



CMG

'11 INTERNATIONAL
c o n f e r e n c e

December 5 - 9, 2011

Gaylord National

**National Harbor,
Maryland**

Exhibitor Kit



COMPUTER MEASUREMENT GROUP, INC.

University Executive Campus • 151 Fries Mill Road, Suite 104

Turnersville, NJ 08012

Toll Free: 1-800-4FORCMG • Phone: 856-401-1700 • Fax: 856-401-1708

<http://www.cmg.org>

e-mail: cmghq@cmg.org

December 5 - 9, 2011 – National Harbor, Maryland

Enclosed are the exhibitor forms necessary to reserve space and maximize your participation at CMG'11. All forms are for your use as master copies. CMG HQ will accept copies of all forms, including your exhibitor space contract.

Included in this Packet:

CMG'11 Exhibit Hall Schedule
CMG'11 Exhibitor Space Contract
Terms & Conditions of Agreement
Critical Dates
Sponsorship Descriptions
A La Carte Sponsorship Descriptions
CMG'11 Sponsorship/ A La Carte Order Form
Pre-Registered Attendee List Order Form
EXPO SWEEPSTAKES
Literature Display Space Form
Booth Badge Form

Online Forms:

Company Listing & Description
Exhibitor Presentation Request
Hospitality Function Request

Links will be issued for online forms when CMG HQ receives initial payment.

If you have any questions or need additional information please contact:

David Troxel
CMG Headquarters
Phone: (856) 401-1700 Fax: (856) 401-1708
E-mail: david@cmg.org



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Dear CMG'11 Exhibiting Partner:

First and foremost, thank you very much for your interest in CMG'11. Our mission for this year is to present another outstanding systems management conference. The theme for this year is "*Optimizing IT Infrastructures: Management, Virtualization, and Cloud.*" We plan to explore this theme through six subject areas that are critical for the success of our attendees:

- *Measurement & Tuning*
- *Capacity Planning*
- *Modeling & Statistics*
- *Performance Engineering & Load Testing*
- *Management & Reporting*
- *Hot Topics*

In our program, attendees will see an education/training offering that is truly in a class of its own. This includes basic training for those new to systems management and advanced training for those who are already in the field, coupled with tool-specific training by exhibitors. It is a fabulous opportunity for you to reach the right audience. CMG's Annual Conference remains the best conference for education and training in performance and capacity planning.

As the Conference Chair for 2011, I want our exhibitors to be involved with CMG as much as possible. This year, exhibitors are invited to:

- *all CMG sessions*
- *all breaks*
- *all meals and*
- *all PARS*

for the days the Exhibit Hall is open (Tuesday, Wednesday, and Thursday). In particular, I invite you to attend CMG's General Session. This is not a members-only function and attendance will provide real insight into what CMG is all about.

We believe we have created a great showcase for your products, and will again be adding evening hours on Wednesday night prior to the opening of PARS. This will provide a relaxed environment for interaction with attendees who, we believe, are the most qualified leads in the industry for your products.

The **Exhibitor Kit** accompanying this letter lists many opportunities for sponsorships that will present your message in a bold and professional manner. We know you'll find marketing opportunities that will fit your budget, while allowing you to reach the largest possible audience. I encourage you to study the CMG'11 sponsorship opportunities carefully, and submit your requests as soon as possible.

If you have questions, need something, or would like to make a suggestion, please contact me at cmggc@cmg.org. The more we partner, the more success we both will have:

Thank you in advance for your consideration. On behalf of the CMG Board and Conference Committee, I welcome you, look forward to seeing you in December, and will do all I can to make CMG'11 successful for you.

Sincerely,

A handwritten signature in blue ink that reads "Ted McGavin".

Ted McGavin

General Chair CMG'11



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CMG'11 Exhibit Hall Schedule

*****Exhibit Hall Schedule: *****

Tuesday, December 6, 2011

11:30 AM – 3:00 PM

Wednesday, December 7, 2011

11:30 – 3:00 PM

6:00 PM – 7:30 PM

Thursday, December 8, 2011

11:30 AM – 2:00 PM

****Actual hours are subject to change****

Demo Hours

On Wednesday, December 7th and Thursday, December 8th

9:30 AM – 11:30 AM

On Wednesday and Thursday before the official opening of the exhibit hall, you are permitted to bring attendees into the hall. This time is being designated as “Demo Time” or “Quiet Time” allowing you to do some one-on-one sessions with the attendees who have shown an interest in your products.



