

UID Forum

Implementation Strategies for Programs & Suppliers



APRIL 11-12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA

Exhibiting and Sponsorship Opportunities

2012 UID Forum

The UID Forum is the official DoD platform to reach out to both the government employees and the DoD supplier base on a large scale regarding UID policy and implementation. This event is a great opportunity to present your products and services to a motivated group of buyers from the government, as well as, private and public firms that supply DoD. We hope you will join us as an exhibitor at this important industry event!

Date and location for 2012

We have learned there is a strong appetite for the latest in UID information and solutions so we will continue the event in 2012.

Atlanta, GA • April 11-12, 2012

This event will continue to attract key personnel from military programs and the DoD supply base who are actively seeking to acquire the technology and systems to help them comply with the UID Policy. It is estimated that only 10% of suppliers fully meet the new requirements currently, creating significant demand for the products and services required to meet UID compliance.

Who should Exhibit?

In order to meet the new objectives, suppliers and program managers will need to use a variety of technology including:

- Dot peening, etching, and marking equipment
- Bar code labels and printers
- Verifiers
- 2D scanners and data collection terminals
- Integration and consulting services
- Software and middleware
- UID Label Suppliers

Past Exhibitors

A2B Tracking Solutions
 All-Marks Inc
 AssetSmart
 Avery Dennison
 Boeing Company (The)
 Brady Corporation
 Business Transformation Agency
 Camcode
 CodeSource
 Cognex Corporation
 Covert Security Solutions, Inc.
 Danby Group, LLP (The)
 Dapra Marking Systems
 DCMA
 Electrox
 Epic Data
 Epilog Laser Corp.
 Evanhoe & Associates, Inc.
 The Force Inc.
 Freedom Technologies Corporation
 FutureWorks Group
 GS1 US
 Horizons, Inc.
 I-GUIDES
 ID Integration, Inc.
 Impinj, Inc.
 InfinID Technologies, Inc.
 Infinite Tech.
 Keane Federal Systems Inc
 Label Vision Systems, Inc.
 Lockheed Martin
 Lowry Computer Products
 Mecco Marking & Traceability
 Metalcraft, Inc.
 MetalPhoto
 Microscran Systems, Inc.
 Mil-Pac Technology, Inc.
 Monode-Pryor Traceability
 National Contract Management Association
 Perma-Code
 Pratt & Whitney
 Rhode Island Procurement Technical Assistance Center
 RMI Laser LLC.
 Rofin-Baasel, Inc.
 Savi Technology
 Siemens
 Stratum Global
 SYS-TEC Corporation
 Telesis Technologies, Inc.
 Trumpf
 Tyco Electronics
 UID PMO: Defense Procurement & Acquisition Policy
 Universal Laser Systems, Inc.
 Webscan, Inc
 Zebra Technologies Corporation

For more information please call 1-800-560-1980 ext 703, or e-mail tcunningham@clariongroupinc.com

Produced and Managed by The Clarion Group, Inc.



UID Forum

Implementation Strategies for Programs & Suppliers

APRIL 11–12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Exhibiting and Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - **SOLD**

The exclusive Platinum Sponsor at the 2012 UID Forum receives the highest possible recognition. Through your sponsorship, you will engage every guest by sharing your company message through the badges insert as well as a meeting room during the conference. As the Platinum Sponsor, your logo will appear as the top sponsor on signage, the event website and the Conference program. Your support of The UID Forums will be undeniable to the UID compliance community!

Includes:

- **Opportunity to select exhibit booth space from Premium locations**
- Designation as a Platinum Sponsor (merchandise sponsor) on all pre-conference marketing e-blasts and mailers
- Designation as a Platinum Sponsor in on-site signage and conference materials
- 2 Conference Registration Passes
- 150-word listing in conference exhibitor directory
- * 1-time usage only of pre-show attendee list (includes those that opt-in)
- * 1-time usage only of post-show attendee list (includes those that opt-in)
- Company name, logo, exhibit space number and company hyperlink on website's exhibitor page
- Placement of logo on signage and marketing materials.
- One page insert (collateral piece) in the attendee registration bag
- One meeting room for one day

Gold Sponsor **2 AVAILABLE**

As a Gold Sponsor at the event, you are able to make an indelible mark that is visible throughout the conference. The Keynote Presentations and Guest Room Internet allow for upfront exposure through constant branding and messaging at the event.

