

Global Product Data Interoperability Summit

Arizona Golf Resort, Hotel & Conference Center
Mesa, Arizona, November 9 – 12, 2009

This document is a Vendor Sponsorship Contract for this event.



Elysium Inc. is the coordinator for this event

Why you should consider attending:

1. The 2008 event was sponsored by 20 vendors

- Adobe Systems
- Anark
- Adobe Systems
- Altair
- Capvidia
- Core Technologies
- Dassault Systemes
- Elysium
- ITI
- Kubotek
- Mentor Graphics
- Octaga
- Prostep
- Proficiency
- Right Hemisphere
- Siemens PLM
- Technigraphics
- Theorem Solutions
- Transmagic
- Vistagy

2. This years event is combining 3 conferences into 1 summit:

-  Boeing Product Data Exchange Conference
-  Boeing PP&RDI SOA Deep Dive
-  Northrop Grumman PLM Summit

We are continuing to build on a format where software suppliers can communicate with the participants of best practices to exchange between applications. The presentation tracts will address key issues centering around: Processes, Tools, Service Oriented Architecture, Data, and Migration.

3. The Boeing Product Data Exchange Conference was attended by approximately 180 participants, the SOA Deep Dive drew 80 attendees, and the PLM Summit reached 110 in 2008. We expect this event to attract over 250 participants by combining the three functions and with the addition of some external invited participants.
4. The event will feature the *Vendor Panel* again this year and an 'Open Forum' to allow an opportunity for exhibitors to address topics

The Event Daily Schedule (*--- subject to change --*)

Monday, November 9th

AM/PM: Registration

PM: Boeing & Northrop Grumman Only presentations
(During these sessions, the Boeing and Northrop Grumman Employees will submit questions for the Vendor Panel which takes place on Thursday)

Tuesday, November 10th

AM: Registration
Vendor Booth Set-up (11:30am – 5:00pm)
Boeing & Northrop Grumman Only presentations
(During these sessions, the Boeing and Northrop Grumman Employees will submit questions for the Vendor Panel which takes place on Thursday)

Lunch

PM: Welcome & Keynote Speaker
Presentations by Boeing & Northrop Grumman on Interoperability, PLM, and SOA Issues
Vendor Introduction to be delivered by Vendor (*send 3 page ppt to ken.tashiro@elysiuminc.com*)

Evening: Vendor Event

Wednesday, November 11th

AM: Process/Data/SOA/Tools/Migration Presentation Tracks

Lunch

PM: Process/Data/SOA/Tools/Migration Presentation Tracks
Vendor Expo (3:30pm – 6:00pm)

Night: Vendor Pool-Side Event

Thursday, November 12th

AM: Process/Data/SOA/Tools/Migration Presentation Tracks
Vendor Expo (9:30am – 11:00am)
Vendor Panel (11:00am – 12:00pm)
Vendor Booth Tear-down (11:00am – 12:30pm)

Noon: Closure of Event

Presentation Details:

This contract itself does not include the right to present at this conference. If you are interested in presenting, please send your abstracts, which must be specific to the 3 topic tracks to the following person:

Boeing, Vendors, Universities, etc: Charles.Chen@boeing.com
Northrop Grumman: John.Macrino@ngc.com

The acceptance and scheduling of your presentation will be decided by committee. Please direct all presentation related questions to these three individuals. ITAR sensitive material will not be permitted as foreign nationals will be permitted to attend the presentation tracts.

Exhibition Booth and Freight:

Full width booths, table top displays and literature racks are allowed at this venue. Please review the exhibit space preference (see floor plan).

The Arizona Golf Resort (The Resort) will NOT accept direct shipment.

Please contact the appointed firm responsible for freight logistics and handling for this event:

Brent Athon
Conference Services International (CSI)
2514 E Mohawk Lane, #107
Phoenix, AZ 85050
brenta@meetcsi.com (Email)
800.471.7330 (Toll Free)
602-923-0011 (Local)
602-923-0044 (Fax)

CSI will provide complete logistics support for material delivery and handling for this event. In the past years, most vendors utilized this service with zero complaints so we are continuing with this logistics supplier. A 'Logistics Kit' for in-bound and out-bound logistics will be provided through CSI separately. Please note that CSI also provides the booth rentals.

