

# The Digital Plant Conference

incorporating daratechPLANT

## 2010 Sponsorship Package



### **ABOUT The Digital Plant Conference 2010 incorporating daratechPLANT.**

Whatever your objective: demonstrate vital products or technology; create strategic alliances; and/or showcase your company brand, The Digital Plant Conference 2010 is the premier place to do it. The Digital Plant Conference incorporating daratechPLANT is the world's most influential conference focused on Plant Asset Lifecycle Management; including plant creation, instrumentation/real-time operations, plant maintenance, and shutdown - and it is the perfect venue to meet process and power executives with above-average buying power. The Digital Plant Conference is the place where important deals occur, existing relationships strengthen and it provides an unparalleled opportunity for Sponsors and Exhibitors to build credibility for their brand and vision with their prospects, customers, the trade press and investors.

As a Sponsor or Exhibitor, your participation will sell your company, brand, leadership, vision and philosophy, and demonstrate your products to the conference's seasoned attendees. You will have the opportunity to go into greater detail and conduct demonstrations in your exhibit area. TradeFair Group will be pleased to help you arrange private meetings with other Sponsors or Exhibitors to discuss partnerships, alliances, or mergers & acquisitions. Whether you are selling process simulation software, a SQL server, document management solutions, a scanner, plant design software, a brand-new emerging technology, or a host of other innovative power and process products, The Digital Plant Conference is where it will sell right off the floor.

The conference focuses on emerging technologies, strategies and best practices that enable companies to better integrate the design, construction and operations of process facilities, in both new and brownfield projects. Sessions explore not only barriers and problem-solving strategies to achieving operational excellence but also forecasting trends. TradeFair Group's conferences have the reputation for attracting a large percentage of high-level decision-makers. The Digital Plant Conference 2010 is an unparalleled opportunity to establish the credibility of your brand and increase its visibility at the strategic levels of your customers and prospects. Send your signed agreement and payment today, and lock up the best spots while they are still available!

## **TARGET AUDIENCE**

TradeFair Group conferences are known for the quality of their audiences. The audience for The Digital Plant Conference 2010 incorporating daratechPLANT includes CEO's and top brass from leading solution providers, and senior engineering, operations, maintenance and information technology professionals from the world's leading Process and Power industry Owner/Operators and Engineering/ Procurement/Construction firms. Markets served include:

Chemical/Petrochemical  
Power  
Oil & Gas/Offshore  
Shipbuilding

The target audience for The Digital Plant Conference 2010 includes all of those responsible for planning or managing the deployment of new work processes as well as high-level constituencies that stand to benefit from Process and Power IT solutions as well as those responsible for its acquisition and deployment. Also targeted planners working to update or formulate corporate Process and Power IT strategies comprise the audience make-up. The Digital Plant Conference incorporating daratechPLANT frequently attract financial analysts and venture capital and private equity fund partners as well as trade press editors from around the world.

Approximately 58% of the companies represented at the conference are OO and EPC firms, 36% are providers of software, equipment, services and solutions, and 4% are from the trade and industry press. International attendance makes up approximately 32% of overall registrations.

Typical titles of attendees from OO companies and EPC firms include Business Development; Chief Engineer; Chief Executive Officer, Chief Information Officer; Chief Technology Officer; Director; Director of Information Technology; Director, Engineering; Director of Operations; Engineering Manager; General Manager; Information Manager; Managing Director; President; Principal Engineer; Project Manager; Senior Information Manager; Vice President.

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## 2010 PLATINUM SPONSOR BENEFITS



We are proud to be able to extend this invitation to you to be a Platinum Sponsor of The Digital Plant Conference at the Sponsorship rate of \$30,000. (**Early Bird Discount Rate of \$27,500 if signed contract and 50% deposit received by 7/31/2009**) As a Platinum Sponsor you will have the following benefits:

**Formal Participation in the Conference Program** - Your company will be able to participate in The Digital Plant Conference 2010 -sponsored Previews session, aka "lightning round" on the morning of the first day of the conference. At the Previews, your company will have the opportunity to present a synopsis to all conference delegates of what you all will be showing and talking about at your exhibit space. The time allocated to each Preview will be the same for all Platinum & Gold sponsors and shall range between one and five minutes, depending on the number of Sponsors. The Digital Plant Conference will announce the exact time allocation two weeks prior to the start of the event.

