

Community**Connect**
Europe 2008



Exhibitor Prospectus



Community Connect Europe
10-12 November 2008 – Conference & Exhibits
Congress Center Rosengarten
Mannheim, Germany

Presented by ITUG, HP-Interex EMEA, and ENCOMPASS – Your HP User Communities



The Global HP Community

Stepping Forward with HP NonStop and Enterprise Business Solutions

Community Connect Europe 2008, presented by ITUG, HP-Interex EMEA, and Encompass – your HP user communities, scheduled for 10-12 November in Mannheim, Germany, provides the first-ever opportunity for users, prospects, and third-party vendors of ITUG, HP-Interex EMEA, and Encompass throughout the EMEA region to gather in one place for learning, networking, and sharing individual and corporate experiences.

The event will continue to provide the traditional HP NonStop content, while providing additional educational and networking opportunities for users of other HP Enterprise platforms.

This event will attract:

- System managers
- Analysts
- Application programmers
- Consultants
- Solutions designers
- Other industry professionals
- IT, DP, and operations managers

Community Connect Europe – Bringing the Key Decision Makers to You!

Decision-makers who attend the Community Connect Europe Conference are driving multi-million dollar/Euro IT budgets each and every year. This conference will give you the opportunity to reach these key players.

Community Connect Europe is at the forefront of today's open system leaders and is a true user-driven consortium of HP Business Critical Solutions-related vendors – hardware designers, software providers, and system integrators.

Community Connect Europe focuses as much on future applications as on current operational efficiencies, including interoperability and interconnection. This focus enables Community Connect members to exert more direct influence than ever.

We're here for you! We want you to have the most successful show possible and are available to assist in preparations leading up to the show. While onsite we'll also give an exhibitor survey to all exhibitors soliciting feedback, members of the Board of Directors will meet with you personally and we'll also host a community meeting to hear your thoughts and opinions.

Exhibit Space & Pricing

Early rate is 2.700 Euro on or before 19 June 2008.
Regular rate after 19 June 2008 is 3.200 Euro.

All fees include:

- One 2m (depth) x 3m (width) shell structure with horizontal panel or stiffener. If more exhibition space is desired (2m x 6m, 2m x 9m, etc.) additional 2m x 3m stands may be requested at the rate of 2.700 Euro on or before 19 June 2008 and 3.200 Euro after 19 June 2008.
- One 120watt spotlight
- Fascia board with company name
- Listing in the conference On-site Programme
- A link to your company's Web site from the Community Connect Web site
- Delegate listing (post-show only). This list will contain name, title, company name, and country for each delegate
- One full-conference registration and two exhibit-only registrations

Pricing does not include VAT which may be required to purchase booth space. Once this is confirmed exhibitors will be notified immediately. Space will be assigned on a first-come, first-served basis after priority point space assignments have been made. No end-cap booths will be allowed. Actual assignment will take place upon receipt of the 50% deposit.

If you are interested in participating, contact Sara Kolovitz at skolovitz@CommunityConnectEurope.org or **+1.312.673.4779** for details.

If you are interested in receiving more information on membership, contact Katie Huffman at khuffman@Communityconnecteurope.org or **+1.312.673.4745**.

Vendor Solutions Presentations

Don't miss this exclusive opportunity to deliver a specific message to a focused and qualified audience. These special sessions are proven vehicles for educating your customers and prospects or providing a product presentation. Vendor Solutions Presentations offer you 30-minute sessions during unopposed time to define, position, and present case studies of your products and services and receive real-time feedback from your target audience. There are only 16 session slots available and they

sell out quickly, so act now to secure what could be your best sales opportunity of the year!

Vendor Solutions Presentations are available on a first-come, first-served basis to exhibiting companies (limit one per company) for 1.500 Euro (excl. VAT). If presentations sell out, exhibiting companies will be placed on a waiting list in the order that their request is received.

Schedule of Events*

Sunday, 9 November

12:00 – 21:00 Exhibitor Set-Up

Monday, 10 November

08:00 – 12:00 Exhibitor Set Up

09:00 – 11:00 Opening General Session—Exhibitors welcome and encouraged to attend

15:30 – 20:30 Exhibits Open

15:30 – 16:30 Break (dedicated viewing of exhibits)

18:15 – 20:15 Welcome Reception

Tuesday, 11 November

09:00 – 16:30 Exhibit Hall Open

09:45 – 10:30 Break (dedicated viewing of exhibits)

15:45 – 16:30 Break (dedicated viewing of exhibits)

Wednesday, 12 November

08:30 – 14:45 Exhibit Hall Open

10:15 – 11:00 Break (dedicated viewing of exhibits)

12:30 – 13:30 Lunch (dedicated viewing of exhibits)

14:15 – 14:45 Break (dedicated viewing of exhibits)

17:00 – 24:00 Exhibit Hall Teardown

**Schedule Subject to Change*

All refreshment breaks including lunches (schedule permitting) will take place in the exhibition area, providing ample time for vendors and users to exchange information. The Welcome Reception, on the exhibit hall floor, will give both exhibitors and conference delegates the opportunity to interact in an informal and pleasant atmosphere.