Exhibitor Name: _____

EXHIBITOR SPACE CONTRACT

1. Read this agreement and the attached CMG'11 Terms and Conditions of Agreement (Terms and Conditions). Please print or type all information requested. (The attached Terms and Conditions are incorporated into this Exhibitor Space Contract (Contract) by reference and constitute an integral and binding part of this contract whether or not a signed copy of the Terms and Conditions is returned to CMG Headquarters.)
2. Return a signed copy of this Contract agreement and a signed copy of the Terms and Conditions along with one-half of the cost of the booth space you wish to reserve to CMG Headquarters. CMG'11 booths are priced by the square foot. **CMG'11 Booth Prices before October 14, 2011 are:** \$30.00 per square foot. **Booth prices after October 14, 2011 are:** \$32.50 per square foot. Example of how you calculate size and price of booth.... 10 feet x 20 feet = 200 sq feet @ \$30.00 per sq foot = \$6,000.00.
3. Each exhibitor will receive **3 complimentary booth badges** per 100 sq feet of exhibitor space. Please see the booth badge request form for additional information.
4. List your booth location preference in the box below. Refer to the CMG'11 Exhibitor floor plan for booth numbers.
5. CMG will notify you of your booth assignment after April 29, 2011. **ATTENTION: CMG booth selection is on a first come, first serve allocation system.**
6. Your initial payment (deposit) of one-half of the total cost of all exhibit space requested and any sponsorship fees is due with your signed Contract. The remaining balance of the booth fee is due at CMG Headquarters by October 14, 2011. CMG has the option of releasing the space if final payment is not received by October 14, 2011 and the late rate will be in effect for your total booth charge.
7. All exhibitors using an independent decorator, other than the CMG contracted Decorating Company, must submit a Certificate of Insurance by October 14, 2011, naming CMG as additional insured. Companies who do not submit this certificate will not be allowed to set up exhibits at CMG'11.
8. **CANCELLATION POLICY:** If you cancel your participation in CMG'11, such cancellation shall be considered a default under the terms of this Contract and any monies paid hereunder shall be retained by CMG as liquidated damages. **NO REFUNDS WILL BE MADE.**
9. *Please Note:* This year's maximum height restriction for your booth is **12 ft.**
10. **Please email or fax your completed Exhibitor Space Contract to CMG Headquarters.**

Signature of Authorized Company Representative

Date

By signing above, the individual signing this Contract represents and warrants that he/she is duly-authorized to execute this binding Contract on behalf of the Exhibitor named below.

Name of Exhibitor:					
Address:					
City, State, Zip Code:					
Contact Name:			Contact Email:		
Contact Phone:			Contact Fax:		
Booth Preference:	#1	#2	#3	#4	#5

Products/Services to be exhibited: _____

Calculate size & price of booth: _____ ft x _____ ft = _____ sq ft @ \$ _____ per sq foot = \$ _____

Sponsorships / a La Carte: \$ _____

Initial Payment: \$ _____

Balance Due: \$ _____

Method of Payment: Check Payable to: CMG (must be in US dollars drawn on a US bank) Visa MasterCard AMEX

Acct. #: _____ Exp. Date: _____ Name on card: _____

Signature: _____ (Signature of cardholder signifies authorization to charge credit card account)

**** CMG Use Only ****

Date Contract Received:		Booth Assigned	
Initial Payment		Final Payment	
Balance Due:		Balance Due:	

CMG'11 TERMS AND CONDITIONS OF AGREEMENT (AGREEMENT)

1. PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the field of Computer Performance Evaluation and normally manufactured or supplied by the Exhibitor. Exhibitors may exhibit only those products/services it lists on the Exhibitor or Pedestal Space Contract, as applicable (Space Contract). CMG may refuse rental of exhibit space to any company whose display of goods or services is not compatible, in the sole opinion of CMG, with the general character and objectives of CMG'11.

2. ASSIGNMENT OF SPACE

Booths will be assigned based on the date of receipt by CMG Headquarters of a signed Space Contract, signed CMG'11 Terms and Conditions of Agreement, and one-half deposit. In the event that none of your choices can be satisfied, you will be contacted by telephone. Exhibitors will be notified of any changes in their booth assignments due to revision of the floor plan or any other reason CMG deems necessary in the best interest of CMG'11. Final booth assignments will be published at the start of the conference.

3. PAYMENT

A deposit of one-half (50%) of the total cost of requested booth space is required with the signed Space Contract and CMG'11 Terms and Conditions of Agreement to qualify for booth assignment. The balance is due October 14, 2011.

4. CONFIRMATION AND INSTRUCTIONS

Exhibitors will receive confirmation of assigned space and will be sent additional instructions after April 29, 2011.

5. EXHIBITOR BADGING

Non-sponsoring Exhibitors will receive three (3) complimentary booth badges for each 100 square foot of booth purchased. (Additional badges are available for \$50.00 each (not applicable to Pedestal Booths exhibitors). Pedestal Booths will receive two (2) badges only. Booth badges allow admission into the exhibit hall only.

6. EXHIBITOR MEETINGS, RECEPTIONS, OR OTHER FUNCTIONS

Exhibitors cannot schedule any meetings, receptions, or other functions that conflict with scheduled CMG activities. Official CMG events begin with Workshops on Monday. Please contact Headquarters for the final Program Schedule. Exhibitors may schedule evening functions after 8:30 p.m. on Monday - Thursday. User Group Meetings, seminars, or other such gatherings must be scheduled either before or after the conference. This does not apply to Exhibitor Presentations scheduled as part of CMG's formal conference program. No food/beverages may be served during Exhibitor Presentations. For security reasons, exhibitors are not to invite attendees to the exhibit area outside of scheduled exhibit hours, without prior written approval by CMG exhibit staff.