CSI will assure logistics as follows:

(Please be sure your freight arrives by COB Monday, November 9th in order to guarantee its arrival in the exhibit hall)

Tuesday, November 10th

11:30 AM to 5:00 PM **Vendor booth set-up** and freight insertion to the Vendor Exposition Area

Thursday, November 12th

11:00 AM to 12:30 PM **Vendor booth tear-down** and freight extraction.

This agreement is between Elysium Inc. and:

Vendor Company Name: _____

Address: _____

City/State/Zip: _____

Primary Contact: _____

Phone Number: _____

Email: _____

In order to secure a sponsorship package, you must complete and return the attached contract and provide full payment in the form of a check or credit card by September 1, 2009. **The display areas will be delegated on a first-come, first served basis.**

The Vendor Sponsorship of \$ 3,000 will cover:

- a. Booth Space, 8' - wide x 6' - deep, 1 electrical outlet, wireless internet connection (*Please bring your own power strip!*)
- b. Table with chairs
- c. 2 commercial participants
- d. 1 technical presenter
- e. Exhibition November 11th and 12th -> Based on feedback from prior years, we are planning **dedicated exhibit time** that does not compete with the technical sessions
(A 'Vendor Introduction' will be held during the Tuesday program. Please provide a brief company summary for this session to ken.tashiro@elysiuminc.com. - Please limit it to 3 slides including intro page)
- f. Attendance to the integrated presentations (Nov 10th, 11th, 12th)
- g. Attendance to the Vendor Evening Event (Nov 10th)
 - Hors D'Oeuvres
 - Drink tickets
- h. Attendance to the Vendor Pool-Side Event (Nov 11th)
- i. Vendor Panel Participation November 12th
- j. Promotional Items (*i.e. signage w/logo, company info on memory sticks, ...*)
- k. Internet Café (Wireless internet will be provided in the lobby areas)

The Vendor Sponsorship funds will pay for the rental of the exhibit hall, all resort fees related to the booth, electrical, internet connection, chairs, refreshments, marketing materials, and the Vendor evening events. Any additional participants will be charged \$ 200 per person.

Payment Information:

You may send a check to pay for this event:

Elysium Inc.
c/o Patricia Fisher
100 Galleria Officentre, Suite 426
Southfield, MI 48034
Direct Phone: +1 248-436-1301 Fax: +1 248-281-0672

Payment Terms: Full payment must accompany this Exhibitor Contract to secure sponsorship & booth selection.

Cancellation: Cancellations must be received in writing to Elysium Inc. no later than October 1, 2009 after which no refunds will be made.

Termination or Interruption of Exhibition: In the event the conference site where the exhibition is to be held, in the sole determination of Elysium Inc. becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, act of terrorism, fire, emergency declared by any government agency or by virtue of any ordinance or law of any governmental agency or any act beyond the control of Elysium Inc., this agreement may be terminated by Elysium Inc. In the event of such termination, the Exhibitor waives any and all damages and agrees that Elysium Inc. may, after deducting all costs and expenses, including a reserve for claims, refund to the Exhibitor, as and for completes settlement and discharge for all said exhibitors claims and demands, the Exhibitor's pro-rata share of all funds paid by all exhibitors. In the event the exhibition is interrupted for any reason including but not limited to, emergencies of any type, failure of utilities or other public services, the Exhibitor waives any and all claims against Elysium Inc.

Booth Location *(see attached floor plan):*

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Name on Credit Card _____
Visa _____
Master Card _____
American Express _____
Expiration Date _____

Conference Fee Calculation:

Exhibition, 2 x Commercial Attendees, and 1 x Presenter:

\$ 3,000.

- 1. Commercial Participants
 - a. _____ Email _____
 - b. _____ Email _____
- 2. Presenter
 - a. _____ Email _____

Additional Fees:

- 1. Additional Commercial Participants
 - a. _____ Email _____
 - b. _____ Email _____
 - c. _____ Email _____
 - d. _____ Email _____
 - e. _____ Email _____
 - f. _____ Email _____
 - g. _____ Email _____
 - h. _____ Email _____
 - i. _____ Email _____

\$ 200.
 \$ 200.
 \$ 200.
 \$ 200.
 \$ 200.
 \$ 200.
 \$ 200.
 \$ 200.
 \$ 200.

Payment Amount = \$3,000 + (_____ Additional Commercial Participants x \$200) = \$ _____

If Payment by Credit Card, add the following serv. charge: VISA/MC 2.3%; Amex 2.5% \$ _____

Total Amount Due: \$ _____

Conference Fee Calculation EXAMPLE (exhibitor + 2 extra attendees paying by VISA):
Exhibition, 2 x Commercial Attendees, and 1 x Presenter: \$ 3,000.

