



New for 2009



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

PTC/USER WORLD EVENT 2009
June 7 – 10

Rosen Shingle Creek Resort
Orlando, Florida USA

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

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Global Partner Program (GPP)

What's New for 2009?

Our exhibitors have shared their recommendations with us regarding enhancing the value they experience at the PTC/USER World Event. Comments included:

- ***“The value of lunch-time exhibit hall hours is diminished by attendees eating and not spending time with exhibitors.”***
 - To address this issue PTC/USER has made modifications. For the PTC/USER World Event 2009, we have closed the exhibit hall during lunch.
 - We encourage our exhibitors to join our attendees at lunch that takes place in the exhibit hall.
 - New for 2009, PTC/USER will have staffed exhibit hall hours during 60 – 75 minute food and beverage breaks on Monday and Tuesday afternoons beginning at approximately 2:45PM.
 - Food and beverage will be available only within the exhibit hall. All attendees will be directed there.
 - NO presentations (PTC or Expert Presenters) will take place during these breaks eliminating major conflicting programming.
- ***“Tuesday evening is not particularly valuable because the hours are shorter.”***
 - PTC/USER is sponsoring a Tuesday evening networking reception co-sponsored by PTC and a select group of our exhibitors.
 - Exhibitors are encouraged to attend this networking reception. The exhibit hall will close early on Tuesday to support exhibitor participation.
 - There are extensive sponsorship opportunities available for our exhibitors as these networking receptions are product specific, i.e., Windchill, Pro/ENGINEER Wildfire, Arbortext, etc...
- ***“We would like to have an opportunity to have a technical presentation in the conference agenda.”***
 - PTC/USER has always set aside a number of technical presentation opportunities for our top level sponsors. This will continue for 2009 for our Elite and Premier Sponsors. Now every exhibitor has an opportunity to provide a technical presentation.
 - Terms and Conditions Apply. Reference our exhibitor web portal <http://www.ptcuser.org/2009/tradeshow.html>, and select the document titled “Exhibitor Presentations” under the “MARKETING” header.
 - New for 2009, our Advantage and AdvantagePlus Partners can prepare and forward presentation abstracts for consideration by our team. If your abstract is selected you will be given a presentation slot in the conference agenda.
 - Terms and Conditions Apply. Reference our exhibitor web portal <http://www.ptcuser.org/2009/tradeshow.html>, and select the document titled “Exhibitor Presentations” under the “MARKETING” header.

Tradeshow Hours Summary

- ✦ Exhibit Hall is closed during lunch.
- ✦ Afternoon Exhibitor Breaks: We have created afternoon breaks beginning at approximately 2:45PM and lasting 60-75 minutes.
- ✦ Exhibitor Presentations: There will be no exhibitor presentations during lunch. All exhibitor presentations will take place during the morning or afternoon concurrent sessions. Premium Sponsor presentations will take place during the afternoon Exhibitor breaks.

For complete tradeshow hours at the “PTC/USER World Event 2009”, please reference the document titled “Exhibitors Manual” online under the “After You Register” header at our exhibitor’s web portal www.ptcuser.org/2009/tradeshow.html.

Exhibitor Agenda Presentation Overview

A major aspect of any PTC/USER World Event is technical presentations; our agenda is full of technical content for our attendees. Elite and Premium Sponsors are been guaranteed presentation times in our agenda. We will continue with our practice first initiated in 2008 whereby

- ✦ Our Elite Sponsors will have two 45-minute presentations in our concurrent agenda on either Monday or Tuesday
- ✦ Our Premium Sponsors are guaranteed a 30-minute agenda presentation but can qualify for a 45-minute presentation
- ✦ AdvantagePlus and Advantage Partners can qualify for a select number of presentation opportunities in our concurrent agenda.

For complete information on presentation opportunities at the “PTC/USER World Event 2009”, please reference the document titled “Exhibitor Presentations” online under the “Marketing” tab at our exhibitor’s web portal www.ptcuser.org/2009/tradeshow.html.

Register for the “PTC/USER World Event 2009” at
<http://www.ptcuser.org/2009/tradeshow.html>