



EXHIBITORS MANUAL

PTC/USER WORLD EVENT 2009 June 7 - 10

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

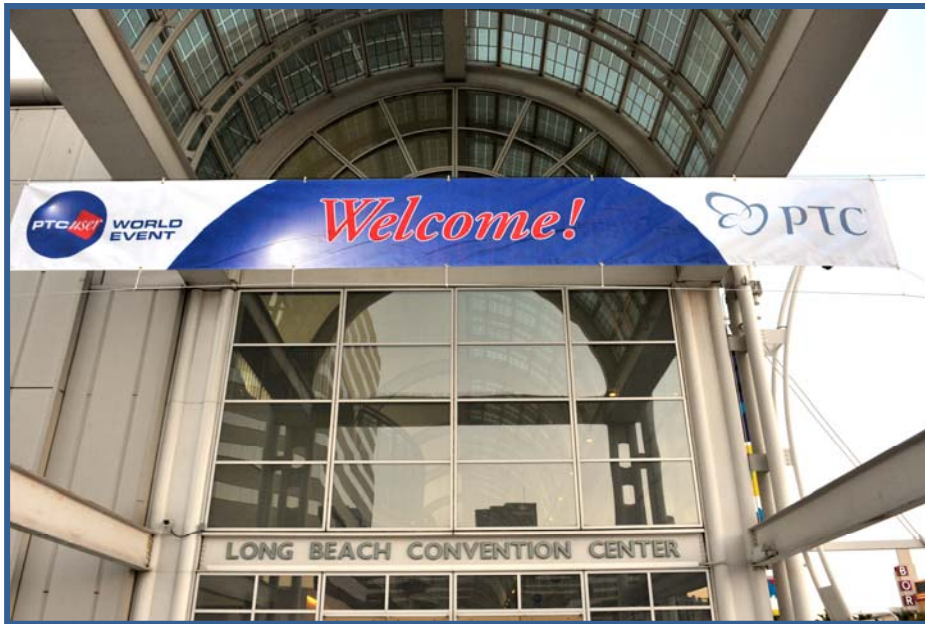


Photo by Jim Tkatch: PTC/USER World Event 2008---Long Beach Convention Center

Rosen Shingle Creek Resort Orlando, FL USA

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Contact Kevin K. Johnson, PTC/USER Executive Director kevin@ptcuser.org to receive a high-resolution Global Partner logo to enhance your marketing value.



Special Thanks to PTC[®], Inc. for their assistance in planning and executing the "PTC/USER World Event 2009".

PTC/USER is a registered service mark of PTC/USER, Inc.
PTC is a registered trademark of Parametric Technology Corporation, Inc.

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Planning for the Conference

The PTC/USER extends a warm welcome to all of our global sponsors and exhibitors.

If you should have any questions as you read through this information, please contact Kevin Johnson at the Corporate Office via e-mail (kevin@ptcuser.org) or telephone (216.268.1700).

Conference Location: Rosen Shingle Creek Resort
 9939 Universal Boulevard
 Orlando, FL 32819-9357
 U.S.A.

Telephone: (407) 996-9939
Event: "PTC/USER World Event 2009"
Estimated Attendance: 2000
Exhibit Hall Colors: Drape: Black and Gold
Exhibit Hall Floor: Carpeted

Arriving at the Conference

Exhibitors must arrive on-site and have their setup completed by 3:00PM Sunday, June 7th. Please make your travel plans accordingly.

Exhibit Services

Our official exhibit services company is "US Tradeshows". **All drayage and exhibit services must be arranged through US Tradeshows.** Contact US Tradeshows at 407.812.8223 or contact our conference account manager Paul Angelino (pangelino@ustshows.com).

Hotel, Air, and Ground Transportation Discounts

Register your team for lodging at the Rosen Shingle Creek Resort by accessing the resorts room registration @ URL <http://www.ptcuser.org/2009/hotairground.html>. Take advantage of discounts offered by our conference airline and car rentals.

