



Exhibitor Prospectus

2009 Annual Meeting and Exposition



Sponsorship &
Advertising
Opportunities

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



Your Connection to
Power Systems
Professionals with
Real Buying Power





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

The COMMON 2009 Exposition allows three days of full booth exposure to showcase new products, talk directly to customers, and build on existing business.

The 2008 Exposition at the Annual Meeting in Nashville was a huge success for over 90 exhibiting companies! Whether your company is large, mid-sized, or small, COMMON's Exposition provides a lively forum, offering a unique opportunity for companies to present ideas and solutions directly to decision makers.

Exhibit Pricing

Booth Space

ELITE Exhibitor

ELITE Exhibitor Fee	\$1,250
Corporate Membership Fee	\$495
Exhibit Space	\$31.00* (per square foot)

*Additional \$100 for each open corner

Corporate Exhibitor

Corporate Membership Fee	\$495
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) Booth 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.	Exposition Open
2:00 p.m. - 3:00 p.m.	Coffee Break in Exposition
5:30 p.m. - 8:00 p.m.	Welcome Reception in Exposition

Monday, April 27

11:30 a.m. - 2:00 p.m.	Exposition Open
12:15 p.m. - 1:15 p.m.	Lunch in the Exposition
5:00 p.m. - 7:00 p.m.	Power Down: All-Attendee Reception in Exposition

Tuesday, April 28

11:30 a.m. - 2:00 p.m.	Exposition Open
12:15 p.m. - 1:15 p.m.	Lunch in the Exposition
1:30 p.m. - 2:00 p.m.	Passport to Prizes

Events and times are subject to change.

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



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

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 customers and showcase your newest products, while building on your existing business.

For Exhibitor questions and information, please contact:

Maria F. Madden

COMMON Conference & Expo Manager
5515 N. Cumberland Avenue, Suite 810
Chicago, IL 60656

Tel: 800.777.6734 or 312.279.0238

Fax: 312.279.0227

E-mail: maria_f_madden@common.org

COMMON
A USERS GROUP
COMMUNITY - EDUCATION - ADVOCACY

5515 N. Cumberland, Suite 810
Chicago, IL 60656

Tel: 800.777.6734 or 312.279.0192

Fax: 312.279.0227

E-mail: common@common.org

Sponsorship Opportunities

Maximize Your Exposure through Sponsorship Opportunities at COMMON's 2009 Annual Meeting and Exposition

Welcome Reception in the Exposition

(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.

Power Down: All-Attendee Reception in the Exposition

(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 Power Down Event Sponsorships

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

Power Down: Ask the Experts

(Sunday Evening) - \$3,000

Power Down: Fun and Games Night

(Tuesday Evening) - \$15,000

Power Down: Recognition Night

(Wednesday Evening) - \$1,500

Power Down: Main Event

(Thursday Evening) - \$15,000

Registration Bags **(SOLD! IBM)**

\$20,000

This exclusive sponsorship displays one color sponsor logo, along with COMMON's logo. These complimentary bags are distributed to every attendee as they register. It also includes a complimentary Registration Bag Insert.

Registration Bag Insert

\$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 **(SOLD! EXTOL)**

\$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 **(SOLD! IBM Smart Business)**

\$14,000

Sponsor logo, along with the COMMON logo displayed 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 **(SOLD!**

(Sunday) - \$4,000

IBM Systems Magazine)

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.

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.

Cyber Corner (SOLD! T.L. Ashford)

\$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 - Environmentally Friendly (SOLD!

\$10,000

MegaXML)

This environmentally-friendly solution is a great way to put your company's identity in front of attendees. Sponsorship includes your company's logo, website, and booth number, along with the COMMON logo, displayed prominently on every water bottle that will be included inside the registration bag. As "going green" and conservation become more-and-more important to attendees, this Water Bottle, and your company's identity, promises to stay with attendees long after the conference.

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. Sponsor provides their own CD for inclusion in the registration bags.

Conference Hotel Room Key

\$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

\$7,000

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

Pre/Post Show Mailing

\$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:

Manzoor Siddiqui

Marketing Communications Manager

Tel: 312.279.0253

Fax: 312.279.0227

E-mail: manzoor_siddiqui@common.org

Advertising Opportunities

Advance Conference Program/Preview Advertising

Ad Rates:

Back cover ad	\$5,000
Full page ad	\$3,000
Half-page ad	\$1,500

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

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 a product and service listing for all exhibitors, and a map of the Exposition floor.

Ad Rates:

Back cover ad	\$6,500
Inside front cover ad	\$5,500
Inside back cover ad	\$3,500
Expo Floor Map Centerfold Exclusive (Logo, URL, and Booth #)	\$2,500
Full page ad	\$1,750
Half-page ad	\$ 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 sure way to make your company listing stand out even more.

COMMON Conference Daily

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 ½" x 11" black-and-white ad inside the same issue, OR your ad on a black-and-white 8 ½" 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 Web site 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 Web site.