Exhibitor and Sponsor Guide

San Jose, California | San Jose McEnery Convention Center | March 23–26, 2009

1,500+ attendees
110 presentations
6 technical tracks
4 days
1 location
Be there!

Participate in the Exhibit Showcase

New for 2009: Sponsor SEPG North America

www.sei.cmu.edu/sepgna
As the premier conference for software and systems professionals seeking to take their organizations to a higher level of performance, SEPG North America is an unbeatable venue to connect with the best potential customers, introduce new products, reach key decision makers, and ultimately generate new business.

For SEPG North America 2009, we offer two opportunities for growing your business: the Exhibit Showcase and, new for 2009, Sponsorships.

New to SEPG North America? Learn more about the 21st annual premier conference for software and systems process management, hosted by the Carnegie Mellon Software Engineering Institute.

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 2009 will be held in the San Jose McEnery Convention Center. Located in the heart of San Jose, the Convention Center boasts spacious, functional, column-free exhibit space.

1. YOU WANT TO CREATE REAL CONNECTIONS WITH CUSTOMERS.
Each year, roughly half of our attendees make plans to come back to the next SEPG conference the following year. By connecting with them and their organizations in 2009, you’ll create meaningful ties and establish your organization as part of the SEPG experience they’ve come to value.

2. YOU WANT TO REACH KEY DECISION MAKERS.
Managers and directors make up more than half of SEPG attendees. By exhibiting at or sponsoring this conference, you’ll be ensuring that the right people see your products and services.

3. 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.

4. YOU CHOOSE YOUR LOCATIONS WISELY.
So do we. San Jose, Calif., the “capital of Silicon Valley,” is recognized around the world for its large concentration of high-technology engineering, computer, and microprocessor companies. San Jose is home to the headquarters of Adobe Systems, BEA Systems, Cisco, eBay, and Google and also has major facilities for Hewlett-Packard, IBM, Hitachi, and Lockheed Martin.

5. YOU WANT TO GO BEYOND THE EXHIBIT SHOWCASE.
By becoming an SEPG Sponsor, you’ll maximize your visibility and brand to conference attendees.
CONNECT
WITH ATTENDEES

SEPG North America 2009 is an unbeatable venue to connect with customers looking for process and product solutions and to reach key decision makers.

Attendee statistics are from SEPG North America 2008.
78% of SEPG North America 2008 attendees said they came to the conference to stay abreast of industry trends and to find solutions to specific problems.

91% of SEPG North America 2008 attendees visited the Exhibit Showcase three times or more, with 58% visiting five times or more.
EXHIBIT SHOWCASE

AT SEPG NORTH AMERICA, YOU’RE IN GOOD COMPANY

“I would say we get 20 to 30 percent of our business directly from the conference each year. And from that we also get leads which tend to build the rest of our business, so it’s always very profitable for us.”

—SEPG North America 2008 Exhibitor

ACE Guides
American Systems
ASTQB—American Software Testing Qualifications Board
Auerbach Publications—Taylor & Francis Group LLC
BMC Software
Business Development Institute International
Booz Allen Hamilton
CAI’S IT Metrics and Productivity Institute
CECOM LCMC SEC
cogence, inc.
Compulink
Comskil, Inc.
Configuration Management, Inc.
Cooliemon, LLC
Cyber Solutions, Inc.
David Consulting Group
Digite, Inc.
Distributive Management
Galorath Incorporated
INCOSE Certification
International Function Point Users Group (IFPUG)
Integration Technologies Group, Inc.
International Institute for Software Process
International Systems Security Engineering Association
ISD
KAMO Consultancy
Kasse Initiatives LLC
KUGLER MAAG CIE
Lamri Ltd.

Liveware, Inc.
Lockheed Martin
Lumark Technologies, Inc.
Method Park America, Inc.
Microsoft
Minitab, Inc.
MKS Software, Inc.
PI-21, Inc.
pragma Systems Corporation
Process Focus Management, LLC
Process MeNtOR
Project Performance International
Process Strategies, Inc.
Q/P Management Group, Inc.
QAI
Quantitative Software Management, Inc.
r2Estimating
ReleaseTEAM
Select Business Solutions
Six Sigma Advantage, Inc.
Software Engineering Services (SES)
Software Process Dynamics LLC
Software Quality Engineering
Tampa SPIN
Tata Consultancy Services
Telesologic
The EpiCenter LLC
The Center for Systems Management
The Process Group
Tietronix Software, Inc.

