



**PASS Community Summit 2008**  
Sponsorship and Exhibition Opportunities

November 18 – 21, Seattle WA



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## Event Information

### Summit Description

The PASS Community Summit 2008 is the single largest gathering of Microsoft SQL Server professionals in the world, bringing together the entire community – from the brightest and the best, to the newest SQL Server users.

Delivering three full days of in-depth learning, PASS Summit provides unparalleled access to the Microsoft SQL Server development team and face-to-face networking in a fun, focused environment. PASS Community Summit 2008 provides the perfect opportunity for attendees to sharpen and perfect their SQL Server technical skills. Attendees receive top-rated industry advice and expertise on the best ways to develop, deploy and manage their entire SQL Server environment and will walk away with an in-depth and hands-on look at all things SQL Server.

The event will feature a keynote address by Ted Kummert, Corporate Vice President, Data and Storage Platform Division at Microsoft Corp. and general session presentations by Tom Casey, GM for SQL Server Business Intelligence at Microsoft Corp. and David DeWitt, Microsoft Technical Fellow and Director of the new Microsoft Jim Gray Systems Lab. Ted, Tom, and David will give attendees a sneak peek at the future of Microsoft SQL Server.

Our 130+ in-depth technical and skills development sessions showcasing expert speakers from Microsoft and the SQL Server community guarantee that PASS Community Summit 2008 is the don't-miss event for SQL Server professionals. Hands-on labs, peer-to-peer learning, idea exchanges, and our new SQL Server Heroes Evening Event will top off this action packed agenda.

### PASS Community Summit 2008 Overview

**Date:**

Tuesday, Nov 18 – Friday, Nov 21 2008

**Location:**

Washington State Convention and Trade Center  
Seattle, WA, USA

**Sales & Exhibition Manager:**

Al Shuler  
614.532.5539 | [al.shuler@sqlpass.org](mailto:al.shuler@sqlpass.org)

**Projected Attendance:**

In excess of 3,000 SQL Server community members, press, partners and Microsoft team members

**Summit Website:**

<http://summit2008.sqlpass.org>

**Target Audience**

Database administrators, application developers, business intelligence and IT professionals who use Microsoft SQL Server to:

- Manage and support SQL Server data platforms
- Design, architect and implement database solutions
- Architect and develop SQL Server applications
- Architect and develop business intelligence solutions

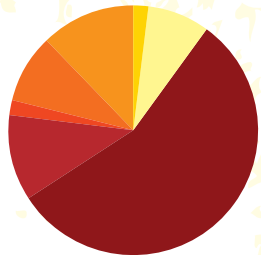
## Event Information

### 2007 Attendee Demographic Profile

What 2007 attendees told us:

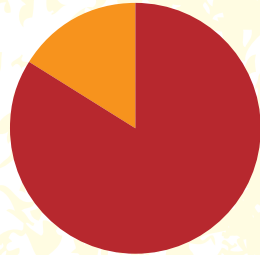
- 91% said the PASS Summit met or exceeded their expectations
- 94% attendees gained information from the technical sessions that was of immediate value when they returned to work
- 58% saw a product or service at the PASS Summit Expo that they planned to incorporate into their business

#### Job Role



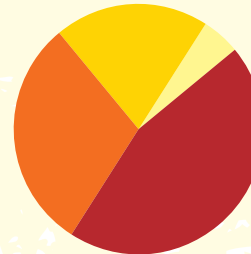
- Database: 56%
- Developer: 11%
- Exec Mgmt: 2%
- Senior IT: 8%
- Other: 12%
- BA: 2%
- Consultant: 9%

#### Purchasing Power



- Authorize: 84%
- Other: 16%

#### Primary Interest



- Enterprise DB 45%
- DBAppDev: 30%
- DW and BI: 20%
- Prof Dev: 5%

### Why Become a Sponsor or Exhibitor?

Sponsors and exhibitors are an integral part of the PASS Community Summit experience. Attendees return each year to learn about the latest SQL Server complementary product offerings and available technologies through exhibitor demonstrations.

Participating as a PASS Community Summit Exhibitor places you directly in front of a captive audience whose members are eager to listen to your ideas about how your products or services can meet their technology needs. The PASS Community Summit 2008 is a solid marketing vehicle that can help you reach your target audience of Microsoft SQL Server community members who are DBAs, application developers, BI or IT professionals.

