

UGC 2010



Shaping the Future Together

Personal Development, Professional Excellence

October 3 – 6, 2010

The CBORD Group, Inc.

31st annual User Group Conference Sponsorship & Exhibitor Information

Shaping the Future Together

Personal Development, Professional Excellence.

When: October 3 – 6, 2010
(Exhibits open October 4 – 5, 2010)

Where: Orlando, Florida

Venue: JW Marriott Orlando, Grande Lakes

Online: www.cbord.com/ugc2010

Delivering Results

Sponsorship of CBORD's 2010 UGC will give you an opportunity to

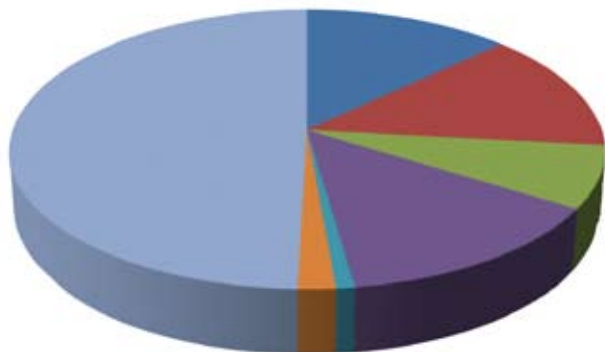
- Position yourself in front of over 500 potential clients
- Build brand awareness
- Increase sales opportunities
- Introduce new products and services
- Network and develop key alliances

Reach the right mix of buying power

CBORD's largest event of the year attracts a targeted audience of technology directors, system operators, and managers engaged in implementing and overseeing solutions for food and nutrition service management, campus and cashless card systems, housing and judicial process management, and integrated security management.

Attendance by Industry

Source: 2009 attendee data



- Campus Foodservice
- Housing
- Healthcare Clinical
- Healthcare Foodservice
- Healthcare Privilege Control Systems
- Corporate & Commercial Foodservice
- Campus Card Systems





Sponsorship Opportunities 2010

One-on-one personal connections are the best way to build your brand, and CBORD's User Group Conference (UGC) offers dedicated time to meet face-to-face with over 500 clients in an environment where they are accustomed and excited to learn about new partner offerings.

Platinum—\$25,000

Platinum sponsorship includes:

- [1] Complimentary booth in Technology Pavilion
- [3] Full conference registrations (includes all meals)
- [2] Sixty-minute educational session
- Primary sponsor of one networking event and conference bag
- Verbal and logo recognition in Opening Session
- Full-page, four-color ad in Conference Program
- Logo recognition on CBORD's website, including company description and link to company website
- Logo recognition on conference collateral materials
- Exclusive pre-conference joint email promotion to targeted CBORD customer base
- Exclusive introduction and attendance at Opening General Session
- Attendance at Welcome Reception
- Networking at all remaining evening events and lunches

Gold—\$10,000

Gold sponsorship includes:

- [1] Complimentary booth in Technology Pavilion
- [2] Full conference registration (includes all meals)
- [1] Sixty-minute educational session
- Verbal and logo recognition in Opening Session
- Logo recognition on CBORD's website, including company description
- Logo recognition on conference collateral materials
- Attendance at Welcome Reception
- Networking at evening events and lunches (excluding Opening General Session)

Silver—\$5,000

Silver sponsorship includes:

- [1] Complimentary booth in Technology Pavilion
- [1] Full conference registration (includes all meals)
- Logo recognition in Opening Session
- Logo recognition on CBORD's website
- Logo recognition on conference collateral materials
- Networking at lunches and evening events (excluding Opening General Session and Welcome Reception)

Secure your spot today!

To reserve your sponsorship or receive additional information, please contact Kelley Wilcox at kaw@cbord.com, or 607.330.7558.



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Photo: Staging for 2007 CBORD UGC opening session