7. EXHIBITOR RESPONSIBILITIES

Exhibitors holding meetings in conjunction with CMG'11 (User Group Meetings, Exhibitor Presentations, etc.) will have access to existing room set-ups. If equipment and/or furniture is removed or rearranged, exhibitors will be billed to reset the room to the original CMG set-up.

8. EXHIBITOR PROVIDED IDENTIFICATION

Exhibiting companies, which distribute buttons, pins, or stickers, etc., must have such items approved by the conference General Chair prior to the commencement of the conference. In general, such items must be confined to the size of a dime to avoid obscuring attendee names on badges. Ribbons will not be approved.

9. RECRUITING

Exhibitors must abide by CMG's strict policy against recruiting activities at the conference. No recruiting is allowed.

10. EXHIBITOR ACTIVITIES

Distribution of advertising matter and souvenirs must be confined to the Exhibitor's booth. Canvassing in the exhibit hall by exhibitors or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden. Exhibitors are not allowed to distribute (or to ask hotel personnel to distribute) any materials to attendee hotel rooms or to display exhibitor signs outside the exhibit area. Undignified methods of attracting attention to an Exhibitor's space will not be permitted. Exhibitors must submit any plans for contests, demonstrations, or giveaways, to CMG Headquarters for approval at least sixty (60) days prior to show opening. CMG reserves the right to prohibit an exhibit, which in its judgment may detract from the character of the conference, and the exhibits as a whole.

11. FACILITY RULES & REGULATIONS

Exhibitors shall comply with all rules and regulations of the Facility, which are incorporated herein by reference.

12. FILM, SOUND DEVICES, AND LIGHTING

Sound movies, slide shows, or other sound devices should be turned to **CONVERSATIONAL LEVEL** and **must not be objectionable to neighboring Exhibitors**. Any equipment that emits excessive noise must be run intermittently for specific demonstrations only. If sound speakers are being used they **must point into your booth**. CMG reserves the right to restrict the use of glaring lights or objectionable lighting effects.

13. SUBLETTING OF SPACE

Subletting of exhibit space is strictly prohibited. Only one firm may exhibit in a single space. Furthermore, products from different firms cannot be advertised, sold or distributed in a single space.

14. STANDARD BOOTH EQUIPMENT

A) Standard booth equipment (non-pedestal booths) will consist of an eight-foot (8') high back wall of draperies with aluminum uprights, and division side rails thirty-six inches (36") high covered with matching/contrasting draperies. A two-line 7" x 44" identification sign will be furnished. All booths are 10' x 10' unless otherwise indicated on the floor plan.

B) Pedestal booths will consist of a 6' x 6' with an eight-foot (8') high back wall of draperies with aluminum uprights, and division side rails thirty-six inches (36") high covered with matching/contrasting draperies. A two-line 7" x 44" identification sign will be furnished. The cost includes power access (one 500 watt outlet) and one (1) table (48" x 24" x 42").

15. EXHIBITOR APPOINTED CONTRACTORS

No exhibitor or representative shall contract for services with other than the official exhibitor contractor unless permission has been secured in writing in advance from CMG and a certificate of insurance from the contractor is supplied to CMG Headquarters. Exhibitor-appointed contractors who do not submit a certificate of insurance naming CMG as an additional insured will not be allowed to provide services to any exhibitor. Exhibitors must observe all union terms and conditions in force in the exhibit hall.

16. BOOTH CONSTRUCTION

The intent of the following regulations relating to exhibit construction is to provide each Exhibitor a reasonable sight-line from the aisle to create a uniform and professional-looking display, and to permit all Exhibitors maximum use of floor space for which they have contracted.

A. Standard Booth (one or more standard 10' x 10' units in a straight line) Exhibitor fixtures, components and identification signs will be permitted to a maximum height of 8'3". All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the Exhibitor's space which is at least 5' from the aisle line.

B. Pedestal Booths are limited to table top displays of no higher than 36". Free-standing displays are not allowed in the Pedestal Booth area.

- C. Perimeter Booth (standard booth located on the outer-perimeter of the exhibit floor) Exhibit fixtures, components, and identification signs will be permitted to a maximum height of **12'** in perimeter-wall booths. All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the Exhibitor's space which is at least 5' from the aisle line.
- D. Peninsula Booth (exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides) Exhibit fixtures, components and identification signs will be permitted to a maximum height of **12'**. All display fixtures over 4' in height and placed within 10 linear feet of a neighboring exhibit, must be confined to that area of the booth that is at least 5' from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.
- E. Island Booth (exhibits with one or more display levels in four or more standard units with aisles on all four sides) Exhibit fixtures, components and identification signs will be permitted to a maximum of **12'**. Because an Island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.
- F. Canopies and Ceilings (an exhibit component supported over an Exhibitor's space for decorative purposes only). Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. Canopies will not exceed 8' in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1' in depth and cannot be used for identification or display purposes. Canopies may extend out to the aisle line and up to the booth line on either side of an Exhibitor's space providing that the support structure will not exceed 3" in width when placed within 10 linear feet of an adjoining exhibit and not confined to that area of the Exhibitor's space which is at least 5' from the aisle line.
- G. Tower (a free standing exhibit component separate from the main exhibit, fixture that is used for identification and display purposes only). Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are a part of a Peninsula exhibit will not exceed **12'** in height, and will not be placed within 10 linear feet of neighboring exhibits unless they are confined to that area of the Exhibitor's space which is at least 5' from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.
- H. Hanging Sign (an exhibit component suspended above an exhibit of four or more standard units back to back with an aisle on at least three sides for the purpose of displaying graphics or identification). Hanging identification signs or banners must be hung so that top of the object does not exceed **12'** in height.
- I. The reverse side of any wing panel must be draped or otherwise decorated so that these exposed areas will not be objectionable to adjacent Exhibitors. CMG reserves the right to require furnishings or masking drapery to be installed, billing charges to the Exhibitor.