As a Sponsor or Exhibitor you will have the opportunity to:

- **Produce High Quality Leads.** PASS Community Summit delivers a large number of qualified influencers and decision-makers most likely to purchase your products and services.
- **Reach a Targeted Technical Audience.** All attendees are heavily involved in the technical Microsoft SQL Server community. You can't get more targeted than this.
- **Network with Microsoft SQL Server Community Influencers.** Meet and engage with the extensive network of SQL Server influencers – both Microsoft and community experts who share their technical knowledge and experience with the larger SQL Server community through newsgroups, blogs, websites, meetings, and more.

### 2007 PASS Community Summit Sponsors & Exhibitors

Over 40 exhibitors participated in last year's PASS Community Summit:

**90 Degree Software**  
**AMB Dataminers**  
**ANTs Software**  
**Applix Inc.**  
**CA, Inc.**  
**Cizer Software**  
**CommVault Systems**  
**Confio Software**  
**DBA 24HRS**  
**Dell**  
**DevTeach**  
**DM Review**  
**Double-Take Software**  
**Dundas Data Visualization**  
**Edgewood Solutions**  
**Embarcadero Technologies**  
**EMC**  
**End to End Training**  
**Exact Solutions**  
**GoldenGate Software**  
**HP**  
**ICS – Rsinteract**  
**Idera**  
**MaximumASP**

**Microsoft**  
**Ntirety**  
**Parallel Computers Technology Inc.**  
**ProfitBase NA Inc.**  
**Quest Software**  
**Red Gate Software**  
**Scalability Experts**  
**SoftArtisans**  
**Solid Quality Mentors**  
**SQL Farms**  
**SQL Power Tools**  
**SQL Sentry**  
**SQL Server Magazine**  
**SQLServercentral.com**  
**Symantec**  
**Tech Target**  
**(SearchSQLServer)**  
**Unisys**  
**Wherescape USA Inc.**  
**White Sands Technologies**  
**Wiley**  
**Xceleon Technologies**  
**Xkoto Inc.**

## Why Become a Sponsor?





## Exhibit Hall Hours

### Exhibit Hall Hours

Exhibit Hall hours are scheduled to maximize attendee traffic and allow booth staff the opportunity to conduct other business during the day.

A tentative Exhibit Hall schedule is provided below, but is subject to change.

### Exhibitor Move In

Tuesday, November 18<sup>th</sup>, 7 am – 8 pm

### Exhibit Hours

Wednesday, November 19<sup>th</sup>, 11 am – 4 pm

### Exhibitor Reception

Wednesday, November 19<sup>th</sup>, 6 pm – 8 pm

### Exhibit Hours

Thursday, November 20<sup>th</sup>, 11 am – 5 pm  
(PASSport to Prizes and Exhibitor Raffle Draws 4 pm – 5 pm)

### Exhibitor Move Out

Thursday, November 20<sup>th</sup>, 5 pm – 11 pm

### Al Shuler, Sales & Exhibition Manager

Tel: 614.532.5539

Fax: 614.532.5520

[al.shuler@sqlpass.org](mailto:al.shuler@sqlpass.org)

\* A copy of the exhibit hall floor plan is available on the Summit website.

