

**CMG**

**'07 INTERNATIONAL**  
c o n f e r e n c e

**December 2 - 7**  
**MANCHESTER**  
**GRAND HYATT**

**San Diego, California**

**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](mailto:cmghq@cmg.org)

### **December 2 - 7, 2007 San Diego, California**

**Enclosed are the exhibitor forms necessary to reserve space and maximize your participation at CMG'07. 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:**

**Letter from the Conference General Chair**

**\*\*New Stuff\*\***

**Vendor Training Program**

**CMG'07 Exhibit Hall Schedule**

**CMG'07 Exhibitor Space Contract**

**CMG'07 Pedestal Space Contract**

**Terms & Conditions of Agreement**

**Critical Dates**

**Sponsorship Descriptions**

**A La Carte Sponsorship Descriptions**

**CMG'07 Sponsorship/ A La Carte Order Form**

**Pre-Registered Attendee List Order Form**

**EXPO SWEEPSTAKES**

**Literature Display Space Form**

**Booth Badge Form**

**CMG'07 Floor Plan**

**AV Dynamics Order Form**

#### **Online Forms:**

**Company Listing & Description**

**Monday User Group Meeting Request**

**Exhibitor Presentation Request**

**Hospitality Function Request**

**Vendor Track Training Request Form**

*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](mailto:david@cmg.org)



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Dear CMG'07 Exhibiting Partner,

First and foremost, my sincere thanks to you for your interest in CMG'07. Our mission for this year is to present a *world-class* systems management conference – one that will be used as the standard by which future conferences are measured against.

From a conference program perspective, we are offering a set of focus areas within Systems Management that are key to CMG professionals (*Business Performance Management, zSeries, Linux/UNIX, Windows, Storage, Computer Performance Evaluation, Network/Internet, Hot Topics subject areas and Stress/Load Testing, Software Performance Engineering, Management, Performance Visualization, SOA, and ITIL focus tracks*). To complement our *state-of-the-art technology* 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, coupled with *tool-specific* training by exhibitors. (Note, this is a fabulous opportunity for you to reach the right audience!) Add our new offering of *multi-day professional education seminars* woven into the fabric of the conference, and well, it will be impossible for a systems management professional to resist coming to our conference!

Key to *our* success is *your* success. We want CMG attendees to be fully immersed in the tools and services your organization offers. We've carefully considered your past suggestions, and believe we have created an ideal showcase for your products. As part of that effort, we've added evening hours on Wednesday night prior to the opening of PARS so as to offer a somewhat relaxed environment for talking with what we believe are most qualified leads for your products in the industry.

The attached Exhibitor Kit lists many opportunities for sponsorships that will bring your message to the attendees in a bold and professional manner. We hope you'll find marketing opportunities that will fit your own budget while allowing you to reach the largest possible audience. I encourage you to study the sponsorship opportunities carefully, and get your requests in to our Headquarters office as quickly as possible ... as with anything of value, the better opportunities will be the first to go!

Thanks again to you and your organization. Speaking on behalf of all of us at CMG, we promise to do everything we can – and then some – to make the CMG'07 conference more than anyone expects!

Sincerely,

A handwritten signature in black ink that reads "Dr. Bernard Domanski".



Dr Bernard Domanski, General Chair CMG'07  
[cmggc@cmg.org](mailto:cmggc@cmg.org)



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### ***New Stuff at CMG'07***

CMG'07 will be offering some new and exciting features. We have also restructured our Sponsorship Programs to better meet the needs of our exhibiting partners and make them more cost effective for you.

This year we will have evening hours for the exhibit hall prior to the opening of PARS. Wednesday night the exhibit area will open at 6:30 pm and close at 8:00 pm. During this time we will have a Wine and Beer Tasting available to our attendees as they stroll through the hall looking for that next big purchase. All Titanium, Platinum and Gold level sponsors will have sponsored signage. All sponsoring companies will be given 10 drink tickets to use at your discretion. Hand them to customers, potential customers, or keep them for yourself. Additional drink tickets may be purchased in packages of 10. Once the hall closes our exhibiting staff will again have their Wednesday evening PARS tickets to join the party next door.