**Conference Program Committee** - You will have the opportunity to have a representative of your company attend the Conference Program Committee meetings and recommend key topics and a select group of reference clients of your products to present their case studies, best practices and technological achievements to the audience with other high-level speakers. In smaller sessions and discussion groups, high-level technical discussions take place between users and solutions providers.

**Exhibit Space and Product Demonstrations** – A 20 x 20 Premium Exhibit Space. Space selection is on a first come first serve basis, so we encourage you to sign up early to get the best location. You'll have the benefit of conducting your own Product Demonstrations in your Exhibit Space at the Conference. The demos are scheduled to take place in session-free, prime times when all attendees are available to visit Sponsors. These attendees are all top-level IT and Project decision-makers and influencers.

**Technology Tour Presentations/Demos** - Technology Tours provide a unique approach to attendees for reviewing Platinum Sponsors offerings within a small group environment. The Platinum Sponsor will have an established 15 minute presentation in their booth, giving continuous pre-scheduled groups of no more than 20 people the highlights of what's new and what the Platinum Sponsor has to offer. The tours provide

attendees with a comprehensive look at technologies being featured across the conference, seeing the very best of each Platinum sponsor.

**Promotion** - Your participation as a Platinum Sponsor of The Digital Plant Conference 2010 brings with it an unrivaled opportunity to promote and position your brand and your Process and Power solution in print, on the Web and via direct mail. You will also have the opportunity to purchase further promotional sponsorship opportunities.

**In Print & On the Web with Leading Industry Media** - We will be running full-page print ads and web ads throughout the Process and Power industries with media properties like Chemical Engineering, POWER, Chemical Week, just to name a few media companies promoting the conference. Your logos will appear prominently in these ads reinforcing your position as a leading brand.

**In the Conference Guide** - Your company profile and a summary of your offering will be included in the conference program. The Conference Guide is a notebook issued to all attendees. It contains session descriptions and speaker biographies as well as the conference timetable. Conference attendees typically retain the Conference Guide for many years both to reference their notes and remind them who they met at the conference

**On the Web at [www.digitalplantconference.com](http://www.digitalplantconference.com) & [www.daratechplant.com](http://www.daratechplant.com)** - You will have your logo on our Web site with a link back to your Web site. You will also be able to announce your participation in The Digital Plant Conference 2010 as a Platinum Sponsor on your Web site and link to the registration and conference program pages on our Web site.

**Via Direct Mail** - Your logo and promotional paragraph will appear in the printed brochure that TradeFair Group mails as part of TradeFair Group's extensive direct mail promotion (in order to be included, you must be a Sponsor no later than Oct 1, 2009).

**Complimentary Observer Registrations** - You will receive twelve (12) non-transferable observer registrations to The Digital Plant Conference 2010. These registrations are only valid if used by your bona fide employees.

**Registrations Discounted Client** - You will be able to invite up to fifteen (15) clients at a discounted registration fee of \$495 each to The Digital Plant Conference 2010. These registrations are only valid if used by O/O Owner Operator or EPC Firms.

**Access to Attendee List** - Your company will also receive a list of all registered delegates in electronic format after the conference has concluded.

(First Initial, Last Name/Company/Job Title)

**Access to Our High-Power Mailing List & Attendee List** - You will have access to The Digital Plant Conference's highly qualified mailing list as well as the list of pre-registered attendees for the conference for one mailing or email prior to the conference and one mailing or email after the conference. Your company will also receive a list of all registered delegates in electronic format after the conference has concluded. (Special conditions apply.)