17. FIRE, SAFETY, AND HEALTH

The Exhibitor assumes all responsibility for compliance with all local, city, and state laws, regulations, ordinances and all Terms and Conditions of Agreement relating to fire, safety, and health. Exhibitor must provide the necessary shielding or safety items to protect others from equipment that is operable or any other materials, processes or operations, which might cause bodily harm. All parts of the display must be made of flameproof materials and must meet the specifications of local fire authorities. In addition, all electric signs and equipment must be wired to meet specifications of local fire authorities. Exhibitors will be provided with fire regulations with the decorator kit.

18. LIABILITIES

Exhibitor agrees that CMG shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of Exhibitor's use, occupation or enjoyment of exhibit space, or any person thereon with the consent of Exhibitor, and the Exhibitor will indemnify and save harmless CMG from all liability whatsoever, caused by negligence or breach of obligation by Exhibitor or its employees, guests, invitees, agents or representatives.

19. INSURANCE

All property of Exhibitor is understood to remain under its custody and control in transit to and from, or within the confines of, the exhibitor Area. CMG and the Facility do not maintain insurance covering Exhibitor's property. Exhibitor shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage and workers' compensation insurance, in full compliance with all federal and state laws and covering all of Exhibitor's obligations and indemnities herein, and as may be requested by CMG. No later than October 14, 2011, Exhibitor shall deliver to CMG certificates of insurance evidencing such coverage and naming CMG as an additional insured. Exhibitors who do not submit a certificate of insurance naming CMG as an additional insured will not be allowed to set up exhibits at CMG'11. Nothing in these rules shall be construed as limiting, in any way, the extent to which Exhibitor may be held liable for damages to persons or property resulting from Exhibitor's or its subcontractors' performance under this agreement.

20. DISABILITY PROVISIONS

Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans With Disabilities Act ("ADA") and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold CMG harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against CMG, its officers, directors, agents or employees on the basis of the Exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

21. COPYRIGHT AND OTHER PROPRIETARY MATERIAL

Exhibitor represents and warrants that it shall not violate any copyright, trademark, or other similar intellectual property laws and that it shall comply with all copyright restrictions including, but not limited to, any license CMG may obtain or any other laws and restrictions with respect to the use or performance of music. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting its use of any copyrighted music or other proprietary material, including but not limited to all obligations to report data and to pay royalty fees. Exhibitor shall indemnify and hold CMG harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against CMG, its officers, directors, agents or employees with respect to any claims of infringement of a third party's proprietary rights or any breach of this paragraph.

22. CONTRACTS, PERMITS, TAXES

Exhibitor shall be responsible for acquiring and paying the costs of any and all permits, taxes and contracts required by authorities having jurisdiction over the Facility.

23. UNOCCUPIED SPACE

CMG reserves the right, should any rented Exhibitor's space remain unoccupied on opening day, or should any space be forfeited due to failure to make proper payment, to rent such space to any other Exhibitor, or use said space in any manner it sees fit. Other Exhibitors shall in no way infringe upon or take over such unoccupied space. This clause, however, shall not be constructed as affecting the obligations of the original Exhibitor to pay the full amount specified in his invoice for space rental under the terms of the contract. CMG has the right to modify the exhibit hall floor plan at any time as it deems necessary in its sole discretion.

24. INABILITY TO PERFORM

If CMG should be prevented from holding the exhibit program by any cause beyond its control (including, but not limited to, fires, strikes, acts or threats of terrorism, acts of God, etc.) or if it cannot permit the Exhibitor to occupy his space due to circumstances beyond its control, CMG will refund to the Exhibitor the amount of the rental paid by the Exhibitor, less a proportionate share of the exposition expenses, and CMG shall have no further obligation or liability to the Exhibitor.

25. CANCELLATION

If an Exhibitor cancels its participation in the Exhibit, such cancellation shall be considered default on its part, and any monies paid hereunder shall be retained by CMG as liquidated damages.

26. CHILDREN IN THE EXHIBITOR HALL

There are to be no children under the age of 18 permitted in the exhibit hall under any circumstances.

27. AMENDMENTS

These Terms and Conditions have been formulated for the best interest of the Exhibitors as well as the CMG conference. These Terms and Conditions may be amended at any time by CMG and all amendments that may be so made shall be equally binding on all parties affected by them as by the original Terms and Conditions. Any matters not specifically covered herein are subject to decision by CMG.

