



MFG/PRO Southeastern User Group

EXHIBITOR PROSPECTUS

Dear SEUG Associates & MFG/PRO Vendors:

The MFG/PRO Southeastern User Group would like to invite you to join us at our **Fall 2008 Conference**, scheduled for **September 7-9**, at the Westin Atlanta North in **Atlanta**. We anticipate a substantial attendance and hope that you will be able to attend as an exhibitor.

VENDOR FAIR

Each Vendor Fair exhibit space is approximately **5' x 10' of FLOOR SPACE** and includes a 6-foot table. Display spaces will be assigned in the order in which applications are received. Please note that your exhibit **MUST** fit within the allotted display space and may not encroach on adjacent exhibit space. Exhibits or displays that are larger than the allotted 5x10 floor space will not be permitted.

REGISTRATION

Enclosed is the **Exhibit Application** for the Fall Conference. The Exhibit Fee covers your display space **ONLY**. The exhibit fee does not include registration for exhibit personnel. The registration fee is \$175 per person and covers complete conference access (including meals). Payment must be made in full upon application to guarantee display space. Please fill out the enclosed application and **mail, fax or e-mail** it to the MFG/PRO Southeastern User Group office **no later than September 2nd**; this is the last day you can register for exhibit space.

MEMBERSHIP REQUIRED

It is a policy of the Southeastern User Group that **ALL** exhibitors must be registered Associate (vendor) Members of the user group in order to exhibit. If you wish to exhibit and are not a member of SEUG, please contact the user group office for a membership application. Member dues must be current, or you will not be allowed to exhibit.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available for various conference functions such as meals and refreshment breaks. There are numerous benefits SEUG offers to conference sponsors. Please call Conference Manager Jeff Shelton for additional details: 650.654.2067.

Exhibit spaces are reserved on a **first-come, first-served basis only**, so return the Exhibit Application **TODAY** to guarantee your display space.

We look forward to having you join us in Atlanta in September!

Sincerely,

Jeff Shelton
Conference Coordinator

SEUG Fall 2008

September 7-9, 2008

Westin Atlanta North
Atlanta, GA



**Westin
Atlanta North**
7 Concourse Parkway
Atlanta, GA 30328
(770) 395-3900

Sleeping rooms have been blocked at the Westin and are available to conference attendees at a **discounted group rate**. Please be sure to reference the MFG/PRO Southeastern User Group when making your reservations.

SEUG Conference Rate:

\$149/night (sgl/dbl)

Reservations: (770) 395-3900



FALL 2008 CONFERENCE

September 7-9, 2008

Westin Atlanta North • Atlanta, GA

VENDOR EXHIBIT APPLICATION

EXHIBIT AREA:

Your Exhibit Area is approximately 5' x 10' of FLOOR SPACE and includes a 6-foot table. Please note that Table-Top displays are recommended; if you bring a floor standing display it MUST fit within the allotted floor space, and the accompanying table will be removed to accommodate floor traffic. Exhibits or displays that are larger than the allotted 5'x10' space will NOT BE PERMITTED.

EXHIBIT FEE:

The \$500 Exhibit Fee covers your display area, table-top, and electrical access ONLY. The registration fee for exhibit personnel is \$175/person and covers entire conference access and meals. An additional table-top space adjacent to your main display may be purchased for \$400. Payment must be made in full upon application to guarantee display space. Please note that ALL exhibitors must be a registered Associate (vendor) Member of the user group in order to exhibit. Member dues must be current, or you will not be allowed to exhibit. First-time exhibitors at SEUG can have their \$250 membership dues applied to the total Exhibit fee.

CANCELLATION:

Cancellation of exhibit space after September 2, 2008 is NOT REFUNDABLE. Any cancellation of exhibit space must be directed in writing to the MFG/PRO Southeastern User Group.

ADDITIONAL TERMS:

The exhibit space granted under the terms of this agreement is to be used exclusively by the exhibitor to present their products and services and is not to be sub-divided and/or shared with another company.

List any probable exhibitors and/or products you do not wish to be in close proximity to your display:

ELECTRICAL/PHONE SERVICE:

Basic electrical service which includes access to a plug or wall outlet is included with your display fee. Phone lines for internet access, audio/visual services, additional electric, or other booth amenities are not included and are the sole responsibility of the exhibitor. To request any of these additional services, please contact the SEUG Office for an order form and credit card authorization from the hotel: (650) 654-2067.

SHIPPING:

Displays shipped directly to the hotel should be received no earlier than 3 days prior to the conference. All shipped materials should be clearly labeled with your company information and addressed to: Westin Atlanta North at Perimeter, 7 Concourse Parkway, Atlanta, GA 30328 HOLD FOR: MFG/PRO Southeastern User Group Conference, September 7-9, 2008.