Please carefully review all of our Sponsorship Descriptions as we have incorporated new options and/or items to all of them. We trust this will be a much more attractive and justifiable purchase for you.

Again we would like to thank all of our exhibiting partners for their support and for those that will join us this year. Please feel free to contact David Troxel at our Headquarters office should you have any questions. 1-800-436-7264 or via e-mail: [david@cmg.org](mailto:david@cmg.org).



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### ***Vendor Training Program at CMG'07***

We offer the opportunity for our exhibiting partners to present technical vendor product training sessions in parallel with the technical CMG program. This combination of traditional CMG offerings plus quality training from our vendors is a very attractive and cost effective combination offering for our attendees. Our goal is to make CMG the one stop shop for performance and capacity training and to drive up conference attendance.

These sessions are comprised of 60 minute sessions following the same schedule as the regular CMG program. The sessions will be clearly identified as vendor training sessions and are open to all registered attendees without restriction. There are no papers required for these sessions, only presentations focusing on product and technology training.

We do require title, abstract and speaker name for inclusion on the Online Conference pages and in the Final Agenda be submitted. While the CMG Presentation Policy will not apply, the following goals must be achieved:

- a) provide an intense training experience that attendees will value,
- b) do not disparage any other vendor, company or product,
- c) do not use the sessions as sales platforms, and
- d) no advertised giveaways or badge scanning is permitted.

A schedule will be made available for review on our Vendor Web pages. Exhibiting Partners will have the opportunity to reserve timeslots based on a first-come-first-serve basis prioritized by their level of sponsorship beginning June 15, 2007. Each company will be granted 2 full business days from the receipt of their notification to reserve timeslots unopposed before the next company "in line" is notified. Once all contracted exhibitors for 2007 are notified the schedule will open on a first-come-first-serve to all following exhibitors with no preference to sponsorship levels. For example, beginning June 15<sup>th</sup>, Titanium Sponsors (in the order contracts were received) will be provided the first opportunity to chose followed by the progressive lower levels of sponsorships. Once the sponsors have chosen; non-sponsoring companies will receive their notice. After all companies contracted prior to June 15 have selected their times any company registering as an exhibitor for 2007 will receive the opportunity to choose their timeslots based on first-come-first-serve regardless of sponsorship level.

The number of sessions will be offered based on booth size. One timeslot will be allowed per 100 square feet of booth space.

10 x 10 booth = 1 timeslot

10 x 20 booth = up to 2 timeslots

20 x 20 booth = up to 4 timeslots

As stated above, CMG does require title, abstract and author. This information is due for review by members of our conference committee to ensure that all goals listed above are met. CMG would also like to ensure that our exhibiting partners are represented properly on our Online Conference pages and Final Agenda. CMG does not publish any exhibitor information in the Conference Proceedings. We do, however, provide the opportunity to have presentations made available on-line to our conference attendees. Should you be interested in this option, both a License to Publish form will be required as well as having the presentation reviewed by the Program Chair prior to publishing online. Deadline dates and additional information will be forwarded on an as needed basis.

We look forward to your presence at CMG and the educational and informative sessions that we know you will provide to our attendees. Should you have any questions or require additional information please contact David Troxel at our Headquarters office via phone or e-mail; 856-401-1700 or [david@cmg.org](mailto:david@cmg.org).

