

# CRITICAL DATES

Key deadlines for you to be aware of regarding the  
“PTC/USER World Event 2009”

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Please reference the PDF document “2009 Exhibitor Manual” located on-line at our Exhibitor web portal <http://www.ptcuser.org/2009/tradeshow.html> for further details on these advertising or marketing topics whose critical dates are referenced below.

Please contact Kevin K. Johnson ([kevin@ptcuser.org](mailto:kevin@ptcuser.org)) if you have any specific questions. All dates listed below should be considered ‘end dates’. You are strongly encouraged to address all relevant items immediately.



# WORLD EVENT™

# PRE-CONFERENCE

## MARKETING AND SALES OPPORTUNITIES

*(listed chronologically)*

### 1. Global Partner Web Description *(all exhibitors)*

- Please send your company's product or service description. This will be placed on our event website when you register to exhibit and we will update our database with this information. Be sure to include the complete contact information for your company including phone and email address for any of our global attendees that may wish to contact you after reviewing your description. Send this to K. Johnson ([kevin@ptcuser.org](mailto:kevin@ptcuser.org)).
- **Due immediately**

### 2. Presentation Abstract *(Advantage and AdvantagePlus Partners only wishing to qualify for a presentation)*

- See details under "MARKETING" header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline January 6, 2009**

### 3. Presentation Upload *(selected abstracts only and Elite and Premium Sponsors)*

- See details under "MARKETING" header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline March 23, 2009 for rough draft**
- **Deadline May 11, 2009 for final presentation**

### 4. Product Networking Receptions

- See details under "MARKETING" header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline May 15, 2009**

### 5. Program Guide Advertisement

- See details under "ADVERTISING" header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline April 18, 2009**

## 6. Packet Inserts

- See details under “ADVERTISING” header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline April 18, 2009**

## 7. Tradeshow ‘Time Limited Offers’ (TLO’S)

- See details under “ADVERTISING” header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline April 18, 2009**

## 8. Tradeshow Raffle (Prize Notification to PTC/USER)

- See details under “ADVERTISING” header at <http://www.ptcuser.org/2009/tradeshow.html>
- **Deadline April 18, 2009**

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# ADDITIONAL CRITICAL DATES

## Conference Badges

- Number of Badges per Exhibitor: Elite Sponsors (10); Premium Sponsors (5); Advantage-Plus Partners (4) and Advantage Partners (3).
  1. On-Line Registration: Access our exhibitor portal <http://www.ptcuser.org/2009/tradeshow.html>. Under the “REGISTRATION” header, access the Partner badge link consistent you’re your registration level (Elite Sponsor Name Badges, AdvantagePlus Partner Name Badges, etc...). Insert your ‘Registration Code’ (received when you registered online) to access your company’s registration area. Proceed to fill-in the names of those individuals that will attend the conference. If you have questions please contact K. Johnson ([kevin@ptcuser.org](mailto:kevin@ptcuser.org)).
- **Deadline May 8, 2009**

## Load-In/Load-Out Staff

- Names of any staff, other than those staffing booths during the conference, must have temporary badges to enter the exhibition hall. Please forward the names of any such staff members you may be utilizing to Kevin K. Johnson ([kevin@ptcuser.org](mailto:kevin@ptcuser.org)) as soon as possible. No access will be allowed to the exhibition hall without approved badges.
- **Deadline May 8, 2009**

## Hotel Reservations

- The Rosen Shingle Creek Resort is the host site for lodging and for the PTC/USER World Event 2009. Details for contacting the Rosen Shingle Creek Resort can be found in the “2009 Exhibitors Manual”. Make your reservations **AS SOON AS POSSIBLE**.
  - **Deadline May 8, 2009 to assure the special PTC/USER group rate.**

## Booth Fees

- All PTC/USER exhibitor invoices are 30-day payable from date of invoice issuance.
- **Early-bird registration payment is due no later than January 15, 2009.**
- All others, please make sure that your **payment** has been received by PTC/USER
  - **Deadline May 8, 2009**
    - Please pay any outstanding Purchase Orders (checks to PTC/USER) no later than **May 8, 2009**
      1. This means check received and deposited by PTC/USER, Inc.
- PTC/USER will make every effort to inform any Partner of any outstanding balance due.
  - **After May 8, 2009, PTC/USER will move to our waiting list and fill any booth that has not been paid-in-full.**
  - Please contact K. Johnson ([kevin@ptcuser.org](mailto:kevin@ptcuser.org) or 216.268.1700) if you have any questions.

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