Includes:

- **Opportunity to select exhibit booth space from Premium locations**
- Select One of the following merchandise options:
 - **Keynote Presentations** (2 minute video must be supplied by sponsor and pre-approved by show management)
 - **Guest Room Internet** Upon check-in, all attendees will receive a welcome card with your company logo and name as the official internet sponsor!
- Designation as a Gold Sponsor on all pre-conference marketing e-blasts and mailers
- Designation as a Gold Sponsor in on-site signage and conference materials
- 1 Conference Registration Pass
- 125-word listing in conference exhibitor directory
- * 1-time usage only of pre-show attendee list (includes those that opt-in)
- * 1-time usage only of post-show attendee list (includes those that opt-in)
- Company name, logo, exhibit space number and company hyperlink on website's exhibitor page
- Placement of logo on signage and marketing materials.
- One page insert (collateral piece) in the attendee registration bag

Investment – \$4,000

ONLY sponsors of the event have access to pre- and post-show attendee email lists!

For more information please call 1-800-560-1980 ext 703, or e-mail tcunningham@clariongroupinc.com

Produced and Managed by The Clarion Group, Inc.

UID Forum

Implementation Strategies for Programs & Suppliers

APRIL 11–12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Exhibiting and Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES (cont.)

Silver Sponsor 4 AVAILABLE

Includes:

- Opportunity to select exhibit booth space from Premium locations
- Designation as a Silver Sponsor on all pre-conference marketing e-blasts and mailers
- Designation as a Silver Sponsor in on-site signage and conference materials
- 1 Conference Registration Pass
- 100-word listing in conference exhibitor directory
- * 1-time usage only of pre-show attendee list (includes those that opt-in)
- * 1-time usage only of post-show attendee list (includes those that opt-in)
- Company name, logo, exhibit space number and company hyperlink on website's exhibitor page
- Placement of logo on signage and marketing materials.

Select one of the following sponsorship options:

Break-Out Session Room Sponsor (3 available)

Get your company brand in front of targeted attendees in a sessions of your choice (based on availability) with a Break-Out Session Room sponsorship. This sponsorship includes your company logo on a walk-in slide between the sessions and logo visibility displayed outside of the session rooms.

Investment – \$3,000

Networking Lunch (2 available)

Meet prospective business leads at the networking luncheons. Your company banner will be displayed during the luncheon and your promotional items or company literature will be placed at each table. (Banner & literature to be provided by sponsor). Choose from one of the following: Wednesday, April 11 or Thursday, April 12.

Investment – \$2,500

ONLY sponsors of the event have access to pre- and post- show attendee email lists!



UID Forum

Implementation Strategies for Programs & Suppliers

APRIL 11–12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Exhibiting and Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES (cont.)

Bronze Sponsor 3 AVAILABLE

Includes:

- Opportunity to select exhibit booth space from Premium locations
- Designation as a Bronze Sponsor on all pre-conference marketing e-blasts and mailers
- Designation as a Bronze Sponsor in on-site signage and conference materials
- 1 Conference Registration Pass
- 75-word listing in conference exhibitor directory
- * 1-time usage only of pre-show attendee list (includes those that opt-in)
- * 1-time usage only of post-show attendee list (includes those that opt-in)
- Company name, logo, exhibit space number and company hyperlink on website's exhibitor page
- Placement of logo on signage and marketing materials.

Select one of the following sponsorship options:

Presentation Sponsor – (1 available)

Everyone downloads the presentations from the UID Forum. Sponsor the link which is emailed to every attendee and you'll be providing this great service to the UID Forum attendees. Your logo will appear on the welcome page of the presentation website. Your logo will also appear on the housekeeping slides reminding attendees of this post event benefit!