Special Conditions of Use of TradeFair Group Mailing Lists and Attendee Lists - Please understand that as a condition of using TradeFair Group's lists, all materials mailed or emailed to TradeFair Group's lists shall require pre-approval by TradeFair Group, and that all direct mailings must be carried out, at your sole expense, by TradeFair Group's third-party mail house. We also must schedule the number of sponsor emails in advance and after the conference. Email campaigns can only be conducted between the time frame of six weeks prior to the conference and up to 6 weeks after the conference has concluded.

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## 2010 GOLD SPONSOR BENEFITS



We are proud to be able to extend this invitation to you to be a Gold Sponsor of The Digital Plant Conference at the Sponsorship rate of \$30,000. (Early Bird Discount Rate of \$19,000 if signed contract and 50% deposit received by 7/31/2009) As a Gold Sponsor you will have the following benefits:

**Formal Participation in the Conference Program** - Your company will be able to participate in The Digital Plant Conference 2010 -sponsored Previews session, aka "lightning round" on the morning of the first day of the conference. At the Previews, your company will have the opportunity to present a synopsis to all conference delegates of what you all will be showing and talking about at your exhibit space. The time allocated to each Preview will be the same for all Platinum & Gold sponsors and shall range between one and five minutes, depending on the number of Sponsors. The Digital Plant Conference will announce the exact time allocation two weeks prior to the start of the event.

**Conference Program Committee** - You will have the opportunity to have a representative of your company attend the Conference Program Committee meetings and recommend key topics and a select group of reference clients of your products to present their case studies, best practices and technological achievements to the audience with other high-level speakers. In smaller sessions and discussion groups, high-level technical discussions take place between users and solutions providers.

**Exhibit Space and Product Demonstrations** – A 10 x 20 Premium Exhibit Space. Space selection is on a first come first serve basis, so we encourage you to sign up early to get the best location. You'll have the benefit of conducting your own Product Demonstrations in your Exhibit Space at the Conference. The demos are scheduled to take place in session-free, prime times when all attendees are available to visit Sponsors. These attendees are all top-level IT and Project decision-makers and influencers

**Promotion** - Your participation as a Gold Sponsor of The Digital Plant Conference 2010 brings with it an unrivaled opportunity to promote and position your brand and your

Process and Power solutions in print, on the Web and via direct mail. You will also have the opportunity to purchase further promotional sponsorship opportunities.

**In Print & On the Web with Leading Industry Media** - We will be running full-page print ads and web ads throughout the Process and Power industries with media properties like Chemical Engineering, POWER, Chemical Week, just to name a few media companies promoting the conference. Your logos will appear prominently in these ads reinforcing your position as a leading brand.

**In the Conference Guide** - Your company profile and a summary of your offering will be included in the conference program. The Conference Guide is a notebook issued to all attendees. It contains session descriptions and speaker biographies as well as the conference timetable. Conference attendees typically retain the Conference Guide for many years both to reference their notes and remind them whom they met at the conference.

**On the Web at [www.digitalplantconference.com](http://www.digitalplantconference.com) & [www.daratechplant.com](http://www.daratechplant.com)** - You will have your logo on our Web site with a link back to your Web site. You will also be able to announce your participation in The Digital Plant Conference 2010 as a Gold Sponsor on your Web site and link to the registration and conference program pages on our Web site.

**Via Direct Mail** - Your logo and promotional paragraph will appear in the printed brochure that TradeFair Group mails as part of TradeFair Group's extensive direct mail promotion (in order to be included, you must be a Gold Sponsor no later than October 1, 2009).

**Complimentary Observer Registrations** - You will receive eight (8) non-transferable observer registrations to The Digital Plant Conference 2010. These registrations are only valid if used by your bona fide employees.

**Discounted Client Registrations** - You will be able to invite up to ten (10) clients at a discounted registration fee of \$495 each to The Digital Plant Conference 2010. These registrations are only valid if used by O/O, Owner Operator or EPC Firms.

**Access to Attendee List** - Your company will also receive a list of all registered delegates in electronic format after the conference has concluded.

