



Meet Prospective Performance Management & Capacity Planning Customers in the Washington DC Area

Make a sure bet to shorten the sales cycle for your computer
performance products!

**Exhibit at CMG'11
December 5 - 9!!**

Experts agree. There are two primary considerations in selecting a show that can serve as the successful first step in your sales process. Will your target audience be there? Will show management be an effective partner in reaching that audience? For CMG'11, the answer to both questions is a resounding "YES".

CMG'11 is the annual international conference of the Computer Measurement Group (CMG), a non-profit association of Computer Performance Evaluation (CPE) professionals. These are people who use and recommend your products to their own or client companies. These are people who share the goal of improving performance on all platforms and in all environments.

Yes, *all platforms, all environments*. Performance Management and Capacity Planning are as important to evolving architectures, applications and databases as they are to operating systems, networks and computing platforms. They're also as important to PCs/laptops and workstations/servers as they are to mainframe/host-systems and midrange computers, perhaps even more important to e-commerce than to traditional brick-and-mortar businesses.

CMG'11 is an exhibitor-friendly conference. Each year, we at CMG make it a point to review our procedures and act on suggestions for helping improve your selling opportunities at the conference. This year, we will continue to offer the opportunity to deliver technical Vendor Training in parallel with regular conference sessions throughout the week.

We are also continuing with the CMG EXPO Sweepstakes as an opportunity for you to increase the traffic to your Booth and once again we offer the opportunity for you to use our pre-conference mailing

list in your marketing efforts. In addition, we provide you with the opportunity to invite local customers or potential customers to the Exhibit Hall via EXPO Passes.

As always, we treat exhibitors as conference partners, setting aside an early evening track for your sales presentations and giving you the opportunity to have an assigned hospitality suite. We also provide you with advertising and sponsorship opportunities.

We invite you to learn more about our organization and its mission by visiting www.cmg.org. Then, you'll understand why our membership wields the potent combination of technical expertise and buying influence you're seeking. Join us at CMG'11 which is the only conference **dedicated** to capacity and performance-related products!

For more information on just how to participate in CMG'11 as an exhibiting partner, please contact David Troxel at 1-800-436-7264 or david@cmg.org.

Location:

CMG'11 will be held at The Gaylord National Resort and Convention Center. Located just eight miles due south of Washington, DC, with convenient access to three major airports, the hotel is just 15 minutes away from our nation's capital—an ideal location for meetings and conventions. Gaylord National has 470,000 square feet of flexible meeting space and is the largest combined hotel and convention center on the East Coast. With 2000 luxurious rooms, including 110 lavish suites, our spectacular 18-story glass atrium welcomes you to the hotel, offering sweeping views of the Potomac River, Washington, DC and Old Town Alexandria. Come and discover for yourself the jewel of the capital region—Gaylord National Hotel & Convention Center.

www.cmg.org

Pricing & Privileges:

Charge for exhibit space is \$30.00 per square foot through October 14, 2011. After October 14th, exhibit space is \$32.50 per square foot. Both rates are for 100 – foot increments. Various sponsorship levels are also available.

Booth Rental includes:

- Pipe and drape: 8’ back height and 3’ side height
- Identification signs
- Exhibit hall security service
- An Exhibitor Service Manual (online) which details schedules and procedures and contains forms for ordering services and/or taking advantage of CMG’11 marketing opportunities.
- 3 complimentary exhibitor badges for each 100 feet of exhibit space.
- Listing on our Conference Web Pages, this is available to all CMG membership and prospective attendees.
- Listing in the Final Agenda, this is distributed on-site at the show and can be used by attendees for post-conference product reference.
- Complimentary admittance into CMG Sessions throughout the week.
- Post-conference list of conference attendees.
- Designated demonstration hours to meet with potential customers that are attendees during off-hours in the hall.
- Expo Passes to invite local customers or potential customers to visit you in the Exhibit hall during hall hours.
- Opportunity for one Vendor Training Session per 100 feet. First come first served as space is limited.

- Complimentary meals passes for Tuesday, Wednesday, and Thursday

Program:

CMG’11 will attract attendees who are focused on performance management and capacity planning for *all* technology network and server platforms, and *all* operating and database system environments. Its eight subject areas are (but not limited to): Management and Reporting, Capacity Planning, Measurement, Modeling/Statistics, Tuning, Performance Engineering, and Load Testing. In addition, a special “Hot Topics” subject area features papers, presentations and panels related to technologies that have recently become generally available or are presently making a profound impact within the technology industry.

Pre-conference workshops expand the attendance base. Workshops attract CPE professionals who seek in-depth and expert-led study in addition to the four days of conference presentations. Keynote and plenary speakers also serve to attract both attendees and the media.

Potential:

With more businesses recognizing the importance of Performance Management and Capacity Planning comes the realization that CMG’11 is the best source for practical education in performance techniques across the entire computing spectrum. CMG’11 conference attendees are knowledgeable, technical buyers for your firm’s products and services. Don’t miss out on the increased opportunities to reach your target customers this year at CMG’11!!

EXHIBITORS AT CMG’10

Baer Consulting, Inc. ♦ Captell Developments ♦ Compuware Corp.** ♦ ColeSoft Marketing, Inc. ♦ Correlsense
♦ Demand Technology Software, Inc. ♦ EMC ♦ IBM Corporation** ♦ IntelliMagic, Inc.** ♦ Merrill Consultants
♦ Metron-Athene, Inc. ♦ OpTier, Inc.** ♦ ORSYP Software, Inc.** ♦ PERFMAN
♦ SAS Institute, Inc.** ♦ Software Engineering of America
♦ TeamQuest Corp.** ♦ Trident Services, Inc. ♦ Velocity Software, Inc.

**CMG’10 Sponsors