**Get your signed contract and initial payment in now to lock in your top choice of session dates and times!**



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## **CMG'07 Exhibit Hall Schedule**

### **\*\*\*Exhibit Hall Schedule: \*\*\***

Tuesday, December 4, 2007  
11:30 am – 4:00 pm

Wednesday, December 5, 2007  
11:30 am – 3:00 pm  
6:30 pm – 8:00 pm

Thursday, December 6, 2007  
11:30 am – 2:00 pm

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

### **Demo Hours**

On Wednesday, December 5<sup>th</sup> and Thursday, December 6<sup>th</sup>  
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'07 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-third of the cost of the booth space you wish to reserve to CMG Headquarters. CMG'07 booths are priced by the square foot. **CMG'07 Booth Prices before October 8, 2007 are:** \$30.00 per square foot. **Booth prices after October 8, 2007 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. CMG will offer one complimentary, one-day session pass for each 100 sq feet of exhibit space up to a **maximum of 3** passes. Please see the Booth Badge Request form for additional information.
4. 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.
5. List your booth location preference in the box below. Refer to the CMG'07 Exhibitor floor plan included in this packet for booth numbers.
6. CMG will notify you of your booth assignment after April 30, 2007. **ATTENTION: CMG booth selection is on a first come, first serve allocation system.**
7. Your initial payment (deposit) of one-third of the total cost of all exhibit space requested and any sponsorship fees is due with your signed Contract no later than April 27, 2007. The second third of your balance is due to CMGHQ by July 2, 2007. The remaining balance of the booth fee is due at CMG Headquarters by October 8, 2007. CMG has the option of releasing the space if final payment is not received by October 8, 2007 and the late rate will be in effect for your total booth charge.
8. All exhibitors using an independent decorator, other than the CMG contracted Decorating Company, must submit a Certificate of Insurance by October 8, 2007, naming CMG as additional insured. Companies who do not submit this certificate will not be allowed to set up exhibits at CMG'07.
9. **CANCELLATION POLICY:** If you cancel your participation in CMG'07, 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.**
10. *Please Note:* This year's maximum height restriction for your booth is **10 ft.**
11. **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:		
<b>Booth Preference:</b>	#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 \*\***

<b>Date Contract Received:</b>	<b>Booth Assigned</b>	
<b>Initial Payment</b>	<b>2<sup>nd</sup> Payment</b>	<b>Final Payment</b>
<b>Balance Due:</b>	<b>Balance Due:</b>	<b>Balance Due:</b>



Exhibitor Name: \_\_\_\_\_

## PEDESTAL SPACE CONTRACT

1. Read this agreement and the attached CMG'07 Terms and Conditions of Agreement (Terms and Conditions). Please print or type all information requested. The attached Terms and Conditions are incorporated into this Pedestal 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, and a signed copy of the Terms and Conditions along with one-third of the cost of the booth space you wish to reserve to CMG Headquarters. CMG'07 pedestal booths are offered at a flat rate. **CMG'07 Pedestal Booths are \$1,700.00.** Booth size is 6' x 6'. This cost includes power access (one 500 watt outlet) and one (1) table (48" x 24" x 42").
3. Each Pedestal Booth will receive **2 complimentary booth badges**. Please see the booth badge request form for additional information. **No** additional badges may be purchased.
4. List your booth location preference in the box below. Refer to the CMG'07 Exhibitor floor plan included in this packet for booth numbers.
5. CMG will notify you of your booth assignment after April 30, 2007. **ATTENTION: CMG booth selection is on a first come, first serve allocation system.**
6. Your initial payment (deposit) of one-third of the total cost of all exhibit space requested (and **any** sponsorship fees) is due with your signed Contract no later than April 27, 2007. The second third of your balance is due to CMG HQ by July 2, 2007. The remaining balance of the booth fee is due at CMG Headquarters by October 8, 2007. CMG has the option of releasing the space if final payment is not received by October 8, 2007.
7. **CANCELLATION POLICY:** If you cancel your participation in CMG'07, 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.**
8. *Please note:* **Pedestal Booths are limited to table top displays of no higher than 36" with one display and one laptop only.**
9. **Please email or fax your completed Pedestal 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:		
<b>Booth Preference:</b>	#1	#2	#3	#4	#5

Products/Services to be exhibited: \_\_\_\_\_ **Pedestal Booth** \_\_\_\_\_ **\$1,700.00**

