



SEPG™ 2010  
NORTH AMERICA

*Perform at a  
Higher Level*



# EXHIBITOR AND SPONSOR GUIDE

SAVANNAH, GEORGIA  
SAVANNAH INTERNATIONAL  
TRADE AND CONVENTION CENTER  
MARCH 22-25, 2010

[www.sei.cmu.edu/sepg/na](http://www.sei.cmu.edu/sepg/na)

Participate in the Exhibit Showcase  
Sponsor SEPG North America 2010



Software Engineering Institute | CarnegieMellon

# GROW

## YOUR BUSINESS AT SEPG NORTH AMERICA 2010



Serious, committed, engaged process professionals attend SEPG conferences every year to learn about the newest ideas, innovative best practices, and quality tools and services that will enable them to achieve superior business performance. SEPG North America 2010 is your chance to make quality connections with this community of software, systems, and services professionals who are passionate about process. SEPG North America 2010 offers two opportunities for growing your business: the Exhibit Showcase and Sponsorships.

To learn more about these opportunities, please contact Una Kilberg at [ukilberg@sei.cmu.edu](mailto:ukilberg@sei.cmu.edu) or +1 412-268-5539.

# 5 REASONS

## WHY YOU BELONG AT SEPG

SEPG North America 2010 will be held in the Savannah International Trade and Convention Center, which boasts spacious, functional, column-free exhibit space.

### 1. YOUR CUSTOMERS ARE HERE.

The majority of SEPG attendees report that they attend the conference to “find solutions to specific problems” and to “keep up to date on industry trends and issues.” Our receptive, motivated audience is looking for process and product solutions that you can provide.

### 2. YOU CAN CONNECT WITH CUSTOMERS AT THE POPULAR EXHIBIT SHOWCASE.

The ideal place for you to catch up with existing customers and meet new ones is the Exhibit Showcase, where the opening reception and all breaks are held. More than half of 2009 attendees surveyed visited the Exhibit Showcase three times or more, and 83% of those visited five times or more.

### 3. YOU WANT TO BE ASSOCIATED WITH *THE* PROCESS IMPROVEMENT CONFERENCE.

SEPG is the longest running conference for process professionals for good reason. A powerful technical program, valuable networking opportunities, and a quality Exhibit Showcase are part of the renowned conference experience that attracts both new and repeat attendees. 87% of 2009 attendees surveyed are likely to recommend SEPG North America to a colleague.

You can position your organization as a proud supporter of the conference and advocate of CMMI-based process improvement by becoming an exhibitor or sponsor.

### 4. YOU CAN ADD VALUE TO THE TECHNICAL PROGRAM.

While attendees participate in the sessions to develop their professional skills, they often find that some of the most valuable learning happens spontaneously in informal discussions with others during the conference. SEPG exhibitors and sponsors have expertise that is of keen interest to attendees and can supplement what they've learned in the sessions. Make sure you're there in 2010 to be a part of the complete learning experience that attendees value.

### 5. YOU WANT TO GO BEYOND THE EXHIBIT SHOWCASE.

By becoming an SEPG sponsor, you'll maximize your visibility and brand to conference attendees. Both individual sponsorship opportunities as well as sponsorship packages are available, offering a variety of benefits to your organization. See Page 7 for details.



# CONNECT WITH ATTENDEES

## 87%

of 2009 attendees surveyed are likely to recommend SEPG North America to a colleague.

## 51%

of 2009 attendees surveyed visited the Exhibit Showcase three times or more.

SEPG North America 2010 offers an unparalleled opportunity to put your products and services in front of process champions and organizations who view this event as a can't-miss conference for learning about new solutions and connecting with solutions providers. The following organizations are some of those represented at SEPG North America 2009.

