

Meridian Systems 2010 User Conference

Sponsorship Prospectus

The Meridian Systems User Conference offers a unique opportunity to put your company in front of hundreds of Meridian solution users. By becoming a sponsor, you will be able to showcase your products and solutions to construction, engineering and real estate professionals.

Don't miss out on this once-a-year opportunity to have your solutions and services seen by more than 450 Meridian customers, partners and Meridian executives. Review below the Meridian 2010 Sponsorship Prospectus to see all the opportunities available to help you reach Meridian Systems customers, employees and partners.

Who Attends?

- Current and potential users of Prolog®, ProjectTalk® and Proliance® software
- Construction and real estate industry executives; building owner/operators and real estate developers; ENR top ranked general contractors, project managers and engineering firms
- Architecture, Construction, Education, Energy, Engineering, Government, Health Sciences, Manufacturing, Real Estate, Retail and Transportation industry firms

Showcase Hours

The Partner Showcase will be open each day of the conference per the schedule below. Partner showcase hours are subject to change at any time prior to conference. Also, to help drive traffic to the exhibit floor, all conference breaks, lunches and the Welcome Reception will be held in the showcase area.

Monday, May 24, 2010

7:30 AM – 8:30 AM	Exhibit Showcase Open
10:30 AM – 10:45 AM	Break on Showcase Floor
12:00 PM – 1:00 PM	Lunch on Showcase Floor
2:15 PM – 5:00 PM	Exhibit Showcase Open
5:30 PM – 8:30 PM	Welcome Reception in Partner Showcase

Tuesday, May 25, 2010

- 8:00 AM – 9:00 AM Exhibit Showcase Open
- 10:30 AM – 11:00 AM Break on Showcase Floor
- 12:15 PM – 1:30 PM Lunch on Showcase Floor
- 2:45 PM – 3:15 PM Break on Showcase Floor

Wednesday, May 26, 2010

- 7:30 AM – 8:30 AM Exhibit Showcase Open

Exhibit Sponsorship Details

Exhibit Sponsor - \$5,000

- 8'x10' booth includes one 6' skirted table, 2 chairs, (1) 500 watt outlet, wastebasket, and ID sign
- 2 conference passes (includes all meals, events and track sessions)
- Exposure in Meridian press releases
- **Attendee registration list (post show; includes full contact information)**
- Quarter page ad in onsite program (4-color)
- 50-word company profile on website and in onsite program
- Logo on major conference marketing materials (e-mail blasts and newsletters)
- Logo and link on Meridian corporate website
- Recognition in conference opening and closing session addresses
- Electronic company literature piece inserted into attendee registration kit (provided by exhibiting company)
- **15 minute presentation on partner track session**

Silver Sponsor - \$7,500 (6 available)

- 8'x10' booth includes one 6' skirted table, 2 chairs, (1) 500 watt outlet, wastebasket, and ID sign
- 3 conference passes (includes all meals, events and track sessions)
- Exposure in Meridian press releases
- **Attendee registration list (post show; includes full contact information)**
- Half page ad in onsite program (4-color)
- 75-word company profile on website and in onsite program
- Logo on major conference marketing materials (e-mail blasts and newsletters)
- Recognition in conference opening and closing session addresses
- Electronic company literature piece inserted into attendee registration kit (provided by exhibiting company)
- **Panelist on Technology Partner General Session (limited to 6 speakers; first-come, first-served)**

Gold Sponsor - \$10,000 (2 available)

- **8'x10' booth** includes one 6' skirted table, 2 chairs, (1) 500 watt outlet, wastebasket, and ID sign
- 4 conference passes (includes all meals, events and track sessions)
- Exposure in Meridian press releases
- **Attendee registration list (post show; includes full contact information)**
- Full page ad in onsite program (4-color)
- 100-word company profile on website and in onsite program
- Logo on major conference marketing materials (e-mail blasts and newsletters)
- Recognition in conference opening and closing session addresses
- Electronic company literature piece inserted into attendee registration kit (provided by exhibiting company)
- **Welcome Reception Sponsor** (prominent signage)
- **Panelist on Technology Partner General Session** (*limited to 6 speakers; first-come, first-served*)
- **1 Exclusive 90 minute Track Session (Customer Case Study)**

Platinum Sponsor - \$20,000

- **8'x20' booth** includes one 6' skirted table, 2 chairs, (1) 500 watt outlet, wastebasket, and ID sign
- Logo on full page themed party ad in program
- 6 conference passes (includes all meals, events and track sessions)
- Exposure in Meridian press releases
- **Attendee registration list (post show; includes full contact information)**
- Full page ad in onsite program (4-color)
- 150-word company profile on website and in onsite program
- Logo on major conference marketing materials (e-mail blasts and newsletters)
- Recognition in conference opening and closing session addresses
- Electronic company literature piece inserted into attendee registration kit
- **Exclusive Theme Party Sponsor** (prominent signage)
- **Panelist on Technology Partner General Session** (*limited to 6 speakers; first-come, first-served*)
- **1 Exclusive 90 minute Track Session (Customer Case Study)**
- **Exclusive Badge/Lanyard and Thumb Drive Sponsor**

Exhibitor Move-In

Sunday, May 23, 2010, 11:00 AM – 3:00 PM

Exhibitor Move-Out

Wednesday, May 26, 2010, 9:45 AM – 11:45 AM

Exhibitor Shipping Information

Each exhibitor is responsible for delivery, set-up and tear down of their exhibit materials. Shipping address and instructions will be issued to exhibitors upon receipt of registration form.