Sign Up Now!

To reserve your space for Community Connect Europe 2008 Conference, contact: Sara Kolovitz, Sales Manager
Tel: **+1.312.673.4779**, Fax: **+1.312.245.1082**, skolovitz@CommunityConnectEurope.org

Note: The Community Connect Europe 2008 schedule is tentative and subject to change.

Sponsorship Program

Priority Points

Priority Points is a system that allows exhibitors to accrue points based on sponsorship opportunities sold. As priority points accrue this allows exhibitors to have priority booth assignment selection ensuring ideal booth placement on the trade show floor. If you have any questions regarding priority points, contact Elizabeth Klostermann at eklostermann@CommunityConnectEurope.org or +1.312.673.5840.

Priority points for space assignment are calculated based on the following formula:

- 1 point is awarded for each 6 meter booth to an exhibiting company for every consecutive year that this company has paid for and occupied a booth at European conferences.
- Sponsorship Spend:
 - 1 Point for 2.000 Euro – 4.000 Euro
 - 2 Points for 4.001 Euro – 6.000 Euro
 - 3 Points for 6.001 – above Euro

Improve the Return on Your Booth Investment

Statistics speak louder than words...participants in Community Connect Europe sponsorship, marketing and advertising programs enjoyed better ROI than those that did not. Introducing a new product, want to increase your booth traffic or build your brand? If your answer to any of these questions is yes, then participate in the Community Connect Europe 2008 sponsorship marketing program to maximize your exposure beyond the exhibit floor.

Sponsorship Benefits Include:

- Company name highlighted in Community Connect Europe Web site exhibitor pages, plus free link to your home page
- Company logo included on special sponsorship page in the On-Site Program
- Company logo included on signage at the event

Sponsorship & Marketing Opportunities

What's your plan to maximize your return on your exhibit investment? Make the most out of this conference and your company's participation. Community Connect Europe is helping vendors achieve their goals and build traffic, leads, brand awareness and sales by designing several advertising, sponsorship and promotional opportunities to help you deliver your message to your customers. Don't miss out!

Sponsorships are available on a first-come, first-served basis. There are several programs that we have indicated are possible shared-opportunities. It is the participating companies' responsibility to identify sponsorship vendor partners and submit one payment for the sponsorship. Community Connect Europe cannot grant a shared sponsorship to a single company.

To enhance the value of the sponsorships, certain items have more benefits and recognition associated with the program than others. The sooner you complete the order form, the sooner we can start adding your name to our promotional material.

Identify your primary goal and select the program that's right for you!

INTRODUCE NEW PRODUCT	BUILD YOUR BRAND	INCREASE BOOTH TRAFFIC
On-site Programme Advertising	Water Bottles	Map of the City
General Session Chair Drop	German Beer Steins	Passport to Prizes
Internet Café	Badge Lanyards	Refreshment Breaks
	Conference Highlighter/Pen	Footprints
	Logo Upgrade in On-site Programme	Floor Decals
	Conference Lapel Pin	

For individual needs assessment, contact Sara Kolovitz, Community Connect Sales Manager, Tel: **+1.312.673.4779**, Fax: **+1.312.245.1082**, skolovitz@CommunityConnectEurope.org.

Sponsorship Items

German Beer Steins

Cost: 6600 Euro (exclusive price)

Shared sponsorship (limit 2 sponsors) cost 3400 Euro each

With Oktoberfest just wrapped up and the Germany Mardi Gras happening while we're at conference, what better souvenir item for your colleagues to take home than a beer stein? Be at the forefront of their minds for years to come with Community Connect Europe logo and your companies logo featured on the steins.

Water Bottles

Cost: 5500 Euro (exclusive)

As the sole sponsor of the water bottles you will be getting your company name in front of hundreds of Community Connect Europe attendees. The water bottles will be distributed at registration when the attendee checks in and are used through out the conference to keep attendees refreshed. Community Connect Europe will make the arrangements to have you company's logo to appear on the water bottles so you don't have to worry about anything. This sponsorship also includes water stations to help attendees keep their water bottles full!