- 1. Commercial Participants
 - a. Fred Data Email: Fdata@pc.com
 - b. Amy Tek Email: Atek@pc.com
- 2. Presenter
 - a. Ned Cad Email: Ncad@pc.com

Additional Fees:

- 3. Additional Commercial Participants
 - a. David Desktop Email: Ddesktop@pc.com \$ 200.
 - b. Mike Gratton Email: Mgratton@pc.com \$ 200.

Payment Amount = \$3,000 + (2 Additional Commercial Participants x \$200) = 400 \$ 3,400.
If Payment by Credit Card add the following serv. charge: VISA/MC 2.3%; Amex 2.5% \$ 78.20
Total Amount Due: \$ 3478.20

Liability and Indemnification:

Vendors are responsible for their display area materials (computers and promotional material). The exhibition area will not be locked, nor will it be staffed by watchmen. Neither Elysium Inc. nor the management of The Resort shall be liable for the damage, loss or destruction of the exhibits by reason of fire, theft, accident or other destructive causes, and Exhibitor shall rent display area space at the Exhibitor's sole risk. Elysium Inc., the management of the site and their respective employees, agents, and servants shall not be accountable or liable for accidents to vendor or its employees, agents, or servants. The vendor shall be liable to Elysium Inc. and/or the site for any damage done to the building and/or the furniture and fixtures contained therein which shall occur through the acts or omissions of the Exhibitor, its employees, agents or servants. The vendor agrees to indemnify, save harmless and defend Elysium Inc., Inc. against any liability, claim or expense resulting from any injury or damage to any person or property which occurs within the Exhibitor's display space or as the result of any act or omission of the Vendor, its employees, agents or servants.

Restrictions:

1. Exhibitor display areas must be staffed by product personnel who are qualified to discuss engineering details of the development and product/applications of the Exhibitor. Products/applications that are not related Interoperability may not be displayed or referenced.
2. No noisy or obstructive work will be permitted during exhibit hours, nor will noisily operating displays, flashing lights, or exhibits producing objectionable odors be allowed. **ALL SOUND SYSTEMS** used by vendor must incorporate volume controls or earphones. Elysium Inc. reserves the right to turn off open sound systems if annoying to surrounding exhibitors.
3. Any distribution of literature or samples shall be limited to the Exhibitor's display area.
4. **EXHIBITOR AGREES, WITHOUT EXCEPTION, THAT NO SELLING, ORDER-TAKING, OR RECRUITING OF PERSONNEL WILL OCCUR IN THE DISPLAY AREA OR WITHIN OTHER CONVENTION FACILITIES PROVIDED.** Promotions, Contests, and all giveaway items with the exception of pens, pencils, luggage tags, pocket calendars and similar items must be submitted for approval to the Event Chair prior to the conference. Prizes, awards, drawings, raffles, lotteries or contests may be permitted in accordance with applicable state laws. Requests for approval of such activities must be submitted in writing to the Event Chair three weeks prior to the opening of the exhibition. Distribution of promotional material to Boeing Product Data Exchange Conference attendees' hotel sleeping rooms, public areas, or in technical sessions is strictly prohibited without the prior approval from the Event Chair. Use of hotel and conference-related facility communication systems to promote vendors or their products is also prohibited. Questions should be directed to the Event Chair prior to the conference. We have read the Terms and Conditions and understand that this contract is legally binding between Elysium Inc. and the vendor. We also understand that any changes in this contract must be made in writing signed by an authorized representative of Elysium Inc. To accept these terms, print this contract, sign it, date it and fax it back to +1 248-281-0672, attention Pat Fisher.

The Global Product Data Interoperability Summit Chair (Event Chair) consists of the following individuals: Steve Allen, Charles Chen, Terrence McGowan, Nate Nalven, John Macrino, Lily Hout, and Ken Tashiro.

Vendor Signature: _____

Name/Title: _____

Elysium Inc. Signature: _____

Name/Title: _____

Please address any questions or concerns to: Ken Tashiro, ken.tashiro@elysiuminc.com, +1 248 766 1045 Mobile

Exhibit Hall Floor Plan:

20 Standard Size (8' x 6') Booths in Fairway 6 & 7