Investment – \$1,800 per show

Coffee Break (2 available)

Get attendees revved up by sponsoring a coffee break in either the registration area on day one or the exhibit hall on day two. This sponsorship includes your company banner displayed in the break area and a table at the break for your company literature. (Banner & literature to be provided by sponsor). Choose from one of the following dates: Wednesday, April 11 or Thursday, April 12.

Investment – \$1,500 per show

ONLY sponsors of the event have access to pre- and post- show attendee email lists!

UID Forum

Implementation Strategies for Programs & Suppliers

APRIL 11–12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Exhibiting and Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES (cont.)

A La Carte Items

Hospitality Room – (3 available)

Continue those important discussions in the privacy of your own hospitality suite for 1 day during the conference – the only way to book a hospitality suite at the Marriott Marquis! Please note that any food functions cannot compete with the official UID Forum schedule of events. Sponsorship includes room rental and availability to promote your suite at registration.

Investment – \$1,000

Bag Insert – (6 available)

Get additional exposure or make a special offer with the super-easy idea. Your company's promotional item or literature will be placed into the conference bag distributed to every attendee. Limited to 6 companies.

Investment – \$700

Passport to Prizes – (10 available)

Attendees pick their game cards at registration and must visit all 10 sponsors, who will stamp their cards. When the cards are completed, attendees must drop them in the designated bins at the registration desk. Drawings will take place at the last session of the Forum for the sponsors' prizes. We will promote Passport to Prizes on the website and in other promotions. Each sponsor must provide a gift or gift certificate valued at \$100 or more.

Investment – \$250

EXHIBIT OPPORTUNITIES

Exhibit Space

- 1 skirted table of show mgmt. choosing, 2 chairs, pipe & drape and ID sign
- 3 Full Conference Registration Passes
- 50-word listing in conference exhibitor directory
- 1-time usage only of post-show attendee list (includes those that opt-in) if payment is received by March 1, 2012
- Company name, exhibit space number and company hyperlink on website's exhibitor page

Investment – \$34.95 per square foot per show

10' x 10' = \$3,495

10' x 20' = \$6,990

[Payment must be made in full by March 1, 2012 to access the post-show email list](#)

UID Forum

Implementation Strategies for Programs & Suppliers



APRIL 11-12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA

On Site Exhibit Guide Advertising Opportunities

Spotlight your company and drive attendees to your booth. The On Site Exhibit Guide is provided to all attendees and is the perfect opportunity to get in front of each and every one.

Ad Sizes and Pricing

Half Page Ad (2 available)	7.5"W x 5"H	\$ 400
Full Page Ad (1 available)	8.75"W x 11.25"H (includes 1/8" bleed on all sides)	\$ 800
Full Page Ad facing Floorplan (1 available)	8.75"W x 11.25"H (includes 1/8" bleed on all sides)	\$ 1,000
Full Page Outside Back Cover (1 available)	8.75"W x 11.25"H (includes 1/8" bleed on all sides)	\$ 1,200
4/Color Logo in Conference Guide (8 available)	\$ 500

Production and Submission Guidelines

Trim size of On Site Exhibit Guide is 8.5" W x 11" H. Full page ads can bleed, dimensions above include a 1/8" bleed on all sides. Ads should be submitted in Press Quality PDF format with colors in CMYK and all fonts converted to curves. Photographic images should be at least 300 DPI. Logos should be vector artwork submitted in Illustrator .eps format in CMYK (no spot colors). All logos submitted with PMS colors will be converted to CMYK.

Email final ads or questions about specifications to production@clariongroupinc.com

Ads should be received no later than Friday, March 16, 2012.



UID Forum


Implementation Strategies for Programs & Suppliers

APRIL 11-12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Exhibitor Contract

To ensure the accurate processing of your information, we have developed this interactive PDF form. Open this form in Adobe Acrobat (or Acrobat Reader) ver. 6.0 or higher, select the Text Tool , and enter your information in the fields. Once your contract is completed, print the form, sign and fax to 412-291-2180.