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 \*\***

<b>Date Contract Received:</b>		<b>Booth Assigned</b>	
<b>Initial Payment</b>		<b>2<sup>nd</sup> Payment</b>	<b>Final Payment</b>
<b>Balance Due:</b>		<b>Balance Due:</b>	<b>Balance Due:</b>

## CMG'07 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'07.

### 2. ASSIGNMENT OF SPACE

Booths will be assigned based on the date of receipt by CMG Headquarters of a signed Space Contract, signed CMG'07 Terms and Conditions of Agreement, and one-third 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'07. Final booth assignments will be published at the start of the conference.

### 3. PAYMENT

A deposit of one-third (33 1/3%) of the total cost of requested booth space is required with the signed Space Contract and CMG'07 Terms and Conditions of Agreement to qualify for booth assignment. The deposit (first payment) is due no later than April 27, 2007, the second payment is due July 2, 2007, and the balance is due October 8, 2007.

### 4. CONFIRMATION AND INSTRUCTIONS

Exhibitors will receive confirmation of assigned space and will be sent additional instructions after April 30, 2007.

### 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. CMG will offer to non-sponsoring exhibitors one complimentary, one-day session pass for each 100 square feet of exhibit space up to a maximum of 3 passes. These passes allow access into conference sessions only – They do NOT include food functions.

### 7. 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 Sunday and resume 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.

### 8. EXHIBITOR RESPONSIBILITIES

Exhibitors holding meetings in conjunction with CMG'07 (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.

### 9. 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.

### 10. RECRUITING

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

### 11. 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'07 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.

### 12. FACILITY RULES & REGULATIONS

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

### 13. 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.

### 14. 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.

### 15. 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").

### 16. 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.

### 17. 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' x10' 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 10' 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 10'. 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 10'. 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 10' 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 10' 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.

#### **18. 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.

#### **19. 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.

#### **20. 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 8, 2007, 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'07. 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.

#### **21. 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.

#### **22. 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.

#### **23. 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.

#### **24. 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.

**25. 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.

**26. 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.

**27. CHILDREN IN THE EXHIBITOR HALL**

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

**28. 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.

**29. 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'07 Exhibitor Space/Pedestal Contract)



# 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](mailto:cmghq@cmg.org)

## CMG'07 Critical Dates

Date	Item	Date Sent
April 27 <sup>th</sup>	CMG'07 Exhibitor Space and/or Pedestal Contracts	
April 27 <sup>th</sup>	1 <sup>st</sup> payment due	
April 30 <sup>st</sup>	Booth notification by CMG	
June 15 <sup>th</sup>	Company listing & description (online form)	
June 15 <sup>th</sup>	Monday User Group (online form) deadline	
July 2 <sup>nd</sup>	2 <sup>nd</sup> Payment due	
July 2 <sup>nd</sup>	Vendor Training Presentations Due	*
July 2 <sup>nd</sup>	Vendor Training Space Request Form Due	*
July 13 <sup>th</sup>	Logos due from Titanium, Gold, Silver & Bronze	*
September 3 <sup>rd</sup>	Exhibitor Presentation Request (online form) deadline	
September 3 <sup>rd</sup>	Hospitality Request (online form) deadline	
September 3 <sup>rd</sup>	Bulletin Artwork/ad is due	*
Early September	Exhibitor Services Manual sent to exhibiting companies	
September 14 <sup>th</sup>	Company listing & description (online form) deadline for inclusion in Final Agenda	
September 14 <sup>th</sup>	Pre-registered Attendee Request Form deadline	*
September 14 <sup>th</sup>	Final Agenda artwork/ad due	*
September 28 <sup>th</sup>	EXPO SWEEPSTAKES Deadline	*
September 28 <sup>th</sup>	Items for Attendee Bag Inserts due for approval	*
October 8 <sup>th</sup>	Final Payment Due	
October 8 <sup>th</sup>	Logos due for event sponsors	*
October 8 <sup>th</sup>	Registration Kit insert approval deadline	*
October 8 <sup>th</sup>	Onsite Newsletter artwork/ad due	*
October 9 <sup>th</sup>	Exhibitor late rates are now in effect	
Early October	Expo passes will be sent to exhibitors upon request	
October 12 <sup>th</sup>	Literature Display Space Request Form	*
October 12 <sup>th</sup>	Early Bird Attendee Registration Ends	
October 19 <sup>th</sup>	Registration Kit Insert item due to CMG HQ	*
November 2 <sup>nd</sup>	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'07. 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, Five 1-Day Session Passes, 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, 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, Four 1-Day Session Passes, 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, 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, Two 1-Day Session Passes, 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, 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, Two 1-Day Session Passes, 6 Booth Badges, Conference Page Ad, item on Literature Table, 10 drink tickets for Wed. night reception, 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.