WORLD EVENT ADVERTISING & MARKETING OPPORTUNITIES

PTC/USER provides a number of advertising and marketing opportunities for Exhibitors. Visit our Exhibitors web site <http://www.ptcuser.org/2009/tradeshow.html> and reference the headings "Advertising" and "Marketing" for documents that describe the respective opportunities available.

KEY CONTACTS

PTC/USER Global Partner Program

Kevin K. Johnson, PTC/USER, Inc.
kevin@ptcuser.org

O: 216.268.1700

F: 216.268.1701

Rhona Hill, PTC/USER, Inc.
rhona@ptcuser.org

O: 978.443.0061

F: 978.443.9355

Exhibit, Freight, and Drayage Services

US Tradeshows

Paul Angelino

pangelino@ustshows.com

O: 407.812.8223

F: 407.467.1444

Rosen Shingle Creek Resort

Jennifer Thomas

Jthomas@RosenShingleCreek.com

O: 407.996.9787

F: 407.996.9934

Preparing Your Exhibit

Booth Carpeting

The Exhibition Center floor is carpeted.

Exhibit Space and Equipment

Advantage Partners, AdvantagePlus Partners, and Premier Sponsors **(10ft x 10ft or 10ft x 20ft)**

PTC/USER has strict guidelines on the setup and use of your exhibit space. Each exhibit consists of a Single (10ft x 10ft) Booth or (10ft x 20ft) Partner Package with 3' high side rails.

PTC/USER will provide these items for Single (10ft x 10ft) booths:

- Eight (8) foot high back wall and three (3) foot high side drape (black and silver)
- One (1) 6 foot x 30 inch draped table
- Two side folding chairs
- Wastebasket
- 7" x 44" Company Identification Sign (One Line)

PTC/USER will provide these items for Single (10 x 20) booths:

- Two (2) 8 foot high back wall and two (2) foot high side drape (gold and black)
- Two (s) 6 foot x 30 inch draped (black) tables
- Four side folding chairs
- (2) Wastebasket
- 7" x 44" Company Identification Sign (One Line)

Exhibitors in 10 x 10 booths may use the following:

- Floor-standing backdrop (up to a standard 10' wide pop-up, no higher than 8')
- Selected exhibit systems available from US Tradeshows
- Tabletop backdrop
- Lightweight banner (must fit and hang on rear drape of booth)
- One (1) sign (approximately 22" x 28")
- Literature, promotional items, etc.
- Video tape demos without audio

Exhibitors in 10 x 20 booths may use the following:

- Floor-standing backdrop (up to a standard 10 ft wide pop-up, no higher than 8ft)
- Selected exhibit systems available from US Tradeshows

- Tabletop backdrop
- Lightweight banner (must fit and hang on rear drape of booth)
- Two (2) signs (approximately 22 ft x 28 ft) each
- Literature, promotional items, etc.
- Video tape demos without audio

ALL OTHER EQUIPMENT IS PROHIBITED. NON-COMPLIANT ITEMS WILL BE REMOVED AND STORED AT THE EXHIBITOR'S EXPENSE. All equipment and displays, including signs, must fit within your allocated booth space and may not exceed 8' in height.

Electrical Requirements

Each exhibitor will have to provide power for equipment in their booths. Please contact US Tradeshows Exhibition Services (see Pg. 6)

Elite Sponsor (Island) Displays (20ft x 20ft)

Please contact US Tradeshows (Pg. 6) for information regarding furnishing and carpeting your Island display.

Demonstration Guidelines

You are expected to demonstrate your company's product and or services capabilities and how they interface with PTC suite of software solutions.

- You may NOT demonstrate software that competes directly with any product in the PTC suite of software.

Should you have any questions, please contact Kevin Johnson, PTC/USER Executive Director 216.268.1700 (kevin@ptcuser.org).

Computer Workstations

Exhibitors are responsible for providing/procuring their own hardware.

If you are shipping your own workstation to the conference, please clearly mark your company name and the respective booth number that has been assigned to your company.

Please plan to arrive in time to unpack, set-up, and assure proper performance of your equipment. Exhibit Hall set-up will begin on Saturday June 6, 2009. See the Exhibit Hall schedule for Move-In/Move-Out details below.

