



# EXHIBITOR PRESENTATIONS

## PTC/USER WORLD EVENT 2009 June 7 - 10

*The annual conference that features the most comprehensive assembly of PTC software experts and solution providers!*

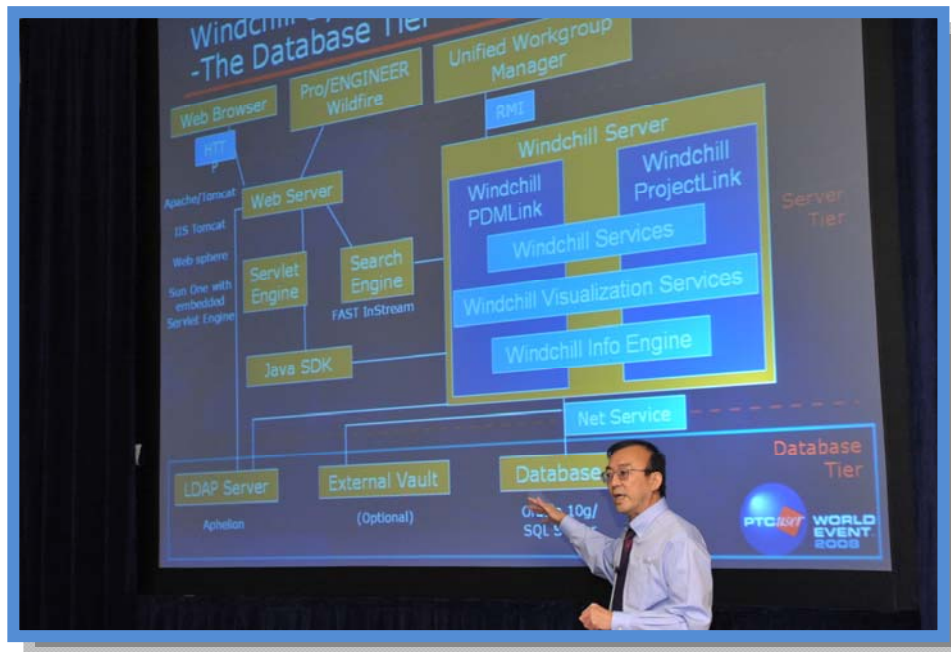


Photo by Jim Tkatch: PTC/USER World Event 2008---Long Beach Convention Center

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# Exhibitor Presentation Guidelines

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All exhibitors have an opportunity to give a technical presentation at the PTC/USER World Event 2009.

- Elite and Premier Partners have technical presentation opportunities included in their exhibitor package.
- Advantage and AdvantagePlus Partners can prepare and submit abstracts and thereby qualify for a possible technical presentation.

**All Exhibitor presentations (regardless of exhibitor level) must meet PTC/USER terms and conditions.**

- Complete Terms and Conditions for presentations at the PTC/USER World Event 2009 are available at <http://www.ptcuser.org/2009/cfpterm.html>.

## **PRESENTATIONS & ABSTRACTS**

PTC/USER World Event presenters are required to observe the following guidelines for their presentations (Elite and Premier Sponsors) and abstract submissions (AdvantagePlus and Advantage Partners) for possible presentations.

- **Customer Testimonials/Case Studies.** Presentations (Elite Sponsors and Premier Sponsors) or abstracts for presentation consideration (Advantage-Plus Partners and Advantage Partners) should be customer case studies whereby the presentation is given with your customer presenting their use and value of an exhibitor's technology or service related to the PTC suite of software products. Presentations can be a 2 person production featuring the customer and the exhibitor discussing the results of work that has been performed in tandem.
- **PRESENTATIONS MUST AVOID SALES AND MARKETING ORIENTED MATERIAL.**
- Presentations and abstracts will be evaluated by PTC/USER and PTC for adherence to these criteria.