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## Explanation of Terminology

**Session Pass:** This pass gives holder of the pass entry into CMG Sessions for the day you choose. This is an opportunity for you to bring in your prospects or clients, especially those in the local area. ***This is not inclusive of food functions.***

**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. No animations accepted.

**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. Sunday Workshops are not included. This registration allows access to all CMG events, including meals and PARS. Contact David Troxel ([david@cmg.org](mailto: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

**Internet Café:** Place your company's name in one of the most active areas at the conference. Your logo will appear with the CMG2007 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 28<sup>th</sup>.

**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 September 28<sup>th</sup>. *(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 October 5<sup>th</sup>. 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 October 5<sup>th</sup>. 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 5<sup>th</sup>. 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 October 5<sup>th</sup>. Sponsoring companies may display literature on a table at the entrance to the dining facility with appropriate signage.

**Shared PARS:** Each sponsor receives 5 PARS tickets and 10 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 10 PARS tickets and 20 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 Monday User Group (MUG) 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'07 Sponsorship Order Form.

**Hyperlink from CMG Web-site to yours:** A link to your company's website will be placed on the Exhibitor Description page.

**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. CMG must approve insert by Sept. 28<sup>th</sup>. Items must arrive at CMG HQ by Oct. 19<sup>th</sup>.

**Banner Ad on MeasureIT On-line Newsletter:** Reach over 5,000 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. No animations accepted.

**Bulletin Ad:** Advertise in CMG's Fall Bulletin with a full-page two-color ad. The fall issue is focused on the Annual Conference and is mailed to all CMG members. Artwork/ad is due to CMG by September 3<sup>rd</sup>.

**Final Agenda Ad:** The final agenda is given to every attendee at CMG'07 in their collectables bag. Your Full page ad is placed right in their hands. All ads are in two-color and must meet CMG formatting standards. Contact CMG HQ for the details. Artwork/ad is due to CMG HQ by September 14<sup>th</sup>.

**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 5<sup>th</sup>.

**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. 28<sup>th</sup>.

**PARS Beer & Wine Tasting:** **\*\*NEW\*\*** 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:** **\*\*NEW\*\*** 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.



# CMG'07 Sponsorship / a la Carte Order Form

Item	Cost	#	Total
<b>Sponsorships</b>			
Titanium Sponsorship (\$44,330 value)	\$30,000.00		
Platinum Sponsorship (\$32,330 value)	\$25,000.00		
Gold Sponsorship (\$17,830 value)	\$14,000.00		
Silver Sponsorship (\$12,330 value)	\$10,000.00		
Bronze Sponsorship (\$5,780 value)	\$5,000.00		
<b>A La Carte Sponsorships</b>			
Internet Café - Exclusive (only if a non-exclusive has not been purchased)	\$10,000.00		
Internet Café - Non-exclusive (only if an exclusive has not been purchased)	\$4,000.00		
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		
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		
Hyperlink from CMG website to your company's website	\$150.00		
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		
Bulletin Ad – Full page at back	\$1,000.00		
Bulletin Ad – Full page inside back cover	\$1,500.00		
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)	\$80.00		
Additional Sq. footage (10' x 10') until October 8, 2007 (cannot be applied to Pedestal space)	\$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](mailto:cmghq@cmg.org)

## IMPORTANT REMINDERS

All CMG'07 exhibitors have the opportunity to purchase CMG's pre-registered attendee lists.