PTC Software Release, Software Loading

Each exhibitor will be responsible for providing their own hardware and loading their proprietary software as applicable. This includes any PTC software product needed to display during the conference.

NEITHER PTC/USER NOR PTC WILL:

- **PROVIDE COMPUTERS**
- **PROVIDE COMPUTER SET-UP**
- **INSTALL SOFTWARE**

Freight and Drayage

US Tradeshows is our official freight and drayage service. Exhibitors are responsible for all inbound and outbound freight charges and drayage. Please see the US Tradeshow freight service order form.

Small packages (under 10 lbs.) may be shipped to your attention at the Rosen Shingle Creek Resort. However, you will be responsible for moving such items to the Exhibit Hall. PTC/USER CANNOT MOVE MATERIALS FOR YOU.

SHIPPING INFORMATION

ADVANCE SHIPMENT

Thursday, May 6, 2009: Advance Shipments may begin arriving at Warehouse.

Warehouse address for advanced shipping:
PTC/USER WORLD EVENT 2009
(EXHIBITING COMPANY NAME)
BOOTH # _____
c/o: US TRADESHOWS
ABF FREIGHT SYSTEM, INC.
3732 BRYN MAWR STREET
ORLANDO, FLORIDA 32808

Friday, May 29, 2009: Last day for Advanced Shipments to arrive at Warehouse without surcharges.

DIRECT SHIPMENT TO EXHIBIT SITE

Monday June 1, 2009

Show site shipping address:

PTC/USER WORLD EVENT 2009

(Exhibiting Company Name)

Booth # _____

c/o US Tradeshows

Rosen Shingle Creek

9939 Universal Boulevard

Orlando, Florida 32819

Exhibit Signage

PTC/USER requires that you observe these exhibit signage rules:

1. Signs must fit within the boundaries of your allocated exhibit space and may not exceed 8' in height.
2. No mechanically or electrically operated signs are permitted.
3. One easel sign is allowed per exhibit.

Literature and Promotional Items

Please bring sales literature as desired. Remember that storage space in the booth is limited to that below your skirted table.

Summary of Exhibitor Responsibilities

Each exhibitor is responsible for:

- Acquiring hardware and software for their exhibit
 - Neither PTC/USER nor PTC provide hardware or software
- Creating a demonstration integrated to a PTC software product
- Shipments to and from the conference
- Set-up and breakdown of exhibit, including signage and displays
- Exhibit staffing during all Exhibit Hall hours and purchase of required badges
- Product literature distribution, lead collection, and prize giveaways
- Hotel reservation for staff members

At the Conference...

Exhibit Hall Schedule

The Exhibit Hall will host approximately **90** exhibits and will include our PTC/USER Manufacturing Pavilion and our PTC Pavilion along with other special destinations. Lunch for attendees of the “PTC/USER World Event 2009” will be served to our attendees inside of the exhibit hall. The Exhibition Hall will NOT be open during lunch. The Exhibit Hall will be opened for evening receptions.

Exhibitors are encouraged to eat lunch with attendees. See the conference agenda at URL <http://www.ptcuser.org/2009> for exact lunch times during the event.

EXHIBITOR MOVE IN/SETUP

Saturday	June 6 th	12:00 PM – 5:00 PM
Sunday	June 7 th	9:00 AM – 3:00 PM 3:00 PM – 5:45 PM (closed for final preparation)

NOTE:

- 1. SETUP MUST BE COMPLETE BY SUNDAY AT 3:00PM**
- 2. CHILDREN ARE NOT ALLOWED IN THE EXHIBITION HALL DURING SET UP**
- 3. SET UP PERSONNEL (IF DIFFERENT FROM BOOTH STAFF) MUST BE REGISTERED IN ADVANCE. BADGES WILL BE AT EXHIBITOR REGISTRATION DESK**

EXHIBITION HOURS

Sunday	June 7	6:00 - 9:00 PM	(PTC/USER Reception)
Monday	June 8	2:45 - 4:00 PM 6:00 - 9:00 PM	(PTC Reception)
Tuesday	June 9	2:45 - 4:00 PM	

- Please remember that the exhibition hall closes Tuesday afternoon, June 9th at approximately 4:00PM. Exhibitors have full conference access badges and are welcome to attend any session and reception throughout the PTC/USER World Event 2009 including Wednesday June 10th.