<b>Sponsorship Levels and Benefits</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Exhibitor</b>
	<b>\$40,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$4,000</b>
<b>Summit Inclusion:</b>				
Full Summit attendee passes	6	4	3	1
Passes for group breakfast onsite with Microsoft Executives	6	4	3	
Logo on Summit attendee registration bag (a reusable "Green" tote bag)	Yes			
Logo on Summit t-shirt to be included in attendee registration bag	Yes			
One 15 minute general session presentation. Must be non-marketing content approved by PASS	Yes			
5 sponsor factoids shown during Keynote walk-in	Yes			
Sponsor logo shown during Keynote walk-in	Yes	Yes	Yes	
Logo in pre-Summit emails	Yes			
Company name in pre-Summit emails		Yes	Yes	
<b>Exhibit Hall Package:</b>				
Exhibitor booth space: premium sponsor location (PSL), one electrical line per 10 x 10; high speed connectivity, unpadding carpet	20' x 20' PSL	10' x 20' PSL	10' x 10' PSL	10' x 10'
Exhibit Hall staff passes (includes lunch)	6	4	3	2
Participation in PASSport to Prizes	Yes	Yes	Yes	
Ability to purchase additional exhibitor space at discounted rates	Yes	Yes	Yes	Yes
<b>Summit Guide Marketing:</b>				
Logo, URL and company description included in the Summit Guide	125 words	100 words	75 words	
Name and URL included in the Summit Guide				Yes
One complementary full page ad in the Summit Guide	Yes			
Opportunity to purchase one (1) full page one (1) color ad in the Summit Guide at discounted price of \$1,000		Yes	Yes	
Opportunity to purchase one (1) full page one (1) color ad in the Summit Guide for \$1,500				Yes
Opportunity to purchase Summit Guide full color back cover for \$4,000	Yes	Yes	Yes	
Opportunity to purchase Summit Guide full color inside front cover for \$3,000	Yes	Yes	Yes	
Opportunity to purchase Summit Guide full color inside back cover for \$3,000	Yes	Yes	Yes	
<b>Online Marketing:</b>				
Logo, hyperlink and description on sponsor page of Summit website	125 words	100 words	75 words	
Logo on Summit website home page	Yes			
Booth highlighted on online exhibit hall map	Yes	Yes	Yes	Yes
Company name and hyperlink on Summit website exhibitor listing				Yes
<b>On Site Marketing:</b>				
Collateral item included in the attendee registration bag (one page or CD/DVD)	Yes	Yes	Yes	
Logo on Summit notepad		Yes		
Logo on Sponsor Level banner, venue location to be decided by PASS	Yes	Yes	Yes	
Logo on Summit banner in high visibility area	Yes			
<b>Other Benefits:</b>				
Complementary copies of Summit DVD	6	3	1	
Option to purchase additional marketing promotional opportunities	Yes	Yes	Yes	Yes

## Sponsorship & Exhibition Opportunities At-a-Glance



### **Summit Inclusion**

- Opportunity to conduct a 15-minute presentation prior to the general session. Session must be educational in nature, not marketing information. Sponsor will work closely with PASS to develop appropriate content and meet required deadlines
- Six Full Summit attendee passes (valued at the special exhibitor rate of \$7,770) provides access to Keynote, Summit sessions, Expo, meals and the Attendee Party
- Logo included on Summit reusable “green” attendee tote bag
- Logo included on Summit t-shirt
- Logo shown during Keynote walk-in
- Opportunity to submit 5 factoids to be shown during Keynote walk-in. Factoids are brief, interesting, fun facts about sponsor
- Logo included in pre-Summit emails sent to PASS members (30,000+ recipients)
- Six passes to attend onsite group breakfast with Microsoft executives

### **Expo Booth Package**

- Premier booth location, 20' x 20' island, in the Sponsor area of the exhibit hall
- Exhibit hall booth package includes: unpadded carpeting, four 5-amp electrical outlets, and wireless internet connectivity
- Participation in PASSport to Prizes “bingo-style” sponsor game, designed to drive traffic to sponsor booths. Valuable prizes will be provided by PASS
- Six Exhibit Hall staff passes (a \$1,800 value – includes lunch on both days)
- Ability to purchase additional exhibitor space at a discounted rate

### **Summit Guide Marketing**

- Logo, URL and 125 word company description included in the Sponsor section of the Summit Guide
- One complementary full page one (1) color ad in the Summit Guide, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

- Opportunity to purchase Summit Guide full color back cover for \$4,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st
- Opportunity to purchase Summit Guide full color inside front cover for \$3,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st
- Opportunity to purchase Summit Guide full color inside back cover for \$3,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

### **Online Marketing**

- Logo, hyperlink and 125 word description on Sponsor page of Summit website
- Logo on Summit website home page
- Booth highlighted as a sponsor on online exhibit hall map

### **On Site Marketing**

- Opportunity to include one (1) collateral item (8.5” x 11” sheet or CD/DVD) in the attendee registration bag, must deliver by the deadline TBD
- Logo on Platinum Sponsor Level banner, venue location TBD
- Logo on Summit banner in high visibility area

### **Other Benefits**

- Six complementary copies of Summit DVD
- Option to purchase additional marketing promotional opportunities