This mailing may be used to promote your booth, your product, Exhibitor Presentation or Monday User Group Meeting at **CMG'07**.

**\*\*\*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 14, 2007**

**CMG HQ will e-mail the pre-registered attendee list in an Excel spreadsheet in early November, 2007.**

The list contains approximately 250 – 350 pre-registered attendees.

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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<http://www.cmg.org> e-mail: [cmghq@cmg.org](mailto:cmghq@cmg.org)

## 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.

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

Maximum of 20 Sponsors.

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 28, 2007**.

**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](mailto: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'07 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 28, 2007.

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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<http://www.cmg.org> e-mail: [cmghq@cmg.org](mailto:cmghq@cmg.org)

## 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 13, 2006.

**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](mailto:david@cmg.org)

## LITERATURE DISPLAY SPACE REQUEST FORM

**RETURN BY OCTOBER 12, 2007.**

Literature Display Space is available to any company who wants to be represented at the **CMG'07** 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'07**; 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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<http://www.cmg.org> e-mail: [cmghq@cmg.org](mailto:cmghq@cmg.org)

**SESSION  
PASSES**

CMG will offer (to non-sponsoring exhibitors) one complimentary one-day session pass for each 100 sq. feet of exhibit space contracted up to a maximum of 3 passes.

Sample: 10 x 10 = 1 pass  
10 x 20 = 2 passes  
20 x 20 = 3 passes

Pedestal Booths will not receive Sessions Passes.

These passes will allow access to Conference Sessions only. They do not include food functions.

Please choose the day(s) you would like to use your corporate pass.

- Tuesday
- Wednesday
- Thursday

**\*\*\*\*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 November 2, 2007*

**COMPLIMENTARY BOOTH BADGES:**

Each CMG'07 exhibitor receives 3 complimentary badges per 100 square feet of exhibit space. **Pedestal Booths receive 2 complimentary badges. No additional badges may be purchased for Pedestal booths.**