NOTE: ALL EXHIBIT HOURS ARE SUBJECT TO MINOR MODIFICATION

EXHIBITOR DISMANTLE HOURS

Tuesday June 9 4:15 PM – 7:00 PM

Wednesday June 10 7:00 AM – 9:00 AM

NOTE:

- 1. CHILDREN ARE NOT ALLOWED IN THE EXHIBITION HALL DURING DISMANTLE**
- 2. BOOTH DISMANTLE PERSONNEL (IF DIFFERENT FROM BOOTH STAFF) MUST BE REGISTERED IN ADVANCE. BADGES WILL BE AT EXHIBITOR REGISTRATION DESK**

INTERNET CAFÉ

Sunday June 7 2:00 PM - 9:00 PM

Monday June 8 7:30 AM - 9:00 PM

Tuesday June 9 7:30 AM - 9:00 PM

Wednesday June 10 7:30 AM – 4:00 PM

EXHIBITOR REGISTRATION DESK HOURS

Saturday June 6 12:00 PM – 4:00 PM

Sunday June 7 9:00 AM – 3:00 PM
6:00 PM – 8:00 PM

Monday June 8 2:30 PM – 4:00 PM
5:30 PM – 8:00 PM

Tuesday June 9 2:30 PM – 5:00 PM

Note: Exhibitor Registration Desk Hours are subject to minor modification

Check-In, Booth Staffing and Badges

Exhibitors must staff their booth at all times that the Exhibition and Tradeshow is open to the public.

Persons responsible for exhibit setup **MUST BE REGISTERED ON-SITE AND MUST COMPLETE SETUP** by Sunday at 3:00PM. Check-in for all exhibitors will be the exhibitor conference registration desk at the Tampa Convention Center. You may

check-in and pick up your admission badges at your convenience during exhibit setup hours on Saturday and Sunday.

Each person must have his or her own badge in order to enter the Exhibit Hall and during your booth hours. If your company is using Service Personnel to perform 'setup' and/or 'dismantle' of your booth please note the following:

- Service Personnel must obtain a temporary badge from the Exhibitors Registration Desk prior to entering the Exhibit Hall.
- Exhibitors using Service Personnel must register the names of these individuals and their affiliated company no later than Friday, May 1, 2009.
- All temporary badges are time limited and must be turned in after either booth set-up and/or booth dismantle.

Please remember that you are expected to staff your booth during all hours that the Exhibit Hall is open including:

- The receptions that take place in the Exhibit Hall during the active hours defined above in the section titled Exhibit Hall Schedule
- During lunch each day which is held in an area directly adjacent to the exhibition area. Many attendees use portions of the attendee lunch sessions to visit with exhibitors

Dress Code

Dress code during exhibit hours is business-casual attire. Business suits are optional. We encourage your staff members to be professional but comfortable. Please note that business-casual does not include jeans, T-shirts, and the like except during set-up and dismantle of your exhibition space.

Security and Storage

There will security on-duty 24 hours per day during the "PTC/USER World Event 2009" event. Except for emergencies, no persons shall be admitted to the exhibit hall when it is closed. This rule is for the protection of all exhibits. An area outside the exhibit hall will be designated for storage of boxes and packing crates. Although security is provided, it is your responsibility to obtain insurance for property; PTC/USER, the conference decorator, or the hotel maintains such insurance.

We urge you to lock down and fully secure any computer equipment in you booths.

Attending PTC/USER Sessions

Exhibitors with conference badges are free to attend the conference sessions, except for the Technical Committee Sessions and paid training classes. We encourage you to attend the opening General Sessions that take place at the beginning of each day along with the sessions of your choice when you are not staffing your booths.

Lead Collection

Collecting business leads from attendees is the responsibility of each individual exhibitor. To assist in this effort, PTC/USER will make available lead retrieval hardware and software. Please see Item 10 in Appendix B for further details along with the marketing documentation that has been provided at our exhibitor's web portal <http://www.ptcuser.org/2009/tradeshows.html>. The hardware and software are included in your exhibition registration fee.