Accenture  
ACE Guides, LLC  
Addison-Wesley  
Adobe Systems  
Allstate Insurance Company  
American Systems Corporation  
BAE Systems Inc.  
Ball Aerospace & Technologies Corporation  
Battelle  
BearingPoint  
Boeing  
Booz Allen Hamilton Inc.  
Borland Software Corporation  
Bosch Engineering GmbH  
Boston Scientific  
CareFirst BlueCross BlueShield  
CECOM Software Engineering Center  
Census Bureau  
Central Bank of Mexico  
Cisco Systems, Inc.  
cognence, inc.  
Configuration Management, Inc  
Continental Airlines  
Daiwa Computer Co., Ltd.  
Deloitte Consulting LLP  
European Software Institute  
Federal Reserve Bank  
General Dynamics  
Hewlett-Packard  
Intel Corporation  
Intuit  
Johnson & Johnson

Korea Aerospace Ind.  
KUGLER MAAG CIE  
L-3 Communications  
Lamri  
Liberty Mutual  
Liveware, Inc.  
Lockheed Martin Corporation  
Method Park America, Inc.  
Tecnologico de Monterrey  
The MITRE Corporation  
Northrop Grumman Corporation  
NTT DATA Corporation  
Oracle Corporation  
PepsiCo  
pragma Systems Corporation  
Quantitative Software Management, Inc. (QSM)  
r2Estimating, LLC  
Raytheon Company  
Science Applications International Corporation (SAIC)  
Samsung  
Siemens AG  
Tata Consultancy Services Limited  
Toshiba Corporation  
TYBRIN Corporation  
U.S. Air Force  
U.S. Army  
U.S. Department of Defense  
U.S. Department of Homeland Security  
U.S. Department of Veterans Affairs  
U.S. Marines  
U.S. Navy  
Wachovia

# EXHIBIT SHOWCASE

## BENEFITS AND COSTS

### Exhibit at SEPG North America 2010 and Enjoy These Benefits:

- Access to an interactive lead retrieval system offered by WingateWeb.
- Placement of your organizations' description in the Final Program, which ensures your organization's message is conveyed accurately to all SEPG North America 2010 attendees.
- Booth location noted in the conference Final Program.
- Direct links to your organization's website from the conference website.
- Exhibit Showcase Grand Opening, featuring hors d'oeuvres and a cash bar.
- Refreshment breaks in the Exhibit Showcase, increasing foot traffic to your exhibit space.
- Four Exhibit Showcase-only passes for exhibitors to invite local customers and prospects to the Exhibit Hall.
- Two complimentary full-conference registration passes.
- Additional passes for exhibit booth staff for \$495 includes access to the Exhibit Showcase only and all meals, breaks, and gala reception.
- Pre- and post-conference attendee lists. (Pre-conference attendee list to be provided after the early bird registration deadline of February 19, 2010.) Lists will include only those attendees who have opted in to share their information.

### Exhibit Showcase Location and Schedule

The Exhibit Showcase will be located in Exhibit Hall A the Savannah International Trade and Convention Center, the conference venue.

Monday, March 22  
Exhibit Showcase Grand Opening  
5:00–6:30 p.m.

Tuesday, March 23  
Exhibiting Hours  
10:00 a.m.–4:00 p.m.

Wednesday, March 24  
Exhibiting Hours  
10:00 a.m.–4:00 p.m.

Thursday, March 25  
Exhibiting Hours  
10:00 a.m.–1:30 p.m.

### Exhibit Space Rental Information

Exhibit space rental includes a preprinted 7" X 44" sign and a standard perimeter drape (3' high sides, 8' high back), all installed prior to your arrival.

Exhibit space can be purchased in 10' X 10', 10' X 20', and 20' X 20 units. Space assignments will not be made until full payment has been received. Fees are non-refundable.