Internet Café

Cost: 6000 Euro (exclusive)

As the sole sponsor of the Community Connect Europe Internet Café, you will be contributing to a more productive and enjoyable stay for the attendees. This area will have seating and HP-enabled desktops for up-to-the moment internet access. In addition you will receive the following deliverables: company logo screensaver on all PCs in the Café; sign "Community Connect Europe Internet Café – sponsored by ____"; and signage on the desktop tables with your company name and booth number.

Badge Lanyards and Insert

Cost: 3350 Euro (exclusive)

Attendees will be wearing your company logo during all three days of Community Connect Europe 2008 with this sponsorship! Attendees receive the lanyard upon check-in at registration and are one of the most visible sponsorships offered. **New this year:** with the badge lanyard sponsorship a badge insert is included.

Conference Notepad

Cost: 2950 Euro (exclusive)

Receive maximum exposure by promoting yourself in conference session rooms by sponsoring the Community Connect Europe 2008 notepads. Attendees will use these pads with your company logo throughout the conference week to take notes and beyond. The notepads will be distributed in each registration bag.

Conference Lapel Pins

Cost: 2500 Euro (exclusive)

These lapel pins are an attendee favorite and collectable item. The pin is printed with the Community Connect Europe 2008 logo and distributed to the attendees at registration. Sponsorship recognition comes in signage that will read "Conference Lapel Pin compliments of <your company logo> at <booth number>."

General Session Chair Drop

Cost: 2500 Euro (limit 3)

The General Session is attended by 90% of attendees at the conference and is a great time to deliver your message directly to the attendees. Each company will be responsible for the printing and shipping of materials to site, we'll take care of the rest!

Mardi Gras Refreshment Breaks

Cost: 2000 Euro per break

Times: Morning and afternoon refreshment breaks on Tuesday and Wednesday.

In celebration of the German Mardi Gras, refreshment breaks this year will include themed snack stations. Have your company logo on the napkins and on signage at each station in the exhibit area.

Conference Highlighter/Pen Distribution

Cost: 1500 Euro (exclusive)

Receive maximum exposure by promoting yourself in conference session rooms by sponsoring the Community Connect Europe 2008 highlighters or pens. Attendees will use these pens with your company logo throughout the conference week to take notes and beyond. The highlighters or pens will be distributed in each registration bag.



Advertising Opportunities

It's always a good idea to start early on your conference marketing to increase your exposure in a successful show! Community Connect Europe has several advertising opportunities to promote your participation at Community Connect Europe 2008 and increase traffic around your booth.

Logo Upgrade in the On-site Programme

Cost: 300 Euro

Company descriptions in the On-Site Programme stand out with a company logo next to the description. Stand out in a crowd and gain maximum brand exposure with your own logo upgrade!

Passport to Prizes Programme

Cost: 500 Euro (limit 20)

Generate maximum leads and company recognition by participating in the Passport Programme at Community Connect Europe 2008. This programme will help drive traffic to the booths of participating vendors and generate additional floor traffic throughout the exhibit hall. Participating vendors will get their company logos imprinted on the Passports that will be distributed to every attendee at registration. Attendees must visit the participating vendors' booths and get their passport stamped in order to be eligible for a passport prize, which will be donated and given away by the sponsoring vendor.

Registration Bag Insert

Cost: 2000 Euro

Including promotional and company materials in the registration bag is a terrific way to communicate to the attendees. Registration bags will be distributed to all conference attendees upon check-in at the conference registration with your materials right inside—and the attendees carry the bags throughout the conference!

Community Connect Europe 2008 On-Site Programme

Rates: See Below

Distributed to the 600+ attendees at Community Connect Europe 2008, the On-Site Programme contains all pertinent conference information, including session descriptions, lists of key HP and Community Connect participants, floor plans, and details on social and special events. The Community Connect Europe 2008 On-Site Programme also includes an exclusive Exhibitor Guide section that lists exhibitors' description and contact information. The On-Site Programme is filled with advertising opportunities for exhibitors to showcase their products, services, and booth number.

Rates

(Preferred Positions – Available on a first-come, first-served basis by receipt of contract)

Inside Front/Inside Back Cover (four-color)	Full-page — \$3,830
Page 1/Back Cover (four-color)	Full-page — \$2,835
General Space (black and white only).	Full-page — \$1,840

Contract and Material Deadlines:

Contract: 5 September 2008
Materials: 26 September 2008