### **Co-Marketing Requirements for Sponsor**

- Sponsor will display PASS-provided sponsor banner on sponsor website, linking to PASS Summit registration site

### **Additional Marketing Promotional Opportunities**

- Please see page 12 & 13 for description and pricing

**Platinum Level  
Sponsorship  
\$40,000**



### **Summit Inclusion**

- Four Full Summit attendee passes (valued at the special exhibitor rate of \$5,180) provides access to Keynote, Summit sessions, Expo, meals and the Attendee Party
- Logo shown during Keynote walk-in
- Company name included in pre-Summit emails sent to PASS members (30,000+ recipients)
- Four passes to attend an onsite group breakfast with Microsoft executives

### **Expo Booth Package**

- Premier booth location, 10' x 20' linear, in the Sponsor area of the exhibit hall
- Expo booth package includes: unpadding carpeting, two 5-amp electrical, and wireless internet connectivity with one IP address
- Participation in PASSport to Prizes “bingo-style” sponsor game, designed to drive traffic to sponsor booths. Valuable prizes will be provided by PASS
- Four Exhibit Hall staff passes (a \$1,200 value – includes lunch on both days)
- Ability to purchase additional exhibitor space at a discounted rate

### **Summit Guide Marketing**

- Logo, URL and 100 word company description included in the Sponsor section of the Summit Guide
- Opportunity to purchase a full page one (1) color ad in the Summit Guide at the discounted price of \$1,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st
- Opportunity to purchase Summit Guide full color back cover for \$4,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st
- Opportunity to purchase Summit Guide full color inside front cover for \$3,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

- Opportunity to purchase Summit Guide full color inside back cover for \$3,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

### **Online Marketing**

- Logo, hyperlink and 100 word description on Sponsor page of Summit website
- Booth highlighted as a sponsor on online exhibit hall map

### **On Site Marketing**

- Logo on Summit notepad
- Logo on Gold Level Sponsor banner, venue location TBD

### **Other Benefits**

- Three complementary copies of Summit DVD
- Option to purchase additional marketing promotional opportunities

### **Co-Marketing Requirements for Sponsor**

- Sponsor will display PASS-provided sponsor banner on sponsor website, linking to PASS Summit registration site

### **Additional Marketing Promotional Opportunities**

- Please see page 12 & 13 for description and pricing

**Gold Level  
Sponsorship  
\$25,000**

### **Summit Inclusion**

- Three Full Summit attendee passes (valued at the special exhibitor rate of \$3,885) provides access to Keynote, Summit sessions, Expo, meals and the Attendee Party
- Logo shown during Keynote walk-in
- Company name included in pre-Summit emails sent to PASS members (30,000+ recipients)
- Three passes to attend an onsite group breakfast with Microsoft executives

### **Expo Booth Package**

- Premier booth location, 10' x 10' linear, in the Sponsor area of the exhibit hall
- Exhibit hall booth package includes: unpadded carpeting, one 5-amp electrical, and wireless internet with one IP address
- Participation in PASSport to Prizes “bingo-style” sponsor game, designed to drive traffic to sponsor booths. Valuable prizes will be provided by PASS
- Three Exhibit Hall staff passes (a \$900 value – includes lunch on both days)
- Ability to purchase additional exhibit space at a discounted rate

### **Summit Guide Marketing**

- Logo, URL and company 75 word description included in the Sponsor section of the Summit Guide
- Opportunity to purchase a full page one (1) color ad in the Summit Guide at the discounted price of \$1,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st
- Opportunity to purchase Summit Guide full color back cover for \$4,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st
- Opportunity to purchase Summit Guide full color inside front cover for \$3,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

- Opportunity to purchase Summit Guide full color inside back cover for \$3,000, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

### **Online Marketing**

- Logo, hyperlink and 75 word description on Sponsor page of Summit website
- Booth highlighted as a sponsor on online exhibit hall map

### **On Site Marketing**

- Opportunity to include one (1) collateral item (8.5” x 11” sheet or CD/DVD) in the attendee registration bag, delivered by the TBD deadline
- Logo on Silver Sponsor Level banner, venue location TBD

### **Other Benefits**

- One complementary copy of Summit DVD
- Option to purchase additional marketing promotional opportunities