**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 \$ \_\_\_\_\_

\_\_\_\_\_ Card Number

\_\_\_\_\_ Expiration Date

\_\_\_\_\_ Name on Card

\_\_\_\_\_ Signature

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

**Fax to:** 856-401-1708

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

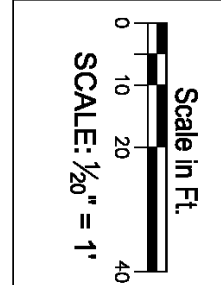
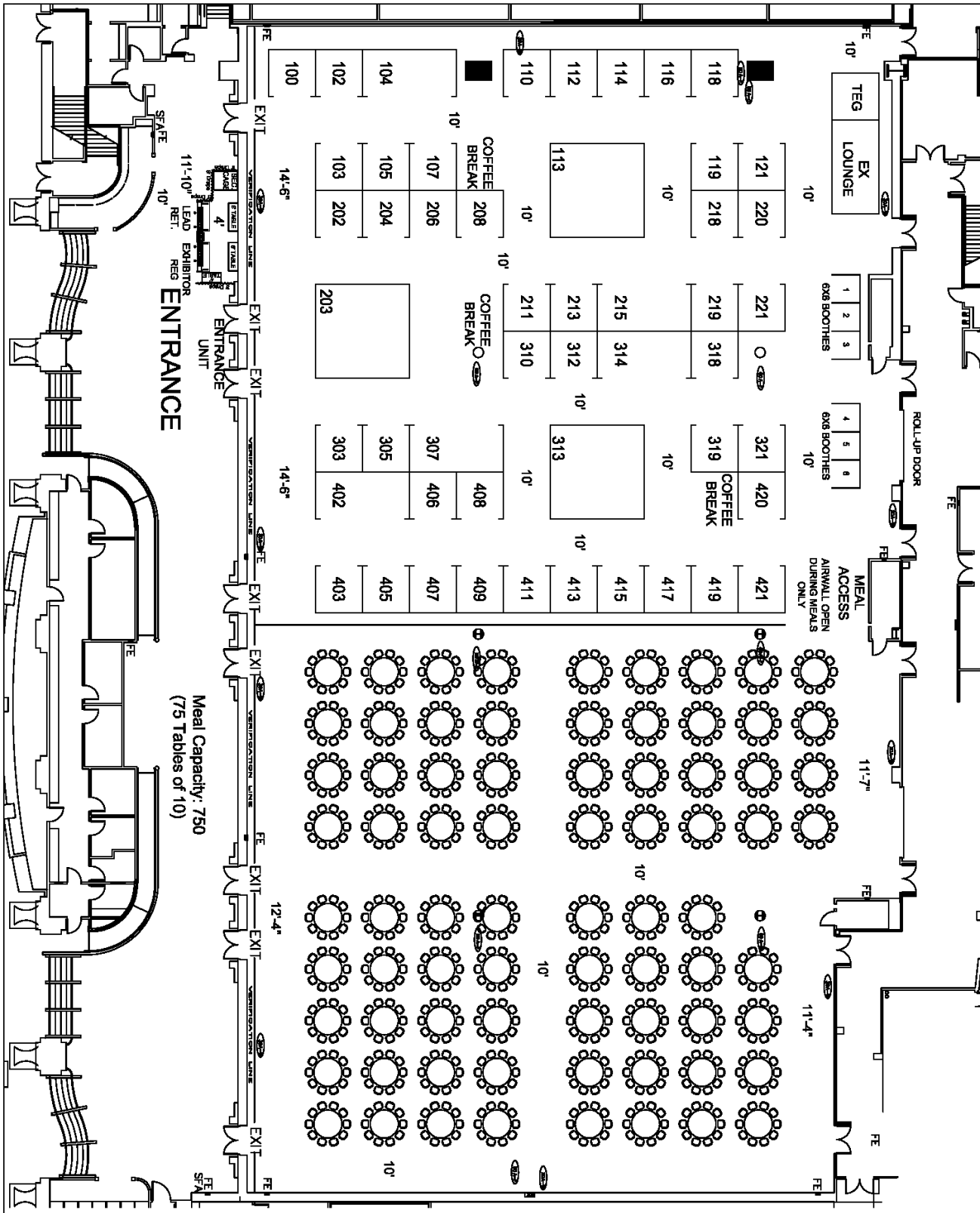
**CMG 2007**  
**December 4-6, 2007**  
**Manchester Grand Hyatt**  
**Exhibit Hall & Meals**  
**Douglas A-D**  
**San Diego, CA**  
 As of 03-14-2007

**LEGEND**

- XRAYLAP CALLOCK-5 WIRE
- A 800A 208V 30 SERVICE DISC.
- B 200A 208V 30 SERVICE DISC.
- C A/V PANEL, INCLUDING ONE 119V 20A DUPLEX RECP., ONE 208V 10 30A RECP., SOUND, CATV & PH JACKS
- FE = FIRE EXTINGUISHER
- O = COLUMN
- = PILAR

Room	Count
636	1
10' X 10'	42
10' X 20'	3
20' X 20'	3
Net Sq. Ft.	1,085

Areas in Use = 33150 sq.ft.  
 Occupant Load = 2210 sq.ft.  
 Lin feet of exits = 64'  
 Lin feet required = 44'  
 Fire Extinguishers (required) = 11



REVISIONS BY:

