the Exposition contains exhibitor products and services listings and a map of the Exposition floor.

Conference & Expo Guide Ad Rates:

| | Directions | Focus | Annual |
|---|------------|---------|---------|
| Back cover ad | \$2,500 | \$3,750 | \$6,500 |
| Inside front cover ad | \$1,500 | \$2,750 | \$5,500 |
| Inside back cover ad | \$1,000 | \$2,000 | \$3,500 |
| Full-page ad on front of Expo floor map (Annual Meeting only) | N/A | N/A | \$2,500 |
| Full-page ad on back of Expo floor map (Annual Meeting only) | N/A | N/A | \$2,500 |
| Full page ad | \$ 500 | \$ 750 | \$1,750 |
| Half-page ad | \$ 250 | \$ 500 | \$ 850 |

Company Logo along with 100-word Exhibitor Listing in the Conference & Expo Guide

\$400

All exhibitors purchasing a booth at COMMON Expositions automatically receive a free 100-word descriptive listing in the Conference & Expo Guide (booth must be purchased 4 weeks prior to conference). For \$400, Exhibitors have the option of adding their company logo to their listing. A great way to make your company listing stand out.

COMMON Conference Daily

COMMON 2009 Annual Meeting

The *COMMON Conference Daily* is the on-site conference newspaper. It includes last-minute changes to educational sessions, as well as other important daily conference information. Attendees start each day with the *COMMON Conference Daily*, which is distributed at 7:00 a.m. to the conference hotels and Convention Center. By sponsoring an issue of the *COMMON Conference Daily*, you reach attendees early and often, as they read about the day's conference activities and program updates. This 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" convention facilities map distributed with the papers on Sunday and Monday.

COMMON Conference Daily Ad Rates:

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

Web Banner Advertisement

\$1,125 (3 consecutive months)

COMMON members and the IT industry look to the COMMON Website for the latest information on COMMON and upcoming COMMON Events. 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 Website.

Sponsorship Opportunities

Maximize Your Exposure through COMMON Sponsorship Opportunities

Welcome Reception in the Exposition

COMMON Directions 2008 (Thursday Evening) - \$5,000

COMMON Focus 2008 (Sunday Evening) - \$10,000

COMMON 2009 Annual Meeting (Sunday Evening) - \$25,000

This exclusive sponsorship has your company logo and welcome message displayed on signage throughout the Welcome Reception area. Your company logo (one-color) will be printed on napkins used at the reception. This sponsorship also includes a complimentary banner on COMMON's Web site for up to six months along with Web site recognition and a registration bag insert.

iSocial: All-Attendee Reception in the Exposition

COMMON Focus 2008 (Monday Evening) - \$7,500

Annual Meeting 2009 (Monday Evening) - \$15,000

Sponsor this evening reception held in the Exposition Hall, and get your company name in front of every conference attendee. This is a festive event that includes hors d'oeuvres and beverages, as well as full access to the Exposition "after hours" Monday Evening.

Additional Evening iSocial Event Sponsorships

Conference Attendees love the extra chance to network and relax at COMMON's evening iSocials. As the exclusive sponsor of one of the following evening iSocial events, Sponsors can design their own sponsorship with giveaways, signage and more.

iSocial: Ask the Experts

Annual Meeting 2009 (Sunday Evening) - \$3,000

iSocial: Fun and Games Night

Annual Meeting 2009 (Tuesday Evening) - \$15,000

iSocial: Recognition Night

Annual Meeting 2009 (Wednesday Evening) - \$1,500

iSocial: Main Event

Annual Meeting 2009 (Thursday Evening) - \$15,000

Registration Bags

COMMON Directions 2008 - \$5,300

COMMON Focus 2008- \$7,500

COMMON 2009 Annual Meeting - \$20,000

This exclusive sponsorship prominently displays your company logo, printed in one color, along with COMMON's logo. These complimentary bags are distributed to every attendee as they register. You also receive a complimentary Registration Bag Insert.

Registration Bag Insert

COMMON Directions 2008 - \$950

COMMON Focus 2008- \$1,250

COMMON 2009 Annual Meeting - \$2,900

Along with the Conference & Expo Guide, COMMON allows a limited number of promotional flyers and items in each attendees conference Registration Bag.

Luggage Tag

COMMON Directions 2008 - \$1,000

COMMON Focus 2008- \$3,000

COMMON 2009 Annual Meeting - \$7,200

This exclusive sponsorship has your company logo printed with up to four-colors, on luggage tags, which are attached to all Registration Bags. This offers great exposure both at the conference and beyond.

Badge Holders

COMMON Directions 2008 - \$2,500

COMMON Focus 2008- \$7,500

COMMON 2009 Annual Meeting - \$14,000

Display your company logo, along with the COMMON logo on the conference badge holders distributed to each attendee at registration. This exclusive sponsorship guarantees broad visibility. Logo is printed in one-color.

First-Timers' Ice Cream Social

COMMON 2009 Annual Meeting (Sunday) - \$4,000

The First-Timers' Ice Cream Social draws hundreds of first-time COMMON attendees. It's their opportunity to meet each other, and learn about the conference while enjoying ice cream.

Cyber Corner

COMMON Focus 2008- \$2,000

COMMON 2009 Annual Meeting - \$3,300

Conference attendees stay in touch with home and office at Cyber Corner. Your company logo is the screen saver on all Cyber Corner stations each day of the conference. Your company logo is also on signage as the sponsor of Cyber Corner.

Water Bottle

COMMON 2009 Annual Meeting - \$4,700

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

CD-ROM Insert

COMMON 2009 Annual Meeting - \$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. Sponsor provides their own CD for inclusion in the registration bags.

Customized Sponsorship

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.

Conference Hotel Room Key

COMMON Directions 2008 - Contact for Pricing

COMMON Focus 2008- Contact for Pricing

COMMON 2009 Annual Meeting - \$6,500

Your company logo is 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.

Attendee Beverage Break

COMMON Directions 2008 - \$1,800

COMMON Focus 2008- \$2,800

COMMON 2009 Annual Meeting - \$7,000

Make an impression on attendees as they enjoy refreshments offered during the conference.

Pre/Post Show Mailing

COMMON 2009 Annual Meeting - \$500

Emphasize your company products or services. Send materials to conference attendees through COMMON's third-party mailer either before or after the conference.

For Sponsorship and Advertising information, please contact:

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Ensure Your Presence and Increase Your Sales Potential at COMMON's Premier IBM i-related Educational & Networking Events



COMMON is the world's largest user group of IBM midrange professionals. Our Expositions give you unprecedented exposure to a very niche group of Power users. Reaching those customers via live demonstration and one-on-one interaction in our Expositions is an ideal opportunity for your company to drive sales.

Exhibiting at COMMON is about creating and building your business directly with the people who use and purchase your products. It allows you to talk directly to your customer and showcase your newest products, while building on your existing business.



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