28. BREAKFAST, LUNCH AND PARS

Exhibitor yellow badges do not allow access into these functions, however, tickets for any and all of these functions can be purchased at the on-site registration area.

THE UNDERSIGNED EXHIBITOR UNDERSTANDS AND AGREES TO ABIDE BY THE TERMS AND CONDITIONS SET FORTH IN THIS AGREEMENT

Name of Exhibiting Company: _____

Signature of Authorized Exhibiting Company Representative

Date

(This document must be signed and a copy returned with your CMG'11 Exhibitor Space Contract)



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CMG'11 Critical Dates

Date	Item		Date Sent
April 29 th	Booth notification by CMG		
August 15 th	Company listing & description (online form)		
August 15 th	Logos due from Titanium, Platinum, Gold, Silver & Bronze	*	
September 2 nd	Exhibitor Presentation Request (online form) deadline		
September 2 nd	Hospitality Request (online form) deadline		
Early September	Exhibitor Services Manual sent to exhibiting companies		
September 12 th	Company listing & description (online form) deadline for inclusion in Final Agenda		
September 12 th	Pre-registered Attendee Request Form deadline	*	
September 12 th	Final Agenda artwork/ad due	*	
September 12 th	Logos due for event sponsors	*	
September 23 rd	EXPO SWEEPSTAKES Deadline	*	
September 23 rd	Items for Attendee Bag Inserts due for approval	*	
October 14 th	Final Payment Due		
October 14 th	Registration Kit insert approval deadline	*	
October 14 th	Onsite Newsletter artwork/ad due	*	
October 14 th	Exhibitor late rates are now in effect		
Early October	Expo passes will be sent to exhibitors upon request		
October 14 th	Literature Display Space Request Form	*	
October TBD	Early Bird Attendee Registration Ends		
October 21 st	Registration Kit Insert item due to CMG HQ	*	
October 28 th	Booth Badge Request Form deadline		

* *Does not pertain to all exhibitors*

All payments with the appropriate forms should be faxed or mailed to:

Fax: 856-401-1708
Mail: Computer Measurement Group, Inc.
PO Box 8500-5545
Philadelphia, PA 19178-8500



SPONSORSHIPS

Here is a unique opportunity for sponsoring activities at CMG'11. Your company name will be prominently featured at various CMG activities such as lunch, coffee breaks and PARS and on the CMG Web-site. Sponsorships have been bundled at various levels to accommodate your budgets. All sponsoring exhibitors will receive: Logo on Registration Signage and Exhibition Entrance Signage. Sponsorship level identification will be printed in the Final Agenda. All meals and receptions will identify sponsors at the entrance.

TITANIUM SPONSORSHIP - \$30,000

Your shared PARS sponsorship now becomes an exclusive evening PARS Sponsor; while still receiving all the benefits of the Platinum sponsorship and includes the opportunity for 4 non-exclusive MeasureIT ads during the conference year. Exclusive PARS is only available at this level.

PLATINUM SPONSORSHIP - \$25,000

20'x20' Booth, 16 Booth Badges, shared Lunch Sponsorship, shared evening PARS Sponsorship (up to 4 sponsors per evening) Mon., Tues., Wed., or Thurs., Conference Page Ad, Item on Literature Table, Pre-Registered Attendee List, Registration Kit Insert, a shared Coffee Break Sponsorship, entry to the EXPO Sweepstakes, sponsorship for the Vendor Area during the Wed. night reception, 10 drink tickets for Wed. night reception, an opportunity for 3 non-exclusive MeasureIT ads during the conference year, and an opportunity to purchase up to 5 Discounted Conference Registrations.

GOLD SPONSORSHIP - \$14,000

10'x20' Booth, 10 Booth Badges, shared Lunch Sponsorship, Conference Page Ad, Item on Literature Table, Pre-Registered Attendee List, Registration Kit Insert, a shared Coffee Break Sponsorship, entry to the EXPO Sweepstakes, sponsorship for the Vendor Area during the Wed. night reception, 10 drink tickets for Wed. night reception, and opportunity for 2 non-exclusive MeasureIT ads during the conference year and an opportunity to purchase up to 3 Discounted Conference Registrations.

SILVER SPONSORSHIP - \$10,000

10'x10' Booth, 8 Booth Badges, shared Breakfast Sponsorship, Conference Page Ad, Item on Literature Table, Pre-Registered Attendee List, Registration Kit Insert, a shared Coffee Break Sponsorship, entry to the EXPO Sweepstakes, 10 drink tickets for Wed. night reception, and opportunity for 1 non-exclusive MeasureIT ads during the conference year, a credit of up to \$2,000 from A La Carte List (credit cannot be applied toward Pedestal space), and an opportunity to purchase up to 2 Discounted Conference Registrations.

BRONZE SPONSORSHIP - \$ 5,000

10'x10' Booth, 6 Booth Badges, Conference Page Ad, item on Literature Table, 10 drink tickets for Wed. night reception, entry to the EXPO Sweepstakes, a credit of up to \$1500 from A La Carte List (credit cannot be applied toward Pedestal space), and an opportunity to purchase 1 Discounted Conference Registration.