Exhibit Teardown

The Exhibit Hall is tentatively scheduled to close at 4:00 PM on Tuesday, June 9th. All exhibits must be completely disassembled by 9:00AM Wednesday, June 10th.

Enforcement

PTC/USER is committed to ensuring an enjoyable, educational, and profitable experience for all conference participants. To accomplish this goal, it is necessary that all exhibitors abide by the rules and guidelines set forth in this manual. **Badges must be worn at all times.** Admission to the Exhibit Hall will not be allowed without your badge.

Upon notification by PTC/USER of a rule violation, the exhibitor shall take corrective action immediately.

Exhibitors continuing to violate rules and guidelines after being notified by PTC/USER of the offense may be asked to leave the Exhibit Hall and/or be excluded from participation at future conferences. Exhibitors asked to leave the conference will NOT receive a refund of their participation fees.

PTC/USER Terms and Conditions in Appendix B will be strictly adhered to.

APPENDIX A - Hardware Suppliers

AS STATED PREVIOUSLY, NEITHER PTC/USER NOR PTC WILL BE PROVIDING COMPUTERS, COMPUTER SETUP AND SOFTWARE INSTALLATION SERVICES OTHER THAN CONFERENCE BREAKOUT ROOMS. EXHIBITORS MUST PROVIDE THEIR OWN COMPUTER EQUIPMENT LOGISTICS.

AS STATED PREVIOUSLY, EACH EXHIBITOR IS RESPONSIBLE FOR SCHEDULING AND BILLING OF THEIR ELECTRICAL REQUIREMENTS AND ANY INTERNET CONNECTIVITY REQUIREMENTS. SEE US TRADESHOWS FOR DETAILS.



APPENDIX B

Event Registration Terms and Conditions

By clicking “I AGREE,” you agree to these terms and conditions (this “Agreement”), for yourself and on behalf of the business entity (“Applicant,” which, where applicable, also includes all of Applicant’s employees, affiliates, independent contractors, officers, or directors) applying to become an exhibitor at an event (the “Event”) organized by PTC/USER, Inc. (“PTC/USER”).

1. **ELIGIBILITY.** Applicants must be companies who are current members of select Parametric Technology Corporation, Inc. (“PTC”) cooperative marketing programs. PTC/USER may permit other companies to be Applicants in its sole discretion on a case-by-case basis. PTC/USER reserves the right to reject any Applicant for any reason and no party will become an “Event Partner” (an Applicant whose registration and application have been accepted for the applicable Event) unless and until PTC/USER provides written confirmation of acceptance. Companies producing products directly in competition to PTC products are not eligible to be Event Partners or to participate in the Event.
2. **EVENT REGISTRATION.** Event registration is on a first-come, first-served basis and availability of exhibition space at the Event is not guaranteed until the Applicant has been approved as an Event Partner and registration has been confirmed by PTC/USER. Applicant must complete an online Event Registration Form (the “Registration Form”) by the published deadline in order to register for the Event. Registration cannot be confirmed until PTC/USER receives payment in full in good U.S. funds. If Applicant’s registration is initially rejected by PTC/USER, the registration fee will be returned to the Applicant, and Applicant will not be entitled to attend the Event as an Event Partner.
3. **EVENT PARTNER PROGRAM.** Event Partners may be eligible to participate in PTC/USER’s Event Partner Program, as more particularly described in the Registration Form.
4. **EVENT GUIDELINES.** PTC/USER may promulgate policies and rules for the orderly management of the Event Partner Program and the Event (collectively, “Guidelines”) in its sole discretion. Such Guidelines may be amended by PTC/USER from time to time and changes shall be effective upon notice (by email or otherwise) of the updated Guidelines to Event Partner. The Guidelines may include, but need not be limited to, guidelines on sign construction and placement, exhibit backdrops, space usage, lead collection, approved equipment and use, appropriate dress and exhibit hours. Any Guidelines promulgated by PTC/USER shall be binding on Event Partners and such Guidelines are incorporated herein by reference.
5. **ENFORCEMENT OF GUIDELINES AND TERMS AND CONDITIONS** If an Event Partner violates the Guidelines or these Terms and Conditions, in whole or in part, or engages in an activity that materially interferes with the rights of another Event participant, Event Partner must take immediate corrective action upon oral or written notification by PTC/USER. Continued violation of Guidelines or Terms and Conditions after notification of the offense may result in Event Partner’s ejection from the exhibition premises, the Event Facility, and permanent exclusion from future Events, all at the sole and absolute discretion of PTC/USER. (No notice or right to cure shall be required in case of a serious violation of