Questions

For more information on how to become a sponsor, please contact Mindy Matullo, Meridian Program Manager at (916) 294 2072 or via email at: mmatullo@meridiansystems.com.

Meridian Systems 2010 User Conference
May 24-26, 2010 – Gaylord National Hotel, Washington, DC

SPONSORSHIP/EXHIBITOR CONTRACT

Marketing/Administrative Contact		Title	
Company			
Address			
City	State	Zip/Postal Code	Country
Phone	Fax	Email	

EXHIBITOR PACKAGE (please check):

- Exhibit Sponsor: \$5,000
- Silver Sponsor: \$7,500
- Gold Sponsor: \$10,000
- Platinum Sponsor: \$20,000
- Additional Exhibitor Registration: \$895.00
Discounted full conference registration, includes all sessions, meals, and events.

Fax completed forms to
916-294-2073
Or return via mail to:
Meridian User Conference
Attn: Mindy Matullo

1720 Prairie City Road
Suite 120, Folsom, CA 95630

PAYMENT INFORMATION

- Exhibit, Silver, Gold or Platinum (see pricing above) \$ _____
- Additional Exhibitor Registration (\$895.00) \$ _____

TOTAL DUE \$ _____

CANCELLATION POLICY: In the event that an Exhibitor wishes to cancel all or part of the contracted exhibit space, the Exhibitor must do so in writing sixty (60) calendar days prior to Conference start date. Refunds of 100%, less a processing fee of \$100, will be made until **March 15, 2010**; no refunds will be made after that date.

METHOD OF PAYMENT

- Check enclosed Registration to be billed to my credit card AMEX Visa MasterCard

NAME ON CARD	CARD NUMBER	EXP. DATE
CREDIT CARD BILLING ADDRESS		
AUTHORIZED SIGNATURE		

AUTHORIZED SIGNATURE

The person signing below represents and warrants that he/she has authority to enter into and to execute this Agreement by and on behalf of Exhibitor and that he/she has read, agrees to and binds Exhibitor to the attached Terms and Conditions.

Signature	Title	Date
-----------	-------	------

TERMS AND CONDITIONS

CONFERENCE SITE AND TIME: The Meridian Systems 2010 User Conference is scheduled to be held from May 24 through May 26, 2010, at the Gaylord National Hotel and Convention Center located at 201 Waterfront Street, National Harbor, MD 20745 (the "Site"). Organizer reserves the right, at its sole discretion, to change the Site, hours or dates. Organizer will attempt to notify Exhibitor of any such changes as far in advance as possible.

APPLICATIONS: All applications for Exhibit Space at the Conference must be made on this Exhibitor/Sponsorship Contract. Organizer reserves the right, at its sole discretion, to decline acceptance of any Exhibitor/Sponsorship Contract.

EXHIBIT SPACE FEE: Exhibit space is assigned on a **first-come, first-served** basis. All fees must be paid in total prior to the Conference. The Exhibit Space fee ("Fee") per booth unit shall be as designated on the application section of this Exhibitor/Sponsorship Contract. The Fee per booth includes Exhibit Space, (1) 500 watt electrical outlet, (1) 6' skirted table, (2) chairs, wastebasket and ID sign. All other expenses are the responsibility of Exhibitor.

CANCELLATION BY EXHIBITOR: In the event Exhibitor wishes to cancel all or part of the Exhibit Space contracted for herein, Exhibitor must send notice of cancellation in writing sixty (60) calendar days prior to Conference start date to Mindy Matullo – Meridian Systems, 1720 Prairie City Road, Suite 120, Folsom, CA 95630 USA via certified mail, return receipt requested. Cancellation dates and fees are as set forth on the first page of the Exhibitor/Sponsorship Contract. Exhibitor/Sponsor is responsible for payment of such fees irrespective of the reason for cancellation, including, without limitation, failure of its exhibit to arrive for any reason. In the event of cancellation by Exhibitor, Organizer shall have the right to use such space or rent such space to another exhibitor. Re-letting by Organizer of an Exhibitor's canceled space shall not excuse Exhibitor from payment of any fees assessed hereunder.

CANCELLATION BY ORGANIZER: Organizer reserves the right to cancel the Meridian Systems 2010 User Conference or to terminate this Exhibitor Contract for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by Organizer, Organizer's sole liability to Exhibitor, and Exhibitor's exclusive remedy, shall be a refund of any Fees paid by Exhibitor under this Contract.