Explanation of Terminology

Booth Badges: Booth Badges allow representatives of your company into the hall to work your booth. They provide access to the Exhibition Hall and Exhibitor Lounge only.

Breakfast, Lunch, PARS & Coffee Break Sponsorships:
See a La Carte description on reverse page.

Conference Page Ad:
This is a banner ad created by you that will be randomly displayed at the top of CMG Conference pages. This is a non-exclusive item. The ad size must be 468 x 60 pixels and in GIF or JPG format.

Item on Literature Table:
One piece of company Literature may be displayed on the Literature Display table in the Exhibit Hall.

Pre-Registered Attendee List:
See a La Carte description on reverse page.

Discounted Conference Registration:
You may purchase up to a full week or as little as a one day Conference Registration at a 25% discount. Workshops are not included. This registration allows access to all CMG events, including meals and PARS. Contact David Troxel (david@cmg.org) for your special form. ***Your account must be paid in full in order to take advantage of this discount.***

Registration Kit Insert:
See a La Carte description on reverse page.

Sponsorships Descriptions

- Coffee/Snack Break:** Attendees get the boost they need and your company gets the visibility. Two coffee breaks are held daily on Tuesday, Wednesday & Thursday. Morning coffee breaks and the Thursday afternoon coffee break will be held outside the session rooms in the hall. Tuesday and Wednesday afternoon coffee breaks will be held inside the Exhibit Hall. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by August 15th. (*Up to 4 sponsors per break*)
- Breakfast:** Be the first thing they see! Breakfast sponsorships are available for Tuesday, Wednesday and Thursday. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by August 15th. Sponsoring companies may display literature on a table at the entrance of the dining facility with appropriate signage. This includes 3 breakfast tickets for a sponsor. (*Up to 4 sponsors per day*)
- Lunch:** Lunches at CMG have the highest percentage of attendees concentrated at one time! Lunch sponsorships are available Tuesday, Wednesday and Thursday. Lunch sponsors may place one item at each attendees place at the table. Items must be approved 1 month in advance (contact CMG HQ for more information). Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by August 15th. Sponsoring companies may display literature on a table at the entrance of the dining facility with appropriate signage. This includes 3 lunch tickets for a sponsor. (*Up to 4 sponsors per day*)
- PARS Reception:** PARS is CMG's evening reception with entertainment, beverages and heavy hors d'oeuvres. Sponsoring companies have the opportunity to offer product giveaways, raffles and the opportunity to network with attendees in a relaxed setting. CMG must approve all giveaway or raffle items by October 3rd. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by August 15th. Sponsoring companies may display literature on a table at the entrance to the dining facility with appropriate signage.
- Shared PARS:** Each sponsor receives 10 PARS tickets and 20 beverage coupons for their staff. Contact CMG HQ for more detailed information. (*Up to 4 sponsors per evening*) Available Mon., Tues., Wed., or Thurs. evenings
- Exclusive PARS:** **Exclusive PARS is only available with Titanium Sponsorships.** The sponsor receives 15 PARS tickets and 30 beverage coupons for their staff. Contact CMG HQ for more detailed information.
- Pre-Registered Attendee List:** Use this list to promote your company's booth, product, exhibitor presentation or User Group meeting. This list will contain all pre-registered attendees who allow us to share their contact information. There is a separate form in this packet that must accompany the CMG'11 Sponsorship Order Form.
- Registration Kit Insert:** Every attendee will receive your insert when they arrive at registration. A one-page item not to exceed 8½ "x 11" will be inserted into the registration kit that contains the attendees' badge, tickets and other pertinent information. NO CARD STOCK. CMG must approve insert by Sept. 23rd. Items must arrive at CMG HQ by Oct. 21st.
- Banner Ad on MeasureIT On-line Newsletter:** Reach approximately 10,000 subscribers to CMG's free monthly online newsletter. You can start advertising in May and continue through December. The ad size must be 468 x 60 pixels and in GIF or JPG format.
- Final Agenda Ad:** The final agenda is given to every attendee at CMG'11 in their collectables bag. Your Full page ad is placed right in their hands. All ads are in Black and White and must meet CMG formatting standards. Contact CMG HQ for the details. Artwork/ad is due to CMG HQ by September 12th.
- Onsite Newsletter:** CMG attendees pick up the newsletter with morning breakfast and check it for the daily updates. Advertise in the CMG onsite newsletter Sunday/Monday, Tuesday, Wednesday, Thursday or Friday. All ads must be in **JPG or GIF** format. Artwork/ad is due to CMG by October 14th.
- Attendee Bag Insert:** This allows you to place one promotional item in each attendee bag given to all of our attendees on-site. It is a great way to show off your brand. Size requirements are as follows: Nothing greater in size than 4 ½ " x 4" x 3". All other sizes must be approved. Sample materials or items must be provided by exhibiting company and CMG must approve by Sept. 23rd.
- PARS Beer & Wine Tasting:** Sponsorship for the Wednesday evening Pre-PARS reception in the exhibit hall is available for Gold, Platinum and Titanium sponsorship levels only. (Not available as an a la Carte purchase) A \$2000.00 value!
- PARS Drink Tickets:** Each sponsoring exhibitor will receive 10 drink tickets to use at their discretion for Wednesday evening in the exhibit hall. Use them yourself or give them to attendees visiting your booth. This is also offered as an a la Carte item for non-sponsoring exhibitors to purchase. Tickets will be sold in increments of 10.
- Internet Café:** **Not applicable for CMG'11** Place your company's name in one of the most active areas at the conference. Your logo will appear with the CMG'11 conference logo on every desktop background, the screen saver and the CMG Web Portal with a link to your company's website. The Internet Café is open 24 hours Sunday through Friday. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by September 12th.



