



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

Participate in the Exhibit Showcase

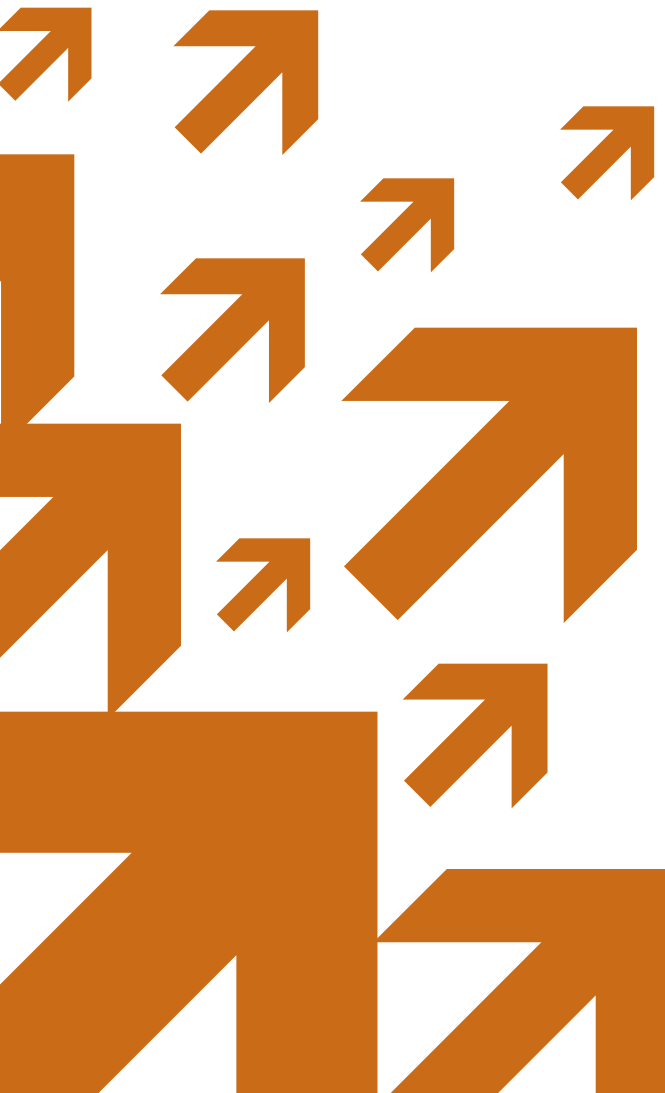
Sponsor SEPG North America 2010



Software Engineering Institute | Carnegie Mellon

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 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

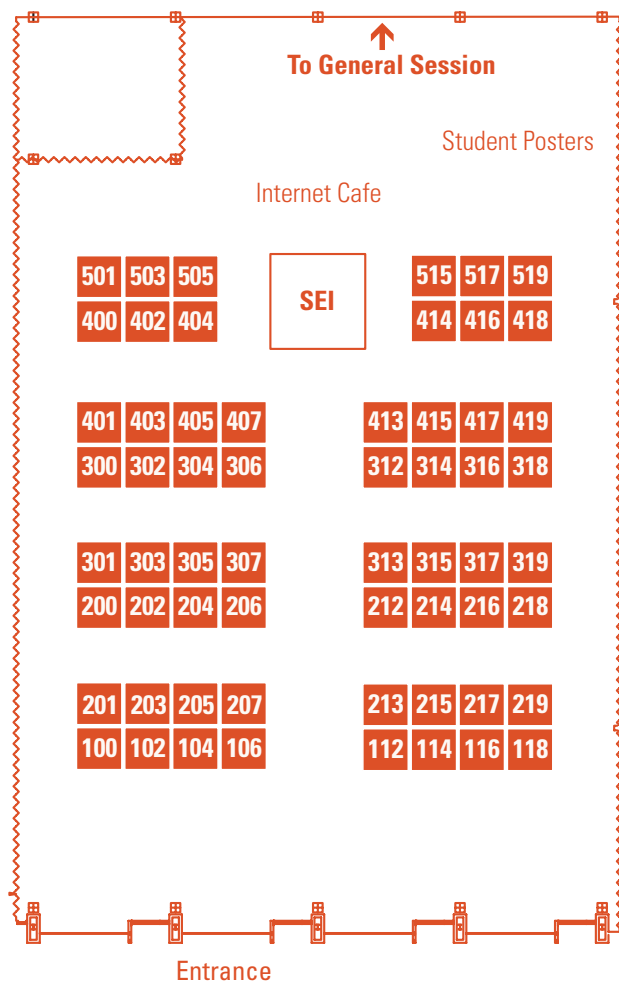
On or before February 19, 2010
10' X 10': \$2,995

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.

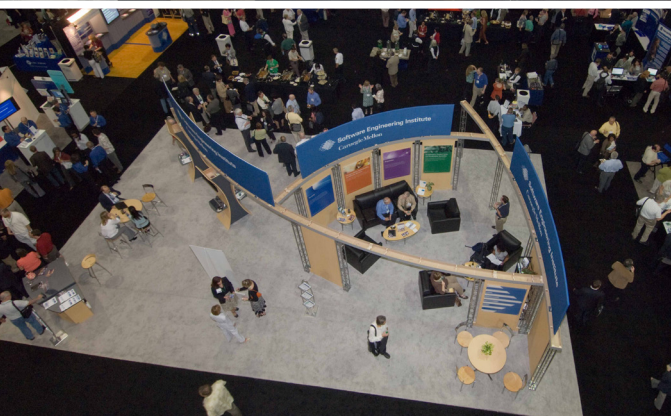
SPONSORSHIP PACKAGES

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

ABOUT SEPG NORTH AMERICA



Many SEPG attendees arrive at our conferences searching for process and systems solutions. Make sure the solutions they leave with are yours.

SEPG North America—Your Products. Your Services. Your Customers.

The SEPG Conference Series provides a destination for software and systems professionals interested in getting their organizations, their teams, and themselves to perform at a higher level. With a strategic focus of bringing the latest experiences, methods, and results in process capability to professionals around the world, the SEI hosts SEPG conferences in North America, Europe, Asia-Pacific, and Latin America.

The SEPG North America Conference is the original SEPG Conference. Started in 1988 as a small workshop, SEPG North America has grown into the premier conference for software and systems professionals in government, industry, and academia. Each year, SEPG North America attracts more than attendees from around the world to learn, network, and share ideas.

The SEPG Conference Series focuses on:

- Building quality products on cost and on schedule.
- Establishing and maintaining continuous improvement efforts.
- Strategically aligning organizations with industry leaders.

By exhibiting at or sponsoring this event, you'll be joining the many organizations that have discovered the key to attracting and retaining customers: SEPG.

Learn more about becoming an Exhibitor or Sponsor by contacting Una Kilberg at ukilberg@sei.cmu.edu or +1 412-268-5539.

To reserve your booth in the Exhibit Showcase, visit <http://sepg.wingateweb.com/na2010/exhibitor/login.do>