



September 14 - 15, 2009 September 15 - 17, 2009
 Hyatt Regency Indianapolis • Indianapolis, IN : *Tabletop Exposition: Tuesday, September 15*

**two conferences...two audiences...
 one expo...maximum exposure**

The first-ever co-located COMMON Directions/COMMON Focus 2009 conference event is a unique opportunity to maximize your company's exposure to two distinct audiences at one event. The overlapping day for both conferences, the Expo day, will allow you access to both Directions and Focus attendees and gain the maximum value on your exhibiting investment. Take advantage of this opportunity to gather qualified leads, network one-on-one with peers and prospects from the Power Systems community, and take part in this unique Expo.

COMMON's second Directions conference will offer two days of wide-ranging education, featuring 50 sessions on a variety of leading-edge topics, presented by the most respected speakers in the industry. COMMON Focus, on the other hand, is our annual workshop conference featuring three days of intense, focused education. It will offer in-depth, all-day educational workshops – both in lab and lecture-style formats – in a wide range of topic areas. Each conference appeals to a distinct audience, which is where you benefit - by having one-on-one interaction with both audiences in one Expo.

COMMON Directions - Attendee Demographics

83% of attendees describe their purchasing authority as "Recommend/Influence" or "Final Decision"

- Director - 10%
- Manager - 12%
- Programmer / Specialist - 62%
- Support - 8%
- Other - 8%

COMMON Focus - Attendee Demographics

81% of attendees describe their purchasing authority as "Recommend/Influence" or "Final Decision"

- Executive - 10%
- Director - 10%
- Manager - 28%
- Programmer / Specialist - 35%
- Support - 8%
- Other - 13%

Tabletop Package:

- (1) 6' X 30" draped table
- (1) 100 word description in the Conference & Exposition Guide (booth must be purchased 4 weeks prior to conference)
- (1) 110v, 10 amp outlet
- (1) 8 1/2" X 11" paper sign, laid flat on the table listing your company and booth number
- (2) Exposition Badges per tabletop
- (1) Exhibitor Priority point

Exhibit Pricing:

- ELITE Exhibitor**
 Exhibit Space (Tabletop) \$1,100
 ELITE Exhibitor Fee \$1,250
 Corporate Membership Fee \$495
- Corporate Exhibitor**
 Exhibit Space (Tabletop) \$1,200
 Corporate Membership Fee \$495
- General Exhibitor**
 Exhibit Space (Tabletop) \$1,500

Exposition Schedule:

- Tuesday, September 15**
 6:00 a.m. – 9:30 a.m. – Exposition Move-In
 10:00 a.m. – 11:00 a.m. – Break in Expo
 12:15 p.m. – 2:00 p.m. – Lunch in Expo
 3:15 p.m. – 4:15 p.m. – Beverage Break in Expo
 5:30 p.m. – 7:30 p.m. – Reception in Expo
 7:30 p.m. – 11:00 p.m. – Expo Move-Out
- Events and times are subject to change.*

Sponsorship Opportunities

Monday Night Reception: A customized, exclusive sponsorship opportunity for Directions attendees specifically. As the exclusive sponsor of this event, your company can design your own sponsorship with giveaways, signage and more. Please contact us to discuss this optional opportunity.

Tuesday Night Reception: 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, and heavy traffic from both Directions and Focus attendees. Please contact us if you are interested in further details.

For Exhibitor Questions and Information, please contact:

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