Ready to reserve your spot in the Exhibit Showcase? Visit:
sepg.wingateweb.com/us09/exhibitor/login.do.
Exhibit at SEPG North America 2009 and Enjoy These Benefits:

- Access to an interactive lead retrieval system, offered by WingateWeb.
- Placement of your organization’s description in the final program, which ensures your organization’s message is conveyed accurately to all SEPG North America 2009 attendees.
- Direct links to your organization’s website from our live, online Exhibit Showcase map.
- 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 to the Exhibit Hall.
- Two complimentary full-conference registration passes.
- Additional passes for exhibit booth staff for $445 includes access to the Exhibit Hall only and all meals, breaks, and gala reception.
- Pre- and post-conference attendee lists. (Pre-conference attendee list to be provided after early registration deadline of February 20, 2009.) 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 1 at the San Jose McEnery Convention Center.

- Monday, March 23
  Exhibit Showcase Grand Opening
  5:00–6:30 p.m.

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

- Wednesday, March 25
  Exhibiting Hours
  10:00 a.m.–4:00 p.m.

- Thursday, March 26
  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 20, 2009
- 10’ X 10’: $2,995
- 10’ X 20’: $5,990
- 20’ X 20’: $11,980

After February 20, 2009
- 10’ X 10’: $3,595
- 10’ X 20’: $7,190
- 20’ X 20’: $14,380

Check the availability of exhibit spaces at SEPG North America 2009 by using our online exhibit map at: sepg.wingateweb.com/us09/exhibitor/reg/boothmap/boothMap.jsp
SEPG North America 2009 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. New for 2009, we are offering sponsorships that 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 2009.

### Conference Sponsorships

<table>
<thead>
<tr>
<th></th>
<th>Gold $50,000</th>
<th>Silver $35,000</th>
<th>Bronze $25,000</th>
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</thead>
<tbody>
<tr>
<td>Number Available</td>
<td>2</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Introduce Two Keynotes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Your Logo Displayed in Meeting Rooms</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Attendee Passes</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Exhibit Space (One 10’ X 10’ space)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sponsorship Signage in Center</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Your Logo on Conference Website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>SEPG Conference Logo for Your Website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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**STAND OUT**

AS A LEADER
# Sponsorship Opportunities

## Stand Out as a Leader

### Supporting Sponsorships

<table>
<thead>
<tr>
<th></th>
<th>Number Available</th>
<th>Sponsor Level</th>
<th>CoSponsor Level</th>
<th>Logo Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Bottles</td>
<td>1 at Sponsor Level</td>
<td>$10,000</td>
<td>Not available</td>
<td>On bottles and signage</td>
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<tr>
<td></td>
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<tr>
<td>Internet Café</td>
<td>1 at Sponsor Level, Unlimited at CoSponsor Level</td>
<td>$10,000</td>
<td>$3,000</td>
<td>On screen saver and signage</td>
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<tr>
<td>Exhibitor Lounge</td>
<td>1 at Sponsor Level, unlimited at CoSponsor Level</td>
<td>$8,000</td>
<td>$3,000</td>
<td>Signage throughout Exhibit Hall</td>
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<tr>
<td>Exhibit Hall Breaks</td>
<td>5 at Sponsor Level, unlimited at CoSponsor Level</td>
<td>$5,000</td>
<td>$1,500</td>
<td>Signage throughout Exhibit Hall and logo on beverage napkins</td>
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<tr>
<td>Lanyards</td>
<td>1</td>
<td>$4,000</td>
<td>Not available</td>
<td>Logo on lanyard or can supply own</td>
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<tr>
<td>Pens</td>
<td>1</td>
<td>$2,000</td>
<td>Not available</td>
<td>Logo on pen or can supply own</td>
</tr>
</tbody>
</table>

All Supporting Sponsors will be acknowledged in the final conference program.
ABOUT

SEPG NORTH AMERICA

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 and Europe and co-hosts SEPG conferences in Latin America and Australia, with an expansion of the Australia conference planned for Asia-Pacific in 2009.

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 1,500 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 ukiilberg@sei.cmu.edu or +1 412-268-5539.
To reserve your booth in the Exhibit Showcase, visit http://sepg.wingateweb.com/us09/exhibitor/login.do