this Agreement, the Guidelines, or applicable law.) PTC/USER is not responsible for loss of Event Partner Program or Event benefits or privileges due to Event Partner's negligence or willful misconduct. No credit or refund shall be made for loss of Event Partner Program or Event benefits due to the failure by Event Partner to follow Guidelines or Terms and Conditions or for loss due to enforcement of Guidelines or Terms and Conditions.

6. **PRIVATE EVENT.** The Event is a private event open only to persons registered with PTC/USER. Event Partner may not invite to its exhibit(s) any person who is not registered as an Event attendee.
7. **EVENT FACILITY.** The Event will be held at one or more suitable business Event facilities (together, the "Event Facility," as more particularly set forth in the Registration Form).
8. **EXHIBIT CONTRACTOR.** At its option, PTC/USER may designate a third party as the official on-site exhibit contractor to provide services for the operation of the Event. Upon such designation, Event Partner must use the official exhibit contractor to perform on-site drayage, freight handling, cleaning and other services. Event Partner shall comply with all rules and guidelines established by the official exhibit contractor.
9. **PUBLICATION OF THIRD PARTY INFORMATION.** Event Partner is prohibited from publishing, disseminating, or displaying information of, from, or regarding third parties with products competitive to those of PTC in any presentation or display at the Event without obtaining the prior written permission of PTC/USER.
10. **LEAD COLLECTION.** Event Partner may collect names and contact information from Event attendees, but may only use such information or contact such attendees for Event Partner's own Event-related follow-up (and not for lead aggregating or sharing or competitive marketing purposes, such as offering alternatives to PTC products for sale or use). In any case, Event Partner must state, in writing, the purpose for the name collection, and must limit its use of such information to the purposes indicated at the Event.
11. **DRESS CODE.** The dress code for all PTC/USER functions and events, except for exhibit hall set-up and removal, is business-casual attire. Persons dressed inappropriately may be asked to leave the exhibition premises.
12. **CANCELLATION BY PTC/USER.** PTC/USER reserves the right to cancel an Event Partner's Event registration if PTC/USER determines that the Event Partner is no longer eligible to participate in the Event or the Event Partner Program. If PTC/USER cancels an Event Partner's registration, or, for reasons beyond its reasonable control cancels the Event or for such reasons is unable to conduct the Event, Event Partner shall be entitled to refunds of fees paid as follows: if the Event Partner's registration or the Event is cancelled 120 days or more before the scheduled start date of the Event (the "Start Date"), then Event Partner shall be entitled to a refund of all fees paid except for a non-refundable processing fee of One Hundred Dollars (\$100.00 USD) per Event Partner (the "Processing Fee"); if cancelled upon 60 to no more than 120 days prior to the Start Date, Event Partner shall be entitled to a 75% refund of all fees paid, less the Processing Fee; if cancelled upon 15 to no more than 60 days prior to the Start Date, Event Partner shall be entitled to a 50% refund of all fees paid,

less the Processing Fee; and if cancelled upon less than 15 days prior to the Start Date, Event Partner shall be entitled to a 20% refund of all fees paid, less the Processing Fee. Event Partner shall not be entitled to any other compensation in the event of cancellation of a planned Event or cancellation of an Event Partner's registration for any reason.