(First Initial, Last Name/Company/Job Title)

**Access to Our High-Power Mailing List & Attendee List** - You will have access to The Digital Plant Conference's highly qualified mailing list as well as the list of pre-registered attendees for the conference for one mailing or email prior to the conference and one mailing or email after the conference. Your company will also receive a list of all registered delegates in electronic format after the conference has concluded. (Special conditions apply.)

Special Conditions of Use of TradeFair Group Mailing Lists and Attendee Lists - Please understand that as a condition of using TradeFair Group's lists, all materials mailed or emailed to TradeFair Group's lists shall require pre-approval by TradeFair Group, and that all direct mailings must be carried out, at your sole expense, by TradeFair Group's third-party mail house. We also must schedule the number of sponsor emails in advance and after the conference. Email campaigns can only be conducted between the time frame of six weeks prior to the conference and up to 6 weeks after the conference has concluded.

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## 2010 SILVER SPONSOR BENEFITS



We are proud to be able to extend this invitation to you to be a Silver Sponsor of The Digital Plant Conference at the Sponsorship rate of \$12,500. (Early Bird Discount Rate of \$12,000 if signed contract and 50% deposit received by 7/31/2009) As a Silver Sponsor you will have the following benefits:

**Exhibit Space and Product Demonstrations** – A 10 x 10 Leading Exhibit Space. Space selection is on a first come first serve basis, so we encourage you to sign up early to get the best location. You'll have the benefit of conducting your own Product Demonstrations in your Exhibit Space at the Conference. The Demos are scheduled to take place in session-free, prime times when all attendees are available to visit Sponsors. These attendees are top-level IT and Project decision-makers and influencers.

**Promotion** - Your participation as a Silver Sponsor of The Digital Plant Conference 2010 brings with it an opportunity to promote and position your brand and your Process and Power solution in print, on the Web and via direct mail. You will also have the opportunity to purchase further promotional sponsorship opportunities.

**In Print & On the Web with Leading Industry Media** - We will be running full-page print ads and web ads throughout the Process and Power industries with media properties like Chemical Engineering, POWER, Chemical Week, just to name a few media companies promoting the conference. Your logos will appear prominently in these ads reinforcing your position as a leading brand.

**In the Conference Guide** - Your company profile and a summary of your offering will be included in the conference program. The Conference Guide is a notebook issued to all attendees. It contains session descriptions and speaker biographies as well as the conference timetable. Conference attendees typically retain the Conference Guide for many years both to reference their notes and remind them whom they met at the conference.

**On the Web at [www.digitalplantconference.com](http://www.digitalplantconference.com) & [www.daratechplant.com](http://www.daratechplant.com)** - You will have your logo on our Web site with a link back to your Web site. You will also be able to announce your participation in The Digital Plant Conference 2010 as a Silver Sponsor on your Web site and link to the registration and conference program pages on our Web site.

**Via Direct Mail** - Your logo will appear in the printed brochure that TradeFair Group mails as part of TradeFair Group's extensive direct mail promotion (in order to be included, you must be a Silver Sponsor no later than October 1, 2010).

**Complimentary Observer Registrations** - You will receive four (4) non-transferable observer registrations to The Digital Plant Conference 2010. These registrations are only valid if used by your bona fide employees.

**Discounted Client Registrations** - You will be able to invite up to three (3) clients at a discounted registration fee of \$495 each to The Digital Plant Conference 2010. These registrations are only valid if used by O/O, Owner Operator or EPC Firms.

**Access to Attendee List** - Your company will also receive a list of all registered delegates in electronic format after the conference has concluded.

(First Initial, Last Name/Company/Job Title)

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## 2010 EXHIBITOR BENEFITS



We are proud to be able to extend this invitation to you to be an Exhibitor at The Digital Plant Conference 2010 at the Exhibitor rate of \$5,000. As an Exhibitor you will have the following benefits:

**Exhibit Space and Product Demonstrations** – A 10 x 10 Exhibit Space. Space selection is on a first come first serve basis, so we encourage you to sign up early to get the best location. You'll have the benefit of conducting your own Product Demonstrations in your Exhibit Space at the Conference. The Demos are scheduled to take place in session-free, prime times when all attendees are available to visit Sponsors. These attendees are top-level IT and Project decision-makers and influencers.

