



Exhibitor Registration Process & Check List

PTC/USER WORLD EVENT 2009

June 7 - 10

Rosen Shingle Creek Resort
Orlando, FL USA



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

This document serves as both a registration process guide and a step-by-step checklist. It is provided to assist you in successfully registering to exhibit and to attain the maximum value at the “PTC/USER World Event 2009”.

All Information referenced below is accessible exclusively at our exhibitor's web landing page <http://www.ptcuser.org/2009/tradeshow.html>. Documents at the exhibitor’s web landing page can be opened by ‘clicking’ on its hypertext verbiage and viewing it on your computer screen.

You can also print each pdf document for your personal file.

The information you need is contained under 7 specific subject headers.

1. INTRODUCTION
2. EVENT DEMOGRAPHICS
3. REGISTRATION
4. MARKETING
5. ADVERTISING
6. REGISTER TO EXHIBIT
7. AFTER YOU REGISTER

INTRODUCTION

- Step 1:** Open and read the “Welcome Letter”.
- Step 2:** Open and review the document titled “New for 2009”.
- Step 3:** Open and review the document titled “Maximizing Your Event Return on Investment”.
- Step 4:** Open and review the document titled “Registration Process & Checklist”.

EVENT DEMOGRAPHICS

- Step 5:** Open and review these documents for an overview of the scale and scope of our most recent “PTC/USER World Event”.

REGISTRATION

- Step 6:** Open the document titled “2009 Prices to Exhibit”. Review the options and consider which exhibitor value items (marketing, advertising, visibility, etc...) are available and their associated registration level (Elite, Premium, Advantage-Plus, Advantage) are best for your company’s objectives.

This document also shows the various price points for the standard value levels.

Please note that there are also ‘a la carte’ opportunities that are available at all value levels. See below under ADVERTISING/MARKETING for details.

Non-standard registration value packages can be created to fit your needs upon request. Just contact Kevin Johnson (kevin@ptcuser.org) to discuss your needs.

- Step 7:** Once you determine the level of participation best suited for your company, open the PDF document for that level and review further.

Open the PDF document titled “Exhibition Hall Floor Plan”. There is a link to the most recent floor plan available online at <http://www.ptcuser.org/2009/tradeshow.html>. This link will contain the most up-to-date listing of booth availability.

Select up to 3 booths that are labeled consistent with the level of participation you have selected. For example, if you select to participate as a “Advantage Partner”, select up to 3 available Advantage level booths that are available and write them down for reference later.

ADVERTISING/MARKETING

- **Step 8.** In addition to the value levels (Elite, Premier, Advantage-Plus, Advantage) , you have a number of other individual value advertising and marketing opportunities for consideration. Some of these options include:
 - “Program Guide Advertisements”
 - “Packet Inserts”
 - “Partner Presentation”

For your convenience pdf documents are available for each of our additional value opportunities. If your company is interested in an opportunity not listed please contact Kevin Johnson (kevin@ptcuser.org).

REGISTER TO EXHIBIT

- **Step 9.**

Exhibiting Level: Based on the level (Elite, Premier, etc...) that best fits your needs, please select the corresponding hypertext link under this header at our online exhibitor web site <http://www.ptcuser.org/2009/tradeshow.html>. You will be forwarded to our secure registration website where you can formally register your company to exhibit. The menus at this site will walk you through each step of the registration process. You will have the opportunity to select any additional individual value items during this registration process.

Booth Selection: You will also be asked to list up to 3 booth numbers in your order of preference. PTC/USER will reserve the first booth of your choosing that is available at the time you process your registration. Booths are reserved in the order of request upon receipt of completed registration.

Register Your Booth Team: Based on the value level you selected Advantage (3 attendees), Advantage-Plus (4 attendees), Premier (5 attendees), and Elite (10 attendees), register the names and contact information for each individual that will staff your booth. This can be done at a later date. Deadline for registering your team is May 8, 2009.

Payment can be made via:

- Credit Card at our secure registration website
a receipt will be sent to your email box immediately after completing your registration.
Last day for online registration with credit card payment is May 16, 2009.

- Company Check that can be sent to PTC/USER within 30-days after completing your online registration you will receive an invoice upon completion of your online registration. Last day for online registration with payment by company check is May 8, 2009.
- Company Purchase Order whereby you can input the purchase order number as you complete the online registration. Last day for payment via Purchase Order is April 24th. All purchase orders are payable in 30-days.

You will later receive an email confirmation with invoice/receipt from Kevin Johnson (kevin@ptcuser.org).

AFTER YOUR REGISTER

- **Step 10.** Download and track the items and corresponding dates to make sure your company adheres to critical deadlines associated with the exhibition level and options you have selected.

Also, download the “Exhibitor Manual” for critical information to assure a successful event.

If you have any questions please contact us immediately.

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