

SPONSOR & EXHIBITOR OPPORTUNITIES

Who Will Attend:

- Corporate decision-makers who want to understand how to best leverage their current and future information systems investments to maximize return in the operations and supply chain environment.
- Information systems, operations, and production focused resources ranging from vice presidents to directors and managers who will be presenting, as well as attending sessions focused on sharing successful implementations and best practices.
- Industry editors and analysts seeking face-to-face discussions with end-users, vendors and systems integrators for the latest news and trends.

Who Should Exhibit and Sponsor:

Vendors and systems integrators that wish to showcase their market or technology expertise and thought leadership to a diverse group of industry professionals. Sponsorship of the 2011 European Conference gives companies unparalleled access to decision makers looking to improve their business through the innovative application of new processes and technologies. The conference is preceded by an opportunity for delegates to attend an official MESA Global Education Program, the Certificate of Awareness. There is an additional opportunity to sponsor this education program.

OVERVIEW OF EXHIBITOR OPPORTUNITIES:

The exhibition will be open:

Wednesday, November 9	10:30 – 21:00
Thursday, November 10	7:30 – 17:00

Additional Benefits of Exhibiting:

- Access to an estimated 200 conference attendees. They will have specific times set aside during the conference to visit with exhibitors.
- Company information (25 MB) on Sponsor CD distributed to all attendees.

Special deal! A discount is available off the non-member price if you or your company becomes a Premium MESA member, contact MESA HQ for discount details and more information.

CONFERENCE PACKAGES			
PACKAGE DETAILS	PREMIUM	SUPPORTING	ASSOCIATE
3 x 2 meter Booth	√	√	√
Complimentary Full Conference Passes	2	1	1
Discounted Full Conference Passes	2	2	1
Lunch Sponsor	√		
Break Sponsor		√	
Strategic Initiative (Pod Sponsor)	6 pods	3 pods	
Logo placement on event signage	√	√	√
Pre-show Email Blast (qty:1)	√		
Post-show Email Blast (qty:1)	√		
Verbal recognition during conference	√	√	√
Recognition on conference website	√	√	√
Premium Member Price	Euro 11.995	Euro 8.995	Euro 3.995
Basic-/Non-Member Price	Euro 14.750	Euro 11.995	Euro 6.750

All amounts exclusive of 19% VAT

FOR SPONSOR & EXHIBITOR INQUIRIES PLEASE CONTACT:

MESA Headquarters
+1 480.893.6883
euconference@mesa.org

CONFERENCE SPONSORSHIP OPPORTUNITIES

Global Education Program, November 7 – 8
Certificate of Awareness

TYPE	DESCRIPTION	INVESTMENT
EMEA Education Program Event Sponsor	The Global Education Program Event Sponsor has the opportunity to display a promotional banner during all Educational Sessions in EMEA in 2011 and will be recognized on signage during the event as the EMEA Education Program Event Sponsor. Sponsor may also provide pens or other promotional items with their company's logo.	Euro 4.900
Reception Sponsor	The Reception Sponsor has the opportunity to guarantee their company's exposure to attendees and improve networking opportunities by sponsoring a reception, either on Wednesday after the end of the program or on Thursday at the end of the conference. The sponsoring company will have the opportunity to display a promotional banner during the reception and provide cocktail napkins with their company's logo.	Euro 4.500 (on Wednesday) Euro 3.000 (on Thursday)
Walking Dinner Sponsor	The Walking Dinner Sponsor has the opportunity to guarantee their company's exposure to attendees and improve networking opportunities by sponsoring the Dinner on Wednesday. The sponsoring company will be able to display their banner during dinner and will be allotted 5 minutes for welcoming comments (elevator pitch).	Euro 6.000
Lanyard Sponsor	The Conference Lanyard Sponsor has the opportunity to provide lanyards with their company name and/or logo for attendees to wear throughout the Conference. Lanyards are to be provided in advance to MESA HQ by Sponsoring Company.	Euro 5.000 SOLD
Attendee Gift Sponsor	The Attendee Gift Sponsor has the opportunity to provide each attendee with an item of their choosing. The company logo may be imprinted on the items and they will be distributed to all conference attendees upon check-in at the conference registration desk. Item must be preapproved, and provided to MESA HQ in advance.	Euro 3.000
Notepad Sponsor	The Notepad Sponsor has the opportunity to provide notepads with their company name and / or logo for distribution to all attendees at the conference registration desk. Notepads will also be placed throughout the conference for added visibility. Notepads to be provided in advance to MESA HQ.	Euro 2.000 SOLD
Pen Sponsor	The Pen Sponsor has the opportunity to provide pens with their company name and/or logo for distribution to all attendees at the conference registration desk. Pens will also be placed throughout the conference for added visibility. Pens to be provided in advance to MESA HQ.	Euro 1.500 SOLD
Information Session Sponsor (2)	Solution providers can rent a room for presenting their solutions and services to an audience up to 50 attendees during a 45 minute session. In total (2) slots are available on Wednesday, November 9 between the end of the program and the reception and walking dinner.	Euro 1.500 SOLD OUT
Strategic Initiative Pod Sponsor (30)	Each of MESA's six Strategic Initiatives (Lean Manufacturing, Quality & Regulatory Compliance, Product Lifecycle Management, Real Time Enterprise, Asset performance Management and Sustainable Manufacturing) will be assigned to an informational Pod in the exhibition area. Each Pod may be sponsored by up to five companies. Sponsors will have their logo displayed on the sponsored Pod and are able to provide one piece of company literature for display.	Euro 1.000 per Pod

ADDITIONAL MARKETING* OPPORTUNITIES

TYPE	DESCRIPTION	INVESTMENT
Pre-Show Email Blast	MESA will send (1) email blast on behalf of the sponsoring company to the registered attendees. Sponsoring company to provide HTML.	Euro 750
Post-Show Email Blast	MESA will send (1) email blast on behalf of the sponsoring company to the registered attendees. Sponsoring company to provide HTML.	Euro 1.000
Both	MESA will send (2) emails on behalf of the sponsoring company – 1 pre-show and 1 post-show. Sponsoring company to provide HTML for both emails.	Euro 1.500

* Only available for those who secured another sponsorship.