## GUARANTEED AGENDA PRESENTATIONS

### Elite Sponsors and Premium Sponsors

- Elite Sponsors have two (2) 45-minute technical presentations in the conference agenda. One presentation will be on Monday, June 8<sup>th</sup> the second on Tuesday, June 9<sup>th</sup>. Presentations will not take place during lunch.
  - Elite Sponsor Presentations must meet Presentation Guidelines stated above under the heading “PRESENTATIONS & ABSTRACTS.
- Premium Sponsors have one (1) 30-minute technical presentation in the conference agenda. That presentation will take place on Monday June 8<sup>th</sup> or Tuesday, June 9<sup>th</sup>. Premium Sponsor presentations will not take place during lunch.
  - Premium Sponsor Presentations must meet Presentation Guidelines stated above under the heading “PRESENTATIONS & ABSTRACTS.

### Advantage Partners and Advantage-Plus Partners—Abstract Submittals

- Advantage and Advantage-Plus Partners are eligible for presentations for the PTC/USER World Event 2009.
  - Advantage and Advantage-Plus Partners that want to be considered for an event presentation should submit a presentation abstract via our online Call for Papers process. Please access our Call for Papers web portal at <http://www.ptcuser.org/2009/cfp.html>. Access the Abstract Admissions Form, complete it, and follow the directions for submitting this document for consideration. PTC/USER’s goal is to select the very best technical presentations for our audience. We appreciate any partner that wishes to be considered for a presentation via our Call for Papers submission and review process.
  - Advantage and Advantage-Plus Partner abstracts must meet Presentation Guidelines stated above under the heading “PRESENTATIONS & ABSTRACTS.
  - **Final deadline for submitting abstracts is January 6, 2009.**

## **ADDITIONAL PRESENTATION GUIDELINES**

Presentation topics should fall into one of the following suggested categories:

- a) **Applied Technology.** General or specific trends in an industry segment (Examples: microprocessor developments, finite-element analysis technology, operating systems, Arbortext application, Mathcad application, Co-Create application, etc...);
  - b) **Administration of PTC products.** Provide information on how a company can improve or optimize its usage of the specific PTC software product through application of tools, procedures or policies. (Examples: “Optimizing Performance on the XYZ Platform”, “Strategies for Developing Internal Experts”, “Improving PDM Management”);
  - c) Application of a specific PTC software product and/or related tools to solve a particular problem. (Examples: “Reducing Product Time to Market using Tool ABC” or “How Pro/E Was Used to Design the XYZ Workstation.”) Case studies that incorporate a company’s experience with your products are very well received by the audience.
1. Companies may not conduct a prize drawing requiring mandatory attendance at their presentation.
  2. Companies may not include information about third parties (competitors) in their presentations without the written permission of the third party. Presentations **MUST NOT** disparage, malign, or defame other companies, whether or not they present at the conference. PTC/USER does not assume any liability for presentation content.
  3. Presenters must be employees of the Exhibitor and customers of the Exhibitor.
  4. Presenters are welcome to invite interested persons to stay at the end of a presentation or to visit the presenting company’s booth for follow-up information.
  5. All presenters (Elite and Premium Sponsors along with those Advantage Plus and Advantage Partners whose abstracts have been selected for presentations) are required to provide their presentations to PTC/USER by **April 30, 2009**. This is critical to enhance advertisement of your presentation to your potential audience in advance of the conference. A presentation FTP Upload link will be provided to presenting exhibitors by April 2009.
  6. Presentations should include a question-and-answer period at the conclusion.
  7. PTC/USER will review the presentations for content and will schedule the presentations based upon perceived value for attendees.
  8. Exhibitors that present are required to present from their own laptop computer loaded with whatever software (PowerPoint, Pro/Engineer, Windchill, etc....) that will be needed to support their presentation. PTC/USER will provide podium, and production (audio/visual) equipment to support your presentation.

9. Presenters wishing to use alternate equipment are responsible for all set-up costs and are restricted from using any equipment that requires special set-ups or installations that may disrupt the presentation schedule. PTC/USER must approve all such requests in writing.
10. Companies abusing the privilege of presenting before the PTC/USER community may be excluded from participation at future conferences.