### **Co-Marketing Requirements for Sponsor**

- Sponsor will display PASS-provided sponsor banner on sponsor website, linking to PASS Summit registration site

### **Additional Marketing Promotional Opportunities**

- Please see page 12 & 13 for description and pricing

**Silver Level  
Sponsorship  
\$15,000**





## Exhibitor Level Sponsorship \$4,000

### Summit Inclusion

- One Full Summit attendee pass (valued at the special exhibitor rate of \$1,295)

### Expo Booth Package

- Exhibit hall booth package includes one 10 x 10 linear booth space: unpadded carpeting, one 5-amp electrical outlet, and wireless internet connectivity
- Two Exhibit Hall staff passes (a \$600 value – includes lunch on both days)
- Ability to purchase additional exhibit space at a discounted rate

### Summit Guide Marketing

- Company name and URL included in the Summit Guide
- Opportunity to purchase a full page ad in the Summit Guide for \$1,500, artwork provided by sponsor (per ad specifications provided by PASS) by deadline September 1st

### Online Marketing

- Company name and hyperlink to exhibitor website on listing of Summit website Exhibitor listing
- Booth highlighted on online exhibit hall map

### Additional Marketing Promotional Opportunities

- Please see page 12 & 13 for description and pricing

## Additional Marketing Promotional Opportunities

Description	Number Available	Price
<b>Internet Pavilion</b> Company name / logo prominently displayed at Pavilion. Your company promotional literature (one piece) at Pavilion (material must be supplied by sponsor and approved by PASS management). Company logo displayed on desktop background of all PC's at Pavilion. Logo displayed on mouse pads (sponsor supplied). Screen saver on PC's at Pavilion with company logo.	1	\$ 20,000
<b>Hardware Sponsorship</b> Sponsorship of all desktop hardware, labs, breakout rooms (excludes Internet Pavilion). Company logo displayed on desktop background of all session room PC's. Signage with company name / logo provided. Mouse pads (sponsor supplied) with corporate logo placed in all session rooms for speakers, and in labs for student use. Recognition during opening General Session (company literature placed in every area).	1	\$20,000
<b>Attendee Badge Lanyard</b> Company name and/or logo displayed on lanyard along with PASS logo. Distributed with issuance of name badges which are provided to all attendees. What better way to set yourself apart than by seeing your logo around every attendee's neck!	1	\$10,000
<b>Summit Pen</b> Company name and/or logo displayed on Summit pen along with PASS logo. Included in the attendee registration bags which are provided to all attendees.	1	\$10,000
<b>Directional Footprints</b> Company name and logo displayed on large footprints on the trade show floor directing attendees to your exhibit space.	4	\$5,000

## Additional Marketing Promotional Opportunities



## Additional Marketing Promotional Opportunities

Description	Number Available	Price
<p><b>Registration Bag Insert</b> Opportunity to place one piece of promotional literature, CD or giveaway into attendee registration bag (materials must be supplied by sponsor/exhibitor and approved by PASS).</p>	15	\$3,000
<p><b>Exhibit Hall Cappuccino Cart</b> Includes a cappuccino machine and barista for 4 hours providing unlimited beverages. Signage placed throughout exhibit hall area to lure attendees to cart. Signage on cart will display "Coffee Sponsored by &lt;Company Name&gt;". Unlimited specialty hot and iced coffee drinks provided free of charge to attendees.</p>	2	\$3,000 per cart per day
<p><b>Lunch Table Distribution</b> Exhibitor supplies marketing piece to be distributed on the lunch tables for attendees. Promotional item may be used to draw attendees to booth. Promotional item to be approved by PASS. T-shirts, beverage containers, hats, CDs are all acceptable items.</p>	2 per day	\$2,500
<p><b>Sponsor Signs 3' x 8'</b> Exclusive banner displaying artwork provided by sponsor/exhibitor.</p>	10	\$2,000
<p><b>PASSport to Prizes</b> Attendees must stop by booth for a stamp in order to be eligible to win a valuable prize provided by PASS.</p>	16	\$1,500
<p><b>Exhibitor Raffles</b> Exhibitors to host their own raffles in their respective booths. Exhibitor Raffle draw will be promoted in the Summit guide and with signage in the exhibit hall area.</p>	4	\$500

