

PTC World Conference Series 2009

Partner Sponsorship Kit

Europe and Asia



PTC would like to extend an invitation to you to join us at one or all of the **PTC World** Conferences series 2009. This annual series of business and technology events are an ideal opportunity for you to meet directly with the users, implementers, managers and executives; those who directly influence and recommend the selection of technology-based products and services of leading corporations using the PTC suite of software solutions.

These **PTC World** Conferences for the PTC Community in Europe and Asia will take place in four locations.

Location	Date	Attendance	Venue
Paris, France	17 November 2009	450	Cité des Sciences & de l'Industrie
Stuttgart, Germany	19 November 2009	600	ICS International Congress Centre
Tokyo, Japan	8 December 2009	800	Hotel Nikko Tokyo
Shenzhen, China	10 December 2009	600	Sheraton Dameisha Resort, Shenzhen

The **PTC World** conferences are open to industry professionals who want to know about new initiatives, solutions, products and services in the areas of product development, publishing and content management.

Enrolment is free of charge for PTC's customers and prospects at these conferences and the format is 1-day with a closing reception.

The agenda will consist of Product sessions, Process sessions, Industrial presentations, Customer and Partner presentations and Training.

An exhibition hall with PTC, PTC Partner and PTC Reseller booths promotes networking with the audience and showcases product demonstrations.

Top 10 Reasons to attend the PTC World and meet with more than 2,000 Industry Professionals in Europe and Asia!

1. **A Premier Conference Series for the PTC Community.** Enabling Product Development Success through Training, Education & Networking.
2. **Vision & Strategy.** Hear from PTC's leadership team about the future of PTC technology.
3. **Technical Education.** Learn best practices, technical tips & new techniques from expert user presenters.
4. **ROI.** Discover the real business value behind optimizing your product development processes with PTC solutions.
5. **Listen to PTC software customers.** Talk about their problem-solving experiences and take advantage of the valuable knowledge they will share.
6. **Networking.** Networking. Networking. Share new ideas & experiences with your peers at various networking functions.
7. **Training.** Sharpen skills in Pro/ENGINEER, Windchill, CoCreate, Arbortext & Mathcad.
8. **PTC Product Roadmaps.** See the latest enhancements & plans for future developments to PTC solutions.
9. **Exhibit Hall.** Meet Business & Technology experts, and see live demos from many partners and PTC.
10. **Discounts.** Save money on hardware & software solutions.

Attendee Profile

PTC World attendees come from France, Central Europe, Japan and Greater China. They represent a wide range of industries such as aerospace and defense, industrial equipment, consumer products, airlines, automotive, electronics & high tech, retail, footwear & apparel, medical devices.

Below are some company and job title samples from last year conferences:

	PTC World 08 - CER	PTC World 08 - France	PTC World 08 - Japan	PTC World 08 - China
Job title sample	Account Executive CAD - Administrator Chief Software Engineer Design Engineer Development Engineer Director PLM Consulting Director Solutions MCAD Engineer CAx Technologies Engineering Manager Engineering Systems Head CAD/PLM Support Lead Engineer Site Architect and CAD Coordination Manager Global Systems Manufacturing Engineering Technical Author Vice President Corporate Development	IT Application Manager System Engineer Business Development Manager Chairman & CEO Senior manager - Electrical E&M Research Manager R&D Process-Tools Manager Information Systems Director IS Architecture Director Program Manager Engineering & Manufacturing Applications Manager PLM Maintenance Solution Owner CAD Application Engineer Engineering Domain Manager CAD administrator PLM Functional Domain Manager Product Information Data Manager Portfolio Manager	R&D Management Director of Technical Support Management responsible Senior Researcher Chief Senior Engineer Chief Designer Consultant Design Manager General Manager Research Engineer Director	CEO MCAD Application Engineer Chief Designer HW Manager IT Director Lead Mechanical Engineer Mechanical Expert/Leader PDM Manager PLM Engineer Product Manager Programmer Thermal Engineer VP
Company title sample	A.Raymond ABB INFORMATION SYSTEMS LIMITED ACADIS GMBH AEG Electric Tools GmbH AGCO CORPORATION AIRBUS CIMPA BOMBARDIER RECREATIONAL PRODUCTS INC. BRAUN GMBH CARL ZEISS Dosco GmbH ERICSSON AB John Deere REIFENHAEUSER GMBH & CO. MASCHINENFABRIK RENK AG TETRA GMBH THALES RAIL SIGNALLING SOLUTIONS GMBH	AGCO SA AGF Air France Airbus ALKAN ALSTOM BNP Paribas DCNS EADS EDF EDITIONS FRANCIS LEFEBVRE FCI Automotive France Herstal SA HISPANO-SUIZA Hutchinson JC DECAUX LOUIS VUITTON MALLETIER RATP Renault RICHEMONT INTERNATIONAL, S.A.	Otis Hitachi Toyota Nissan Mitsubishi Electric AJS Sony Canon Kenwood Yamaha Marine Bridgestone IBM Epson Clarion	A Bosch Reoroth Carrier CHINA TOBACCO MACHINERY TECHNOLOGY CENTER CO., LTD COOPER TIRE Danone GSO.MCAD Hitachi-helc NATIONAL INSTRUMENTS PHILIPS PISX RadiSys Systems Technology Co Schneider Electric Tyco electronics

Sponsorship opportunities

	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Full Conference Admission Passes	Two (2)	Three (3)	Four (4)	Six (6)
Booth space includes: table, chairs, sign, trash barrel & power (booth size varies per region based on size of exhibit hall)	1 unit Booth	1 unit Booth	1.5-2 units Booths	2.5-3 units Booths
Priority choice of booth location	Based on availability	Third	Second	First
Pre-event PR			X	X
Attendee Survey Results			X	X
Partner question on the Attendee Survey				X
Registrant database			X	X
Attendee database		X	X	X
Recognition as Platinum Partner/Gold Partner including thank you during welcome speech to general session audience			X	X
Presentation in General Session room. 20-30 minutes *				X
Breakout Session Presentation Slot- 15-30 minutes *			X	
Recognition as the Platinum or Gold Sponsor or Silver Sponsor in all areas where sponsors are highlighted		X	X	X
Recognition during the Raffle Prize/Lucky Draw as a Sponsor*	X	X	X	X
Eligible for Internet Café Sponsorship* (When applicable & must provide hardware. Platinum Partner has first right of refusal)		X	X	X
Eligible to Provide H/W for Event- Exhibit hall, hands-on training classrooms, general session and breakout rooms *		X	X	X
Recognition as the Sponsor of on-site Media Activity *			X	X
Fishbowl on booth to allow the collection of attendee business cards *	X	X	X	X
Logo on conference backdrop/poster	X	X	X	X
Hosting tracks* (details to be confirmed with regional marketer)			X	X
Logo on attendee badges and/or lanyards			X	X
Opportunity to provide PTC World conference giveaways to all attendees				X
Recognition as Primary Sponsor on (1) email invitation to PTC contacts			X	X
Logo on email invitation to PTC contacts			X	X
Recognition as Primary Sponsor on the hard copy invitation to PTC contacts*			X	X
Recognized as Primary Sponsor on PTC.com and PTCWorld.org		X	X	X
Conference Packet Insertion (1 bound piece)		X	X	X
Advertisement in program guide*		¼ page	½ page	Full Page
Use of Event Series logo	X	X	X	X
Company listing in program guide*	X	X	X	X
Company listing on event website with link to your company website	X	X	X	X
Banner running 3 months on www. PTCWorld.org				X
One emailing to all invitees/attendees, to be sent before or after the event according your choice and availability				X