13. **CANCELLATION BY EVENT PARTNER.** Event Partner has the right to cancel its event registration without cause and with no payment penalty within three (3) full business days after submitting an event registration at any exhibitor/sponsorship level. Formal cancellation notice must be submitted in writing via email to kevin@ptcuser.org or by facsimile to 216.268.1701, and receipt acknowledged for cancellation request to be accepted. Payment will be refunded in-full by PTC/USER for Event Partner registrations cancelled within three (3) full business days of the submission of original Event Partner registration. If Event Partner requests cancellation of registration for any reason after three (3) full business days but before thirty (30) days after submission of an event registration, PTC/USER will refund 85% of the Event Partner's registration fee, less the Processing Fee. If Event Partner requests cancellation of registration for any reason after thirty (30) days of submission of an event registration but before forty-five (45) days prior to the Start Date, Event Partner will be refunded 30% of their registration payment less the Processing Fee. If Event Partner requests cancellation of registration within forty five (45) days prior to the Start Date, Event Partner will not be entitled to receive any registration refund.
14. **RESPONSIBILITY.** Event Partner assumes responsibility and agrees to indemnify, defend, and hold harmless PTC/USER and the Event Facility and their respective officers, directors, employees and agents against any claims or expenses arising out of Event Partner's attendance at or participation in the Event, including its activities at the Event in the exhibit hall and otherwise at the Event Facility. Event Partner acknowledges that it is Event Partner's responsibility to maintain insurance covering Event Partner's property and personnel at the Event.
15. **LIMITATION OF LIABILITY.** IN NO EVENT SHALL PTC/USER'S LIABILITY EXCEED THE AMOUNTS ACTUALLY PAID BY AND/OR DUE FROM APPLICANT OR EVENT PARTNER IN THE TWELVE (12) MONTH PERIOD IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO SUCH CLAIM. IN NO EVENT SHALL PTC/USER BE LIABLE TO ANYONE FOR ANY INDIRECT, PUNITIVE, SPECIAL, EXEMPLARY, INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES OF ANY TYPE OR KIND (INCLUDING LOSS OF DATA, REVENUE, PROFITS, USE OR OTHER ECONOMIC ADVANTAGE) ARISING OUT OF, OR IN ANY WAY CONNECTED WITH THE EVENT, INCLUDING BUT NOT LIMITED TO THE USE OR INABILITY TO ATTEND THE EVENT, EVEN IF THE PARTY FROM WHICH DAMAGES ARE BEING SOUGHT HAVE BEEN PREVIOUSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.
16. **RELATIONSHIP OF PARTIES.** Event Partner and PTC/USER are independent contractors. Nothing herein, or in the Event Partner Program or Event, shall be deemed to constitute either party as the representative, agent, partner or joint venturer of the other.
17. **THIRD PARTY INTERACTIONS.** In connection with the Event and your participation in the Event Partner Program, you may enter into correspondence with, purchase goods and/or

services from, or participate in promotions of advertisers or sponsors showing their goods and/or services through the Event or otherwise. Any such activity, and any terms, conditions, warranties or representations associated with such activity, is solely between you and the applicable third party. PTC/USER and its licensors shall have no liability, obligation or responsibility for any such correspondence, purchase or promotion between you and any such third-party. PTC/USER does not endorse any sites on the Internet that are linked through PTC/USER's web site. PTC/USER provides such links, if any, only as a matter of convenience, and in no event shall PTC/USER or its licensors be responsible for any content, products, or other materials on or available from such sites. You recognize that certain third-party providers of software, hardware or services may require your agreement to additional or different license or other terms prior to your use of or access to such software, hardware or services.