### Exhibit Costs

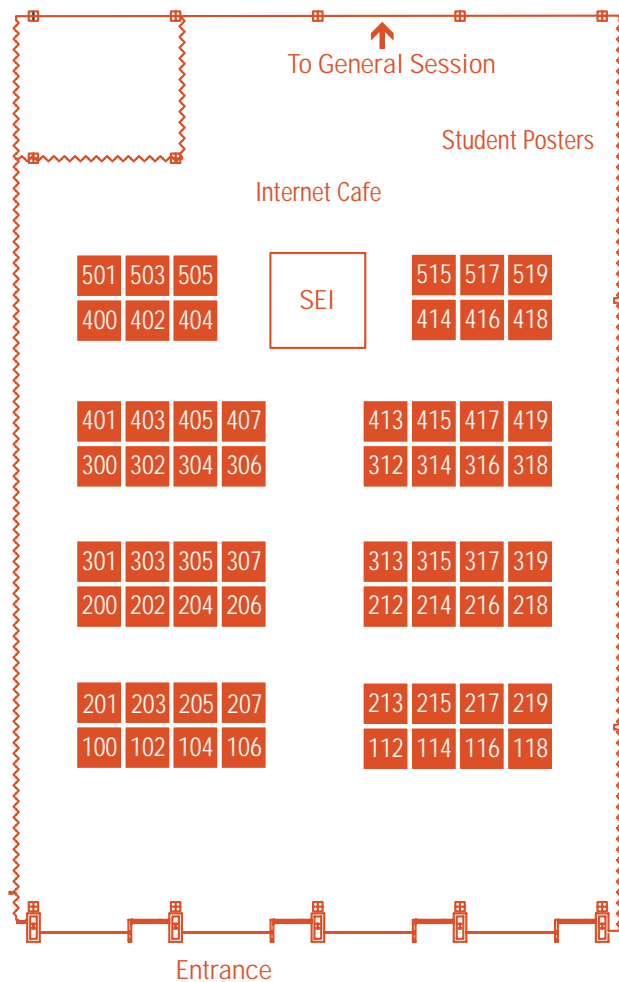
On or before February 19, 2010  
10' X 10': \$2,995

After February 19, 2010  
10' X 10': \$3,595

Check the availability of exhibit spaces at SEPG North America 2010 by using our online exhibit map at: <https://sepg.wingateweb.com/na2010/exhibitor/reg/boothmap/boothMap.jsp>

# EXHIBIT SHOWCASE

## FLOOR PLAN



See which spaces are still available by viewing the online floor plan:

<https://sepg.wingateweb.com/na2010/exhibitor/reg/boothmap/boothMap.jsp>

Reserve your space in the Exhibit Showcase at:

<http://sepg.wingateweb.com/na2010/exhibitor/login.do>

# SPONSORSHIP

## BENEFITS AND COST

SEPG North America 2010 is the ideal venue for process improvement organizations and solutions providers to reach more of your best target clients, raise your visibility, and ultimately grow your business. The following sponsorship opportunities will magnify your exposure and brand.

Sponsorships provide organizations with the highest level of visibility, with different levels offering key opportunities like addressing participants and having your brand on SEPG conference materials. You already know SEPG conferences draw your best potential customers—now you have the opportunity to stand out to these attendees by sponsoring SEPG North America 2010.

### SPONSORSHIP PACKAGES

	Platinum \$50,000	Gold \$35,000	Silver \$25,000	Bronze \$25,000
Company logo on the conference welcome bags given to all attendees	Yes			
Company logo on the lanyards given to all attendees	Yes			
Two-minute promotional announcement at first keynote session on Tuesday Introduce the Tuesday keynote speakers	Yes			
Company logo on the writing pads given to all attendees		Yes		
Company logo on the pens given to all attendees		Yes		
Two-minute promotional announcement at first keynote session on Wednesday Introduce the Wednesday keynote speakers		Yes		
Company logo on water bottles given to all attendees			Yes	
Two-minute promotional announcement at the second keynote session on Tuesday			Yes	
Company logo on the conference T-shirts given to all attendees				Yes
Company logo on napkins at all breaks				Yes
Company logo on table tents at all tables at meals				Yes
Registration discount given to all your company's attendees	20%	15%	10%	10%
Exhibit Space 10' x 10'	Yes			
Company logo on the conference signage				
Company logo with link on the conference website				
Company logo and 100-word company description in the printed conference program				

### INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Opportunity	Benefits	Number Available	Price (U.S. Dollars)
Gala Reception (Tuesday)	<ul style="list-style-type: none"> <li>Company logo and link on conference website 90 days prior to the start of the conference</li> <li>Company description (100 words) and logo in conference program</li> <li>Company logo on cocktail napkins</li> <li>Promotional signage during the Gala Reception</li> <li>Company name to be part of official Gala Reception name in all conference materials, (e.g. The SEPG Gala Reception sponsored by [company name])</li> </ul>	2	\$14,000
Internet Café	<ul style="list-style-type: none"> <li>Company logo as the screen saver on the Internet Café laptops</li> <li>Promotional signage next to the Internet Café throughout the conference</li> </ul>	1	\$10,000
Let Them Know You're Here	<ul style="list-style-type: none"> <li>Company logo in the printed conference program</li> </ul>	Unlimited	\$1,000