Company Information

Company Name:

Contact Name:

Title:

Secondary Contact:

Address:

City:

State:

Zip:

Phone:

Fax:

Mobile:

Email:

URL:

Sponsorship and Exhibiting Opportunities:

Exhibit Fees: \$34.95 per square foot. Minimum Booth: 10' x 10'

Booth width (in feet)

Booth Depth (in feet)

Total square feet:

Total Exhibit Space Fees: \$

Booth Preference: [Select from Booths #100-502](#)

#1

#2

#3

Important To help us in assigning the location for the exhibit booth, please list below the names of competitors you do or do not wish to be near. This is critical information for booth assignment. Booth selection will be confirmed and finalized ONCE payment has been received

I do not wish to be near: _____ I wish to be near: _____

Sponsorship/ A La Carte Items:

\$

Advertising:

\$

Total Amount Due: \$

Authorized Signature: _____ Date: _____

By signing this contract, I attest that I have read and agree to the Exhibit Rules and Regulations.

Payment Schedule:

Full payment by check is due within 30 days of submitted contract and no later than 30 days prior to the event. Please make check payable to: The Clarion Group, Inc. 2623 Queenston Road, Cleveland Heights, OH 44118.

Fax your completed contract to 412-291-2180

For more information please call 1-800-560-1980 ext 703, or e-mail tcunningham@clariongroupinc.com

Produced and Managed by The Clarion Group, Inc.

UID Forum

Implementation Strategies for Programs & Suppliers

APRIL 11–12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Exhibit Rules & Regulations

Eligible Exhibits:

Exhibits will be limited to those companies or other entities offering materials, products or services of specific interest to the registrants. Management reserves the right to determine the eligibility of any product for display.

Cancellation:

All cancellations must be received in writing and in advance of the Event. Cancellations received from date of signed contract to 60 days prior to the Event will be subject to a cancellation fee of 50% of the contracted space. Cancellations received within 59 days of the event will be subject to a 100% cancellation fee of the contracted space and no refunds will be issued.

Performance of Music:

The Exhibitor acknowledges that any live or recorded performances of copyrighted music which occurs in the Exhibitor's booth must be licensed from the appropriate copyright owner or agent. The Exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless Management from any damages or expenses incurred by Management due to the Exhibitor's failure to obtain such licenses.

Insurance:

Exhibitor is advised to see that his regular company insurance includes extraterritorial coverage, and that he has his own theft, public liability, and property damage insurance.

Exhibitor Code of Conduct

Exhibitors and their staff agree to conduct themselves in a businesslike manner at all times. Any disputes or concerns that occur within in the exhibit hall or the Conference Program will be presented and addressed with The Clarion Group, Inc for resolution. Competitive products and applications may not be displayed, referenced, or otherwise employed for comparative purposes. Exhibitors agree not disparage competitive products or make any claims about competitive products or other exhibitor personnel.

Restrictions

- Without exception, no sales transactions or order-taking may fulfilled at the exhibition or within the event facilities provided.
- Booths must be staffed by technical specialists who are qualified to discuss engineering details of the development and products/applications of their company.
- Exhibitors must not schedule, foster, or conduct outside activities that would take qualified attendees from the exhibit during exhibit hours.
- Exhibitors may not have any media outlets (radio, television, etc.) broadcast from their booth or any other conference area without the expressed written consent from The Clarion Group, Inc..
- Any distribution of literature or samples must be limited to the exhibitor's booth or hospitality suite.
- In the case of sub-leasing or multiple companies sharing exhibit space all co-tenants agree to be bound by the terms and conditions of this contract.

Venue Liability

Exhibitor assumes responsibility and agrees to indemnify and defend the The Clarion Group, Inc. and Marriott Marquis, Marriott Corporation, and the Marriott Marquis' Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the The Clarion Group, Inc. nor the Marriott Marquis Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Event Cancellation:

In the event of the cancellation of the Event, all funds will be returned less a \$100.00 administrative fee.

Agreement to the Rules:

Exhibitor, for Himself and his Employees, and representatives, agrees to abide by the forgoing rules and any amendments that may be put into effect by Management.