18. **REGIONAL USER GROUPS.** Regional User Groups ("RUGs") are independent, autonomous organizations that operate in cooperation with PTC/USER. PTC/USER is not responsible for RUGs or their activities. Membership in the Event Partner Program does not entitle the Partner to any services or privileges from any RUG.
19. **DISCLOSURE.** Upon acceptance of Event Partner's registration, PTC/USER may disclose that an Event Partner is an Event Partner.
20. **PAYMENT.** PTC/USER reserves the right to cancel Event Partner's registration without notice for lack of payment as required by this Agreement or the Registration Form. PTC/USER is not responsible for any damages, direct or indirect, resulting from such a cancellation unless otherwise set forth in the Registration Form. Unless otherwise set forth in the Registration Form, all purchase orders are no more than 30 days payable. Special offers or promotions may require payment within a different or shorter fixed period of time. All payments and purchase orders must be submitted within the time frames set forth in the Registration Form.
21. **GENERAL.** This Agreement shall be governed by Massachusetts law and controlling United States federal law, without regard to the choice or conflicts of law provisions of any jurisdiction, and any disputes, actions, claims or causes of action arising out of or in connection with this Agreement or the Event must be subject to the exclusive jurisdiction of the state and federal courts located in the Commonwealth of Massachusetts. No text or information set forth on any other purchase order, preprinted form or document (other than a Registration Form, where applicable) shall add to or vary the terms and conditions of this Agreement. If any provision of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, then such provision(s) shall be construed, as nearly as possible, to reflect the intentions of the invalid or unenforceable provision(s), with all other provisions remaining in full force and effect. The failure of PTC/USER to enforce any right or provision in this Agreement shall not constitute a waiver of such right or provision unless acknowledged and agreed to by PTC/USER in writing. This Agreement, together with any applicable Registration Form, comprises the entire agreement between you and PTC/USER and supersedes all prior or contemporaneous negotiations, discussions or agreements, whether written or oral, between the parties regarding the subject matter contained herein.



APPENDIX C

PTC/USER, Inc. ("PTC/USER") World Event 2009 ("Event")
Rosen Shingle Creek Resort ("Event Facility")
June 7 - 10

Event Guidelines

Pursuant to the Terms and Conditions applicable to each Event Partner upon application for the Event, PTC/USER imposes the following Guidelines for the Event:

1. **EVENT PARTNER REPRESENTATION.** Only one company will be designated as Event Partner for each paid registration. Event Partner may not share exhibit hall space, hospitality event, suite, or presentation time with one another or with any third party without advance written permission of PTC/USER. Only employees of the Event Partner may be used to staff exhibit space, unless previously arranged with PTC/USER in writing.
2. **LITERATURE DISTRIBUTION.** Event Partner may distribute specific company marketing and advertisement literature at their assigned exhibit only.
3. **EXHIBIT CONTRACTOR.** The designated on-site Exhibit Contractor for the PTC/USER World Event 2009 is "US TRADESHOWS". Event Partner must use the official Exhibit Contractor to perform on-site drayage, freight handling, cleaning and other services. Event Partner shall comply with all rules and guidelines established by the Exhibit Contractor.
4. **NUMBER OF WORKSTATIONS; ELECTRICAL POWER.** Each exhibitor will be required to purchase their own electricity for their exhibit needs. Electricity can be ordered from the Exhibition Services company representing PTC/USER for the event.
5. **APPROVED EQUIPMENT.** Event Partner may use associated peripherals (monitors, graphics controllers, disk drives, printers, etc.) with its permitted workstation(s) to the extent necessary for the operation of its exhibit. PTC/USER must approve in writing use of any lighting, audio or video and of any equipment, which is not, a computer or computer-peripheral before Event Partner may use it in its exhibit.
6. **PROHIBITED EQUIPMENT.** Event Partner shall not use hazardous materials and/or hazardous equipment in its exhibit.
7. **SIZE OF BOOTH PRESENTATION.** Event Partner shall not build out an exhibit that blocks the view of any adjacent exhibitors. Back wall of the exhibit booth must not exceed the 8 feet height of the back booth drape; side walls for the exhibit booth must not exceed 4 feet in height; one foot higher than booth side drapes. All Partners: Elements of booth design must not overflow to common aisle space.
8. **SCHEDULING.** PTC/USER retains the right to determine the time and place of all presentations and events conducted by the Event Partner during the Event. Event Partners shall have access to their exhibits only during hours specified by PTC/USER. Due to security concerns, the exhibits will not be accessible at any other times. Specific Event identification badges must be worn by Event Partners and their employees in the Exhibition Hall and all Event-related technical sessions and activities.

9. LITERATURE DISTRIBUTION. Event Partner may offer literature at the Event, but only literature that is consistent with the purpose of Event Partner's appearance at the Event and the Event as a whole.