CMG'11 Sponsorship / a la Carte Order Form

Item	Cost	#	Total
Sponsorships			
Titanium Sponsorship (\$46,630 value)	\$30,000.00		
Platinum Sponsorship (\$34,130 value)	\$25,000.00		
Gold Sponsorship (\$19,130 value)	\$14,000.00		
Silver Sponsorship (\$13,130 value)	\$10,000.00		
Bronze Sponsorship (\$6,080 value)	\$5,000.00		
A La Carte Sponsorships			
Coffee Break (up to 4 sponsors per break) <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs. <input type="checkbox"/> am <input type="checkbox"/> pm	\$1,000.00		
Breakfast (up to 4 sponsors per day) <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs.	\$4,000.00		
Lunch (up to 4 sponsors per day) <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs.	\$6,000.00		
EXCLUSIVE PARS Reception (available to Titanium Sponsors only)	\$20,000.00		
PARS Reception (up to 4 sponsors per evening) <input type="checkbox"/> Mon. <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs.	\$8,000.00		
Pre-Registered Attendee list	\$200.00		
Registration Kit Insert	\$750.00		
Attendee Bag Insert	\$900.00		
Rotating Banner Ad on MeasureIT – online monthly newsletter (per month)	\$500.00		
Exclusive Banner Ad on MeasureIT – online monthly newsletter (per month)	\$1,000.00		
Final Agenda Ad – Full page at back	\$1,500.00		
Final Agenda Ad – Full page inside back cover (exclusive)	\$1,500.00		
Final Agenda Ad – Full page back cover (exclusive)	\$2,000.00		
On-site Newsletter Ad – ¼ page	\$150.00		
On-site Newsletter Ad – ½ page	\$300.00		
On-site Newsletter Ad – full page	\$600.00		
EXPO SWEEPSTAKES (Limited to 20 sponsors)	\$300.00		
PARS Drink Tickets (packages of 10 tickets)	\$90.00		
Additional Sq. footage (10' x 10') until October 7, 2011	\$2,000.00		
Subtotal:			
Use my Silver Sponsorship a la Carte Credit of \$2,000.00			
Use my Bronze Sponsorship a la Carte Credit of \$1,500.00 (a la carte credit cannot be applied to Pedestal space)			
Total Due:			

Method of Payment: Check Payable to: CMG (must be in US dollars drawn on a US bank) Visa MasterCard AMEX

Acct.#: _____ Exp. Date: _____ Name on card: _____

Signature: _____ (Signature of cardholder signifies authorization to charge credit card account)



COMPUTER MEASUREMENT GROUP, INC.

University Executive Campus • 151 Fries Mill Road, Suite 104
Turnersville, NJ 08012

Toll Free: 1-800-4FORCMG • Phone: 856-401-1700 • Fax: 856-401-1708

<http://www.cmg.org>

e-mail: cmghq@cmg.org

IMPORTANT REMINDERS

All CMG'11 exhibitors have the opportunity to purchase CMG's pre-registered attendee lists.

This mailing may be used to promote your booth, your product, or Exhibitor Presentation or at CMG'11.

*****This is a one-time USE only!*****

The list will contain ALL pre-registered attendees who allow us to share their contact information.

The Post-Conference list will not contain complete contact information.

Fax to: 856-401-1708

Mail to:

Computer Measurement Group, Inc.
PO Box 8500-5545
Philadelphia, PA 19178-8500

All mailings must be sent to CMG for prior approval by the Board of Director's Secretary. Please allow one week for approval.

Company: _____
Contact: _____
Phone: _____
E-Mail: _____

PRE-REGISTERED ATTENDEE LIST ORDER FORM

DUE TO CMG HQ BY SEPTEMBER 12, 2011

CMG HQ will e-mail the pre-registered attendee list in an Excel spreadsheet in early November, 2011.

The cost for exhibitors is \$200.00.

PAYMENT OPTIONS

Enclosed is my check payable to CMG (must be in U.S. dollars)

Please process this transaction on my credit card:

Visa

MasterCard

AMEX

Amount \$ _____

Card Number

Expiration Date

Name on Card

Signature

(Signature of cardholder signifies authorization to charge credit card account)

CMG prohibits the reproduction of the mailing list in any format. Please sign below signifying you understand and will abide by the above policy. **Requests will not be processed without your signature.**

Signature: _____
Name: _____
Title: _____
Date: _____



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IMPORTANT FACTS

Each participating company will receive a designated stamp from CMG to apply to the Sweepstakes card once an attendee has visited the booth.

Participating companies are responsible for providing their own prize. Exhibiting Staff are not eligible to participate/win.