All amounts exclusive of 19% VAT

REGISTRATION FORM

CONFERENCE PACKAGES

PREMIUM CONFERENCE PACKAGE	<input type="checkbox"/>	Premium Member Investment	Euro	11.995
	<input type="checkbox"/>	Basic/Non-Member Investment	Euro	14.750
SUPPORTING CONFERENCE PACKAGE	<input type="checkbox"/>	Premium Member Investment	Euro	8.995
	<input type="checkbox"/>	Basic/Non-Member Investment	Euro	11.995
ASSOCIATE CONFERENCE PACKAGE	<input type="checkbox"/>	Premium Member Investment	Euro	3.995
	<input type="checkbox"/>	Basic/Non-Member Investment	Euro	6.750

All 3 x 2 exhibit booths include the following:

- One (1) identification sign
- One (1) standard table (1.20 * 0.6 m)
- Two (2) standard chairs

If you will be bringing your own structure to place in the exhibit booth and do NOT need the provided table and chairs please contact euconference@mesa.org.

CONFERENCE SPONSORSHIP OPPORTUNITIES

RECEPTION SPONSOR

- Wednesday, November 9 | € 4.500
- Thursday, November 10 | € 3.000

WALKING DINER SPONSOR

- Wednesday, November 9 | € 6.000

CONFERENCE LANYARD SPONSOR

SOLD € 5.000

ATTENDEE GIFT SPONSOR

- € 3.000

NOTEPAD SPONSOR

SOLD € 2.000

2011 EMEA EDUCATION PROGRAM SPONSOR

- € 4.900

PEN SPONSOR

SOLD € 1.500

INFORMATION SESSION SPONSOR

SOLD € 1.500

STRATEGIC INITIATIVE POD SPONSOR (5 per SI)

- Lean Manufacturing | € 1.000 each
- Quality & Regulatory Compliance | € 1.000 each
- Product Lifecycle Management | € 1.000 each
- Real-Time Enterprise | € 1.000 each
- Asset Performance Management | € 1.000 each
- Sustainable Manufacturing | € 1.000 each

ADDITIONAL MARKETING OPPORTUNITIES

EMAIL BLAST

- Pre-Show € 750
- Post-Show € 1.000
- Both € 1.500

All amounts exclusive of 19% VAT

To secure a package or sponsorship complete and send pages 3-4 to euconference@mesa.org or fax to +1 480.893.7775. Benefits will not begin until all pages are received.

All opportunities will be secured on a first come, first served basis.

Sponsor & Exhibitor Rules & Guidelines

DEADLINE: October 1, 2011

- Sponsor benefits are based on the timeliness of the order received and full payment. Payment must be received at MESA HQ by **November 9, 2011**. Payments received after deadline will incur a Euro 100 late fee.
- Cancellations of sponsorships or exhibits are subject to a 50% charge before **October 1, 2011**. No refunds are available after that date. No subletting of exhibition space allowed.
- A sample of all sponsor materials (notepad, pen and attendee gift) must be sent to MESA HQ for approval by **October 1, 2011**.
- Logo art, to be used in conference promotional materials, must be forwarded to euconference@mesa.org upon submission of this agreement. Please send logo in EPS and JPG (at least 300dpi) format, along with the address of the website you wish the logo to be linked to on the conference website.
- Exhibitors will incur additional charges for internet connections, electrical outlets and audio visual equipment, as desired.
- During scheduled conference activities, marketing activities by a sponsor / exhibitor are restricted to their respective booth unless hosting a specific conference event (i.e. refreshment break).
- Sponsors / exhibitors agree to not hold demonstrations, presentations, or related activities during regularly scheduled conference activities.
- All interviews, demonstrations, solicitations, and other activities must be conducted in a way not to infringe on the rights of other sponsoring / exhibiting companies or to offend attendees of the conference. Sponsors / exhibitors shall confine all such activities to within their respective booth when regularly scheduled conference activities are occurring.
- Sponsors / exhibitors are responsible for all material / equipment they bring to the conference. MESA and the conference facility are not liable for any damage, theft of property, etc. Security will not be provided.
- Sponsors / exhibitors agree to abide by all national, local, and facility laws and / or rules. Sponsors / exhibitors are liable for any claims made against them.
- Guidelines and rules are subject to change as required and at the discretion of MESA International.

I, as representative of my company, agree that my company and its representatives at the conference shall abide by the above rules and guidelines*.

Printed Name: _____

Signature: _____

_____ Company Name <i>(as you would like listed in promotional material)</i>		
_____ Contact Name of Sponsor / Exhibit Coordinator		
_____ Address		
_____ City	_____ State	_____ Post Code/Zip
_____ Country		
_____ Phone		
_____ Fax		
_____ E-mail		
Total Amount Due: Euro _____ <i>19% VAT will be added to the amount due</i>		
Payment Method:		
<input type="checkbox"/> Invoice Please		
<input type="checkbox"/> Check Enclosed (Make payable to MESA Int'l)		
<input type="checkbox"/> Credit Card		
<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover		
_____ Credit Card Number		
_____ Name on Card		
_____/_____/_____ Expiration Date	_____ CCV Code (on back of card)	

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