EXHIBITOR GUIDE:

Company information to be listed in the program as follows:

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Site: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

E-Mail: _____

PRODUCT & SERVICE DESCRIPTION (60 words or less):

SPACE RESERVATION:

TOTALS:

Exhibit Space \$500.00

ATTENDEES:

- 1. \$175.00
- 2. \$175.00
- 3. \$175.00

Total Enclosed: \$

- Check Enclosed
- Please Charge my: VISA MasterCard AMEX

Card# _____ Exp. _____

Please make checks payable to: MFG/PRO Southeastern User Group and remit with completed application to:

MFG/PRO Southeastern User Group
356 Montserrat Drive – Redwood City, CA 94065

FAX TO: 650.654.2075

E-MAIL: SEUserGroup@comcast.net

VENDOR FAIR - FAQ Sheet

MFG/PRO Southeastern User Group – Fall 2008 Conference

1. What time is the Vendor Fair Room open on Sunday (OPENING RECEPTION)?

The room is open between 1:00pm and 5:30pm and *after* 8:00pm on Sunday, September 7 for setup. The Opening Reception starts at 5:30pm. Vendor set-up will NOT take place during that time, but you may wait until after the evening event is over to set-up if you wish.

2. What time does the Vendor Fair close on Tuesday?

The vendor fair ends at 2:00pm on Tuesday, September 9.

3. How are vendor spaces assigned?

Exhibit spaces are assigned in the order Exhibit Applications are received.

4. When is the Vendor Fair Cocktail Party?

The party will be on Monday evening from 5:00 - 7:00pm. This will have an open bar and hors d'oeuvres.

5. What size is an individual exhibit area?

Each exhibit area will be approximately 5 x 10 feet. There will be a standard 6-foot x 30-inch table included in each exhibit area. Two chairs are also provided. *NOTE: Table-top displays are recommended; if you bring a floor standing display it **MUST** fit within the allotted floor space, and the accompanying table may be removed to accommodate floor traffic.* Additional booth space adjacent to your exhibit may be purchased for \$400.

6. What are the procedures for shipments to the hotel?

Please refer to the Exhibit Application. All shipments for your exhibit should be sent **no earlier than 3 days prior to the conference** and clearly labeled with your company and contact information. Address all shipments to:

Westin Atlanta North at Perimeter

7 Concourse Parkway
Atlanta, GA 30328

Attn: (Your Company Name and Contact)

FOR: MFG/PRO Southeastern User Group Conference

7. How can you get a telephone line or electrical outlets installed at your booth?

Basic electrical service, which includes access to a plug or wall outlet, is included with your display fee. Phone lines for internet access or additional electric/audio visual needs are *not included* and are the sole responsibility of the exhibitor. To request any of these additional services, please contact the SEUG Office for an order form and credit card authorization from the hotel: (650) 654-2067.

8. Will extension cords and shipping tape be provided at the conference?

No, these items are not supplied by SEUG.

9. Can you sponsor a Hospitality Suite?

Yes, you are welcome to host your own hospitality suite. You are responsible for making any arrangements through the hotel. For information, please contact the hotel directly: (770) 395-3900.

10. What is the sleeping room rate and reservation cut-off date?

Sleeping Rooms have been blocked at the hotel and are available to conference attendees at a **discounted group rate**. Please be sure to reference the *MFG/PRO Southeastern User Group Conference* when making your reservations.

Westin Atlanta North
7 Concourse Parkway
Atlanta, GA 30328

Conference Rate: \$149/per night (single/double)
Reservations: (770) 395-3900

*Be sure to make your sleeping room reservation before the cut-off date of **August 15th**. After that date, rooms in the SEUG block will be released for general sale and may not be available to conference attendees.*

11. What are the driving directions to the hotel?

Please contact the hotel for driving/travel directions: (770) 395-3900 / www.westin.com/atlantnorth

12. Is there Transportation service to and from the Hotel?

The Westin Atlanta North is approximately 30-40 minutes from Atlanta Hartsfield Airport. Cab fare ranges from \$60-65/one-way. The Hotel and Airport is also served by the Metro train line which is just \$2.50/one-way. Pick-up service by the hotel is provided at no charge from Dunwoody station, approximately 1/2 mile from the hotel. Free overnight parking is available for hotel guests. Valet parking is \$8 per day and \$15 overnight.

13. What is the Exhibitor Guide?

The Exhibitor Guide is an information packet listing all exhibitors at the Conference. It includes important contact information as well as a product and service description for each company exhibiting. It is available to all conference attendees.

14. What states are covered in the Southeastern User Group?

Everyone is welcome at any regional user group. The formal states included in the Southeastern Region are as follows: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and West Virginia.

15. What is the MFG/PRO Southeastern User Group Tax ID Number?

MFG/PRO SOUTHEASTERN USER GROUP INC. - # 56-2176128.

16. Can you provide a Door Prize?

Yes. We welcome door prize giveaways. We formally draw for door prizes at the conference closing session, held on Tuesday after lunch. If you would like your door prize included in this session, please notify any Board member at the Registration Desk at the conference. Door prize donators will be mentioned in the General Session on Monday morning.