## Additional Marketing Promotional Opportunities

# PASS Sponsor/Exhibitor Participation Application and Contract

Please Print Clearly

## COMPANY INFORMATION

Company: \_\_\_\_\_

Show Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ (ext.) \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail \_\_\_\_\_

Company URL: \_\_\_\_\_

Company name as it should appear on Booth signage:  
\_\_\_\_\_

Signature of Company Representative:  
\_\_\_\_\_

## SPONSORSHIP PACKAGES

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum – \$40,000<br>Exhibit space 20' x 20' | <input type="checkbox"/> Gold – \$25,000<br>Exhibit space 10' x 20'     |
| <input type="checkbox"/> Silver – \$15,000<br>Exhibit space 10' x 10'   | <input type="checkbox"/> Exhibitor – \$4,000<br>Exhibit space 10' x 10' |

## ADDITIONAL EXHIBIT SPACE

Additional Booth Space Required \_\_\_\_\_

### For Internal Office Use Only

Add Booth % Discount \_\_\_\_\_ \$ \_\_\_\_\_  
 Add Booth % Discount \_\_\_\_\_ \$ \_\_\_\_\_  
 Add Booth % Discount \_\_\_\_\_ \$ \_\_\_\_\_  
 Total Additional Booths \_\_\_\_\_  
 Total Additional Space \$ \_\_\_\_\_

Please indicate booth location preference.

1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 4. \_\_\_\_\_

Please indicate any companies you do not wish to be next to.  
 (Accommodation is based on space availability and time)

1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 4. \_\_\_\_\_

## ADDITIONAL SPONSORSHIP & MARKETING OPPORTUNITIES

- |   |                                       |             |
|---|---------------------------------------|-------------|
| <input type="checkbox"/> Internet Pavilion        | \$20,000                              | (1)         |
| <input type="checkbox"/> Hardware Sponsor         | \$20,000                              | (1)         |
| <input type="checkbox"/> Attendee Badge Lanyard   | \$10,000                              | (1)         |
| <input type="checkbox"/> Summit Pen               | \$10,000                              | (1)         |
| <input type="checkbox"/> Directional Footprints   | \$5,000                               | (4)         |
| <input type="checkbox"/> Registration Bag Insert  | \$3,000                               | (15)        |
| <input type="checkbox"/> Cappuccino Cart          | \$3,000                               | (2 per day) |
| <input type="checkbox"/> Lunch Table Distribution | \$2,500                               | (2 per day) |
| <input type="checkbox"/> Sponsor Signs (3' x 8')  | \$2,000                               | (10)        |
| <input type="checkbox"/> PASSport to Prizes       | \$1,500                               | (16)        |
| <input type="checkbox"/> Exhibitor Raffles        | \$500                                 | (4)         |
|   | (scheduled during exhibit hall hours) |             |

**Total \$** \_\_\_\_\_

## ADVERTISEMENT OPPORTUNITIES

Summit Guide Advertisements

- |  |         |
|--|---------|
| <input type="checkbox"/> Summit Guide 4-Color Back Cover _____         | \$4,000 |
| <input type="checkbox"/> Summit Guide 4-Color Inside Back Cover _____  | \$3,000 |
| <input type="checkbox"/> Summit Guide 4-Color Inside Front Cover _____ | \$3,000 |
| <input type="checkbox"/> Summit Guide 1-Color Inside Full Page _____   | \$1,500 |

\* Please note: All participation options require a company logo. Logos must be submitted in either a .tif, .eps or .ai format with a resolution of 300 dpi or above. Please e-mail to sanjeet@ccevent.com at time of contract.

## PAYMENT INFORMATION

### TERMS OF PAYMENT

- Payment is due within 15 days of submission of signed contract, if paying by check or wire transfer.
- Payment is due upon submission of signed contract, if paying by credit card.
- Application will not be processed until payment has been received.

Sponsorship Package	\$ _____
Exhibitor Package	\$ _____
Additional Space	\$ _____
Additional Sponsorships	\$ _____
Advertisements	\$ _____
<b>Total</b>	<b>\$ _____</b>

### PREFERRED PAYMENT OPTIONS

- Check Please issue check payable to PASS and mail to:  
 PASS General  
 3801 Paysphere Circle  
 Chicago, IL 60674
- Wire Transfer Please contact Sandy Cherry, PASS Accounting Manager for wire transfer instructions:  
 Sandy.Cherry@sqlpass.org
- Visa     Mastercard     American Express

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Exact Billing Address of Cardholder (where monthly statement is mailed):  
 \_\_\_\_\_  
 \_\_\_\_\_

Email Address of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

- By submitting this contract we agree to abide by all rules and regulations governing the 2008 PASS Community Summit as described in the Rules & Regulations.