For Office Use Only

This contract for exhibit space is accepted and the space listed below is assigned subject to change at The Clarion Group, Inc.'s discretion should circumstances require.

Booth # assigned: _____

Total Payment Received: \$_____ Check #: _____ Date Received: _____

The Clarion Group, Inc.'s signature of acceptance: _____

UID Forum

Implementation Strategies for Programs & Suppliers

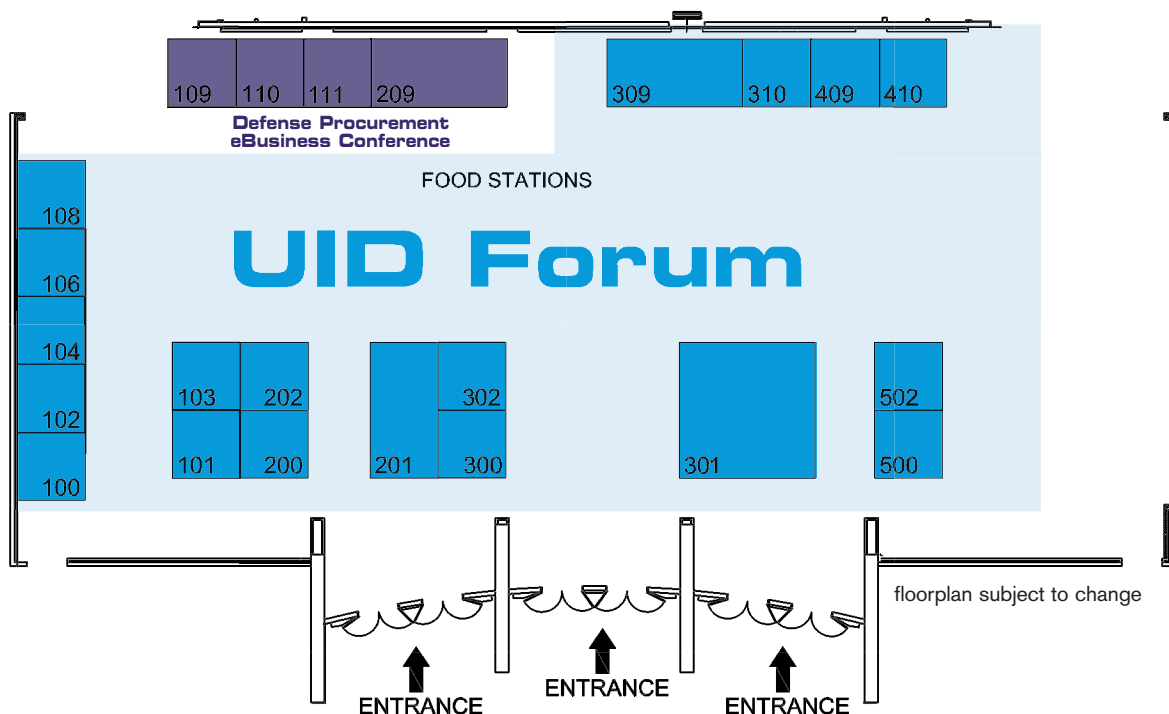
APRIL 11-12, 2012

ATLANTA MARRIOTT MARQUIS • ATLANTA, GEORGIA



Floorplan

■ ■ Denotes reserved space



- 100 - Primera Technology, Inc.
- 101 - Sunflower Systems
- 102 - Ab Initio
- 103 - Freedom Technologies
- 104 - Barcom, Inc.
- 106 - Woelco Labeling Solutions
- 108 - Monode Pryor Traceability
- 109 - Appian
- 110 - CACI International, Inc.
- 111 - Distributed Solutions, Inc.
- 200 - Metalcraft
- 201 - CodeSource, LLC

- 202 - Camcode
- 209 - Compusearch
- 300 - Brady Corporation
- 301 - A2B
- 302 - Zebra Technologies
- 309 - ID Integration, Inc.
- 310 - Odyssey
- 409 - UID Policy Office
- 410 - DMCA
- 500 - Evanhoe & Associates, Inc.
- 502 - The Danby Group