**Promotion** - Your participation as an Exhibitor of The Digital Plant Conference 2010 brings with it an opportunity to promote and position your brand and your Process and Power solution in print, and on the Web.

**In the Conference Guide** - Your company profile and a summary of your offering will be included in the conference program. The Conference Guide is a notebook issued to all attendees. It contains session descriptions and speaker biographies as well as the conference timetable. Conference attendees typically retain the Conference Guide for many years both to reference their notes and remind them who they met at the conference

**On the Web at [www.digitalplantconference.com](http://www.digitalplantconference.com) & [www.daratechplant.com](http://www.daratechplant.com)** - You will have your logo on our Web site with a link back to your Web site.

**Complimentary Observer Registrations** - You will receive two (2) non-transferable observer registrations to The Digital Plant Conference 2010. These registrations are only valid if used by your bona fide employees.

**Discounted Client Registrations** - You will be able to invite up to two (2) clients at a discounted registration fee of \$495 each to The Digital Plant Conference 2010. These registrations are only valid if used by O/O, Owner Operator or EPC Firms.

**Access to Attendee List** - Your company will also receive a list of all registered delegates in electronic format after the conference has concluded.

(First Initial, Last Name/Company/Job Title)

***Sponsor & Exhibitor Benefits & Costs Spread Sheet***

	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Exhibitor</u>
<b><u>Benefits</u></b>				
<b>Cost</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$5,000</b>
<b>Observer Registrations For your co. employees</b>	<b>12</b>	<b>8</b>	<b>4</b>	<b>2</b>
<b>Size of Exhibit Space</b>	<b>20'x20'</b>	<b>10'x20'</b>	<b>10'x10'</b>	<b>10'x10'</b>
<b>Ability to Host Tech Tour Groups</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>
<b>Speak @ Previews, Aka Lighting Round</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>
<b>Co. Logo in Full Page Ads in Industry Mags/Web</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
<b>Your Co. Logo on promo Mailers</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
<b>Profile in Conference Program Notebook</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Your Co. Logo/Link on <a href="http://www.daratechplant.com">www.daratechplant.com</a></b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Discount Client Regs. (50% off) for your co. to distribute to O/O's</b>	<b>15</b>	<b>10</b>	<b>3</b>	<b>2</b>
<b>Ability to 1 time email/mail daratechPLANT delegate registration list &amp; promo list once before &amp; after conf.</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>
<b>Ability to Submit Stories For Monthly daratechPLANT Newsletter</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Cost of Additional Observer Regs. From allotted amount</b>	<b>\$595</b>	<b>\$595</b>	<b>\$595</b>	<b>\$995</b>
<b>E-Attendee List 1st Initial/ Last Name/Co./Job Title</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>

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## Conference Events You Can Sponsor (for Platinum/Gold/Silver Sponsors)



You have the opportunity to sponsor an event in conjunction with the conference. TradeFair Group assigns conference events on a first-paid first-allocated basis. Choose your event today. Event times are tentative and may change. You can choose to make a presentation at the event you sponsor and limit the audience by company type - EPC and/or OO. Please note that food, beverage, and any additional services must be contracted for directly with the hotel. If you have any questions, please call Julien DuPont, Show Director at 214-358-5359 [juliend@tradefairgroup.com](mailto:juliend@tradefairgroup.com)

If you are interested in sponsoring an event, TradeFair Group will require a non-

	Monday	Tuesday	Wednesday
<b>Breakfast</b>			
<b>Morning Coffee Break</b>			
<b>Lunch</b>			
<b>Afternoon Coffee Break</b>			
<b>EVENING DINNERS/ RECEPTIONS</b>			
	Sunday	Monday	Tuesday
<b>Evening Dinners/Receptions</b>			

refundable \$5000 deposit to secure each sponsorship assignment. Please note that this amount will be credited to your hotel invoice.