DATE	BY	DESCRIPTION
02/05/2007	JMR	
02/02/2007	JMR	
01/13/2007	SA	
03/14/2007	SA	

**THE EXPO GROUP**  
 Your Single Source Solution®  
 1740 HURD DRIVE, IRVING, TEXAS 76068  
 VOICE: (972) 580-8000, FAX: (972) 753-0008

CMG 2007  
 December 4-6, 2007  
 Manchester Grand Hyatt  
 Douglas Pavilion  
 Halls A-D First Floor  
 San Diego, CA  
 Drawing Location

DATE: 02/05/07  
 SCALE: 1/20" = 1"  
 JOB NO. 713001

BRIEF: 1 OF 1

# CMG'07 EXHIBIT & PRESENTATION

## EQUIPMENT RENTAL ORDER FORM

**COMPANY NAME:** \_\_\_\_\_  
**ADDRESS:** \_\_\_\_\_  
**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_  
**ORDERED BY:** \_\_\_\_\_  
**CREDIT CARD #:** \_\_\_\_\_  
**EXPIRES:** \_\_\_\_\_  
**SIGNATURE:** \_\_\_\_\_

**DELIVER TO:** \_\_\_\_\_  
**CONFERENCE NAME:** \_\_\_\_\_  
**LOCATION:** \_\_\_\_\_  
**ON-SITE CONTACT:** \_\_\_\_\_  
**BOOTH #/ROOM:** \_\_\_\_\_  
**DELIVERY DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_  
**PICKUP DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

(Signature of cardholder signifies authorization to charge credit card acct.)

QUAN	VIDEO EQUIPMENT	DAILY PRICE	# DAYS	EXTENSION
	Projector Stand	\$20.00		
	Rollcart with skirt	\$25.00		
	VHS player with end of tape auto repeat	\$65.00		
	VHS player with programmable repeat	\$90.00		
	20" VHS combo unit	\$125.00		
	20" Video monitor	\$60.00		
	25"-27" video monitor	\$75.00		
	32" Video monitor	\$200.00		
	52" Video retro-cabinet	\$250.00		
QUAN	COMPUTERS & DATA DISPLAY	PRICE	# DAYS	EXTENSION
	Computers & Printers configured to your specs	Call for quote		
	18" Flat Screen Monitor	\$125.00		
	20" Flat Screen Monitor	\$175.00		
	42" Flat Screen Monitor	\$475.00		
	17" SVGA monitor	\$75.00		
	20" SVGA monitor	\$125.00		
	29" SVGA monitor	\$275.00		
	37" SVGA monitor	\$500.00		
	60" SVGA Sony retro-cabinet	\$1200.00		
	LCD data projector 1500lumens	\$300.00		
	LCD data projector 2000 lumens	\$500.00		
	LCD data projector 2500 lumens	\$1300.00		
QUAN	AUDIO EQUIPMENT	PRICE	# DAYS	EXTENSION
	CD player or cassette player	\$35.00		
	HH, Lav or Headset microphone	\$30.00		
	Wireless HH or Lav microphone	\$95.00		
	Complete range of sound systems	Call for quote		
QUAN	AUDIO-VISUAL EQUIPMENT	PRICE	# DAYS	EXTENSION
	35MM slide or overhead projector	\$35.00		
	Audioviewer	\$40.00		
	Screens (7'x7' or 8'x8')	\$45.00		
	Screens (all other sizes)	Call for quote		
	Flipchart or whiteboard	\$25.00		
	Laser pointer	\$25.00		

This is only a small portion of our total inventory. Please call for a quote on non-listed items.

Mail or fax form with payment to:

**AV Dynamics**

5334 Central Florida Parkway, PB 205  
 Orlando, FL 32821  
 (407) 226-1917 FAX (407) 226-9861

**SUBTOTAL** \_\_\_\_\_  
**7.375% SALES TX** \_\_\_\_\_  
**DEL/HANDLING \* \$50.00** \_\_\_\_\_  
**TOTAL** \_\_\_\_\_

\* This includes simple setups only. Larger setups may incur additional labor charges.