### SUBMIT APPLICATION AND CONTRACT

Please email or fax the PASS Sponsor/Exhibitor participation application to:

PASS c/o Al Shuler  
 Fax: 614.532.5520  
 Email: Al.Shuler@sqlpass.org



## RULES AND REGULATIONS

These Contract Rules & Regulations are a part of the PASS Community Summit 2008 "Sponsor/Exhibitor Participation Application & Contract" and should be read carefully before signing the Application & Contract. By signing the Application & Contract, the exhibitor agrees to abide by these rules and regulations. After completing the Sponsor/Exhibitor Participation Application & Contract, please forward these rules and regulations to the person(s) in charge of your participation at the PASS Community Summit 2008 .

### I. NATURE OF EXHIBITION

PASS Community Summit 2008 's objective is to provide education and networking opportunities for IT professionals working with SQL Server technology. PASS Conference Management reserves the right to determine the eligibility of any company for inclusion in the conference. PASS Community Summit's objective is to showcase hardware, software and services that support our members' information technology strategies. Vendor displays are limited to products that demonstrate interoperability with Microsoft's SQL Server technologies. Examples of appropriate products are application software, systems management software, network management software, application development tools, peripheral devices, education or educational materials, and consulting services. The purpose of the exhibits is to complement the professional meetings and program sessions by informing and educating the membership on the latest developments in software and services.

### 2. ELIGIBILITY

The exhibit area is open to exhibitors whose products and services are directly related to Microsoft's SQL Server. PASS Community Summit 2008 Conference Management reserves the right to reject applications for exhibit space of those exhibitors whose displays of goods and services is not, in the opinion of Microsoft SQL Server, compatible with the general character and objectives of PASS Community Summit 2008 . PASS Community Summit 2008 Conference Management reserves the right to remove, at exhibitor's expense, any merchandise deemed by the Board of Directors as not suitable for display at PASS Community Summit 2008 .

### 3. BOOTH SPACE RENTALS AND DEPOSITS

Exhibit booths will be charged at the applicable rate in accordance with the application form. No space will be assigned without full payment. Checks should be made payable to PASS and should be mailed with the Sponsor/Exhibitor Participation Application & Contract for exhibit space to the address on the contract form. Vendors will not be permitted to set up their exhibit until full payment has been made.

### 4. ASSIGNMENT OF SPONSORSHIPS/SPACE

Exhibit space will not be assigned without full payment. All exhibit spaces are available on a first-come basis (Sponsorship Packages will have first choice of Premium Site Locations). Please return the application and full payment to PASS Exhibits as soon as possible.

### 5. CANCELLATION OR REDUCTION OF SPONSOR/EXHIBITOR PARTICIPATION

Cancellation and/or reduction of any and all vendor participation options must be directed, in writing and faxed to PASS c/o Al Shuler, Sales and Exhibition Manager, Fax: 614.532.5520. Penalties will be assessed in accordance with the following schedule. Written cancellation post-marked on or before:

- **October 1, 2008** will be assessed a penalty equal to 50% of total fees.

- **After October 1, 2008** will be assessed a penalty equal to 100% of total fees and all contracted options must be paid for in full.

PASS reserves the right to reassign the cancelled or reduced participation option without obligation to the Sponsor/Exhibitor. Any space not claimed and occupied, for which no special arrangements have been made, prior to 8:00 p.m. Tuesday, November 18, 2008, may be resold or assigned by PASS Community Summit 2008 Conference Management without obligation on the part of PASS for any refund whatsoever.

### 6. SUBLETTING OF EXHIBIT AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not part of their regular products, or which are not compatible with the character of PASS Community Summit 2008 , without a written request and approval from PASS Conference Management. PASS reserves the right to terminate any portion of the exhibit that is not in accordance with these rules without prior approval.