All Sweepstakes cards must be completed in order to be eligible.

Maximum of 20 Participants.

Drawing will be held Thursday after lunch and approximately 1/2 hour prior to the start of the afternoon sessions. A representative from CMG will draw a Sweepstakes card and the prize will be presented by a representative from your company.

Payment must be received in full before **CMG** will add your company to the Sweepstakes card.

Return this form via mail or Fax no later than **September 23, 2011**.

Fax: 856-401-1708

Mail:

Computer Measurement Group, Inc.
PO Box 8500-5545
Philadelphia, PA 19178-8500

Questions?...

Contact: David Troxel
Phone: 856-401-1700
e-mail: david@cmg.org

THE EXPO SWEEPSTAKES!

Dramatically increase the amount of attendees visiting your booth by signing up for the CMG EXPO Sweepstakes. Your company name will be placed on the CMG Sweepstakes Card and given to all CMG'11 attendees. You will stamp the Sweepstakes Card verifying their visit to your booth and they will be entered to win a prize, for a completed Sweepstakes Card, offered by participating companies such as yours.

RETURN BY September 23, 2011.

The cost of participation is \$300.00.
(Plus your prize)

Company: _____
Contact: _____
E-Mail: _____
Phone: _____

PAYMENT OPTIONS

Enclosed is my check payable to CMG (must be in U.S. dollars)

Please process this transaction on my credit card:

Visa MasterCard AMEX

Amount \$ _____

Card Number

Expiration Date

Name on Card

Signature

(Signature of cardholder signifies authorization to charge credit card account)



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IMPORTANT FACTS

Company literature will be displayed in the exhibit hall in a space designed for books and literature only.

If you select this option, you may not exhibit, have hospitality suites nor participate in the Exhibitor Presentations.

Personnel are not permitted in the exhibit hall during exhibit hours unless the personnel are registered as conference attendees.

Mechanical presentations, such as a continuous running PC program on display, are not allowed.

Payment must be received in full before **CMG** will assign a Literature Display Space.

Return this form via mail or Fax by October 14, 2011.

Fax: 856-401-1708

Mail:
Computer Measurement Group, Inc.
PO Box 8500-5545
Philadelphia, PA 19178-8500

Questions?...

Contact: David Troxel
Phone: 856-401-1700
e-mail: david@cmg.org

LITERATURE DISPLAY SPACE REQUEST FORM

RETURN BY OCTOBER 14, 2011.

Literature Display Space is available to any company who wants to be represented at the **CMG'11** conference but does not need a booth or cannot exhibit in person. The cost for a Literature Display is \$300.00. Please complete the entire form.

My Company cannot exhibit at **CMG'11**; however we would like to reserve a Literature Display Space.

Company: _____
Address: _____
City: _____
State/Prov.: _____
Zip Code: _____
Country: _____
E-Mail: _____
Phone: _____
Fax: _____
Contact: _____

PAYMENT OPTIONS

Enclosed is my check payable to CMG (must be in U.S. dollars)

Please process this transaction on my credit card:
 Visa MasterCard AMEX
Amount \$ _____

Card Number

Expiration Date

Name on Card

Signature

(Signature of cardholder signifies authorization to charge credit card account)



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**SESSION
PASSES**

**CMG will no longer
distribute Session Passes.**

**ALL Exhibiting Partners
Staff will be eligible to
attend sessions
throughout the week.
(Workshops not included)**

**Please be sure that each
staff member has their
Booth Badge on their
person to ensure
admittance to the
sessions.**

******NOTE******

Booth Badges provide access to the Exhibit Hall only, not to CMG conference functions. If you would like to participate more fully in the CMG conference, a conference badge will be required. CMG provides a number of registration alternatives including a Corporate Badge which would list your company name and can be shared among any of the employees (one at a time).

Company: _____
Contact: _____
Phone: _____

BOOTH BADGE REQUEST FORM

Return by October 28, 2011

COMPLIMENTARY BOOTH BADGES:

Each **CMG'11** exhibitor receives **3** complimentary badges per 100 square feet of exhibit space.

Example: 10 x 10 = 3 badges
10 x 20 = 6 badges
20 x 20 = 12 badges

First Name: _____ First Name: _____
Last Name: _____ Last Name: _____

First Name: _____ First Name: _____
Last Name: _____ Last Name: _____

First Name: _____ First Name: _____
Last Name: _____ Last Name: _____

First Name: _____ First Name: _____
Last Name: _____ Last Name: _____

First Name: _____ First Name: _____
Last Name: _____ Last Name: _____

PURCHASE EXTRA BADGES (not applicable to Pedestal Booths)
I need _____ extra badges at \$50.00 each. Total Due: \$_____

PAYMENT OPTIONS

- Enclosed is my check payable to CMG in U.S. dollars.
- Please process this transaction on my credit cards:
 - Visa MasterCard American Express Amount \$_____

Fax to: 856-401-1708

Mail to: Computer Measurement Group, Inc.
PO Box 8500-5545
Philadelphia, PA 19178-8500

_____ Expiration Date _____
Card Number _____
_____ Signature _____
Name on Card _____
(Signature of cardholder signifies authorization to credit card account.)