FORCE MAJEURE: Organizer shall not be responsible for any loss or damage resulting from failure to perform under this Exhibitor Contract or to conduct the Meridian Systems 2010 User Conference as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, acts of terrorism, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of Organizer. In such instance, however, Organizer will make reasonable efforts to reschedule the Meridian Systems 2010 User Conference. Notwithstanding any other terms or conditions of this Contract, should it ultimately be impossible to hold the Meridian Systems 2010 User Conference for the foregoing reasons, Organizer may retain or will be due such portion of Exhibitor's Fee as shall be required to compensate Organizer for expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

INSTALLATION AND DISMANTLE: Exhibitor will be provided reasonable time to erect and dismantle its exhibits. Exhibit materials not removed from the Exhibitor Showcase area by Exhibitor as specified will be removed by Organizer at Exhibitor's expense and liability.

USE OF SPACE: Exhibitors may not sublet, assign, or apportion any part of the space contracted for herein, nor represent, advertise, distribute literature for, or otherwise promote the products or services of any other firm or individual except as approved in writing by Organizer. Exhibitor may not display outside the confines of its assigned Exhibit Space.

CONDUCT OF EXHIBITOR: Exhibitor shall conduct its exhibit in a decorous manner in order not to be objectionable to Organizer, other exhibitors, the Site, or the public. Organizer reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Meridian Systems 2010 User Conference as a whole. Organizer may prohibit installation or request removal or discontinuance of any exhibit or promotion which, if continued, departs substantially from the design and description given advance approval. Organizer and the Site reserve the right to close, remove or require changes in any exhibit or to remove any of Exhibitor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to Organizer, the Meridian Systems 2010 User Conference, other exhibitors, the Site, or the public. Organizer reserves the right to make final selection on any session topic, food, beverage, entertainment and décor pertaining to sponsored receptions or events during the Conference. If Exhibitor or its representatives fail to observe the Terms and Conditions of this Exhibitor Contract or, in the opinion of Organizer, conduct themselves unethically or detrimentally to Organizer, Exhibitor may be dismissed from the Meridian Systems 2010 User Conference without refund or other appeal.

CONFERENCE BADGES: Exhibitor personnel must wear identification badges while on the exhibit floor.

AVAILABLE SERVICES: Organizer will designate independent contractors ("Conference Contractors") to make the following available: drayage, machine moving, cartage, machinery erection, furniture, booth and floor decorations, signs, photographs, telephone services, electrical, plumbing, carpentry and other related services. Conference Contractors and their prevailing rates will be listed in the Freeman Decorating Exhibitor Service Manual to be issued separately. Organizer assumes no responsibility or liability for any of the services performed or materials delivered by any Conference Contractor. Arrangements for these services and payments shall be made directly between Exhibitors and Conference Contractors. Use of any contractor other than a Conference Contractor shall require the advance written consent of Organizer.

LIABILITY AND INSURANCE: Organizer shall not be liable for any damage, injury or loss to Exhibitor's properties, persons conducting or otherwise participating in the conduct of the exhibit, or invitees to Exhibitor's exhibit where such damage, injury or loss does not arise solely from the gross negligence or intentional misconduct of Organizer. Exhibitor shall indemnify Organizer against, and hold it harmless from, any complaints, damages, or liabilities resulting from the negligence or conduct of Exhibitor, or its employees, agents or representatives, in connection with the Meridian Systems 2010 User Conference. Exhibitor shall name Organizer as an Additional Insured and obtain a waiver of subrogation from any insurance carrier which carries fire, explosion, liability or any other risk covering Exhibitor's property and liability. Exhibitor must carry a minimum of \$1,000,000 per occurrence limit for Commercial General Liability Insurance including bodily injury and property damage, \$1,000,000 limit for Commercial Property Coverage covering real and personal property and inland transit insurance, and \$1,000,000 limit Worker's Compensation. Exhibitor shall provide Organizer with a certificate of insurance evidencing such coverage prior to March 24, 2010.

OTHER RULES AND REGULATIONS: Exhibitor shall comply with all fire laws, electrical codes and all other applicable rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of its exhibit. Exhibitor shall also comply with all reasonable requests of Organizer and Site officials with respect to the installation, conduct and disassembly of its exhibit. Organizer may issue further rules and regulations governing Meridian Systems 2010 User Conference or use of the Site from time to time. Exhibitor agrees to abide by all such rules and regulations, to the extent reasonable.

LIMITATION OF LIABILITY: Organizer shall in no event be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use, incurred by Exhibitor, whether in an action in contract or tort, even if Organizer has been advised of the possibility of such damages. Organizer's liability for damages hereunder shall in no event exceed the amount of fees paid by Exhibitor under this Exhibitor Contract.

AUTHORIZATION: By signing this Exhibitor Contract you are authorizing Organizer to provide contact information including your address, phone number, fax number and contact person to any service vendor contracted to conduct work at Meridian Systems 2010 User Conference.

ENTIRE AGREEMENT: This Exhibitor Contract constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Exhibitor Contract may not be modified or amended except in a writing signed by a duly authorized representative of each party.