### 7. REMOVAL OF EXHIBITS

All exhibits will close promptly at 5pm on Thursday, November 20, 2008. All exhibits are to be kept intact until that time. No part of any exhibit shall be removed during PASS Community Summit 2008 without special permission from Conference Management. Any exhibitor who begins the dismantling of his display before the close of the show will lose his company's priority status in future PASS Conferences and may altogether lose the privilege of exhibiting. All materials must be removed from the Washington State Convention and Trade Center by 11pm on Thursday, November 20, 2008. If the exhibits are not removed by this time, Management has the right to remove exhibits and charge the expense to the exhibitor.

### 8. INSURANCE AND LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the actions or omissions of the exhibitors or its employees, agents, contractors or invitees and shall indemnify, release, and hold harmless the Professional Association for SQL Server (PASS), PASS Conference Management, Microsoft, the hotel, their employees, agents, and contractors from any and all such losses, damages, and claims, including attorneys' fees.

### 9. BOOTH CONSTRUCTION/DESIGN/LAYOUT

Standard booth equipment will consist of the following:

- 8' high draped backwall
- 3' high siderails
- One (1) 7" x 44" company identification sign
- One (1) 5-amp electrical connection per 10' x 10' booth
- Unpadded carpet
- Internet connection

Booth Height:

Booths less than 20' x 20' may not extend anything above the eight foot high drape. 20' x 20' or larger booths may extend booths to a maximum of 14' high. Hanging signs may not be hung higher than 20' or have a depth of more than 6', without expressed permission from PASS/Expo Management.

End-Caps:

End-Capping may be permitted. End-Caps will consist of a 10' wide, 8' high drape centered in 20' of space. Two 3' sections, 5' wide will be placed on either side of the 10' centered back drape. Except for cocktail tables and

chairs, nothing above 4' can be placed in front of the two 3' sections of wall. Call Exhibition Manager for details.

### 10. PROHIBITION OF SELLING PRODUCTS AND TAKING ORDERS FOR SHOW DELIVERY AND LITERATURE DISTRIBUTION

PASS Community Summit 2008 provides exhibit space for exhibitors to display and demonstrate products on the basis of their potential informational and commercial value and not for the purpose of direct commerce. Sales transactions involving the exchange of product for payment are prohibited. In addition, an exhibitor may only distribute literature in his booth or in areas approved by PASS Conference Management.

### 11. SPECIAL VISUAL AND AUDIO EFFECTS

Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of PASS Community Summit 2008 Conference Management, they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

### 12. USE OF SPACE — GENERAL

All marketing activities of each exhibitor must be confined to the exhibitor's allotted exhibit space. Demonstrations at exhibits must be designed to take place and keep the audience within the existing exhibit space to allow free access in aisles. Samples, catalogs, pamphlets, publications, etc. may be distributed by exhibitors only from their own booth space. PASS Conference Management reserves the right to exclude any giveaways. Sideshow tactics, or other undignified methods considered by PASS to be objectionable, are expressly prohibited in the exhibit area. Demonstrations using live models are subject to the approval of PASS Conference Management. Prizes, awards, drawing raffles, lotteries or contests may be permitted. Requests for approval of such activities must be submitted to and approved by PASS Conference Management three weeks prior to the exhibition date.

### 13. FIRE REGULATIONS

Fire regulations prohibit the use of paper, crepe paper, corrugated paper or cardboard or any other highly combustible or flammable material for decoration of exhibitors' booths. All materials used in the exhibit must be of a non-flammable nature. Electric signs and equipment must be wired to meet the specifications of local fire authorities. Fire extinguishers on walls or on the floor or elsewhere may not be removed or obstructed in any manner.

### 14. GENERAL

All materials and questions not covered by the Rules and Regulations are subject to the decision of PASS Community Summit 2008 Conference Management. Show Management may amend these regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of an amendment or additions to these regulations, written notice will be given by PASS Community Summit 2008 Conference Management to such exhibitors as may be affected by them. PASS Management reserves the right to restrict exhibits which become objectionable in the opinion of the management. This includes persons, things, conduct, printed matter or anything of a character which is objectionable. All matters and questions not covered by these rules and regulations are subject to the decision of PASS Management. Any exhibitor not abiding by the Rules & Regulations set forth herein will lose the privilege of exhibiting. The Rules & Regulations set forth herein will be enforced.