



BEYOND

THE TECHNOLOGY

Invitation to Exhibit Sponsorship & Exhibitor Information

29th Annual User Group Conference
October 8–11, 2008
San Antonio, TX

Discover. Connect. Inspire.

CBORD's User Group Conference is an excellent opportunity to meet face to face with over 600 clients from the healthcare, college and university, corporate, theme park, chain restaurant, and supermarket industries. As a valued business partner, we invite you to maximize your impact through our sponsorship programs, giving you a chance to network with our top clients while showcasing your products and services. This is an opportunity you won't want to miss!

Dates

October 8-11, 2008

(Exhibits open October 9 & 10)

Location

**Grand Hyatt San Antonio
San Antonio, TX**

Exhibit Hours*

**Thursday, October 9
9:30am - 5:00pm**

**Friday, October 10
9:00am - 4:00pm**

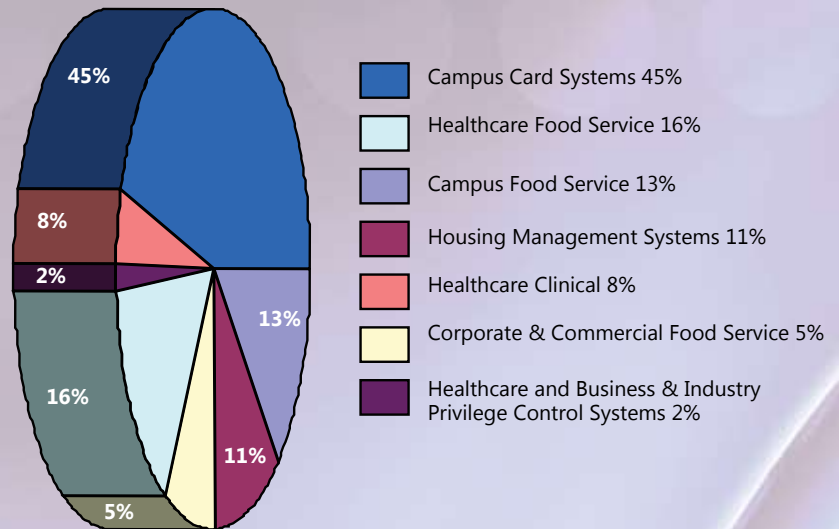
*Conference breaks & lunches will be held in the Technology Pavilion.

www.cbord.com/ugc2008

Who will be there?

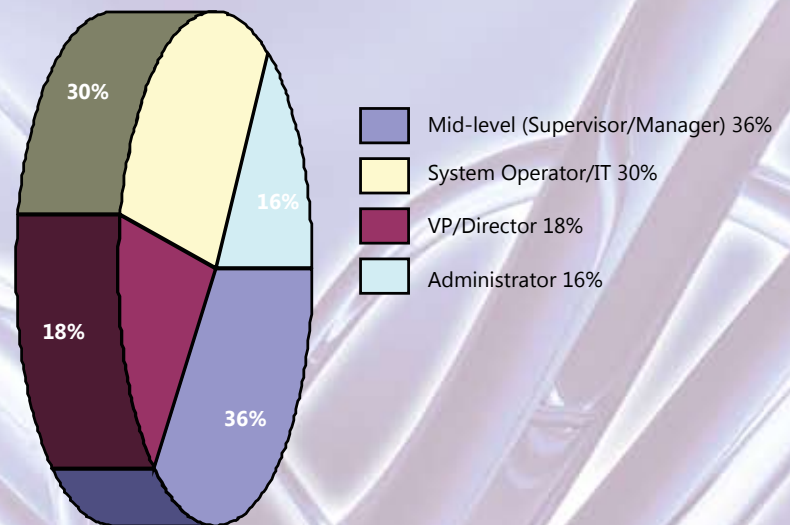
Attendance by Industry

Source: 2007 attendee data



Attendance by Title

Source: 2007 attendee data



"It is beneficial for Villanova to attend the yearly Technology Pavilion at UGC. It is a major opportunity for our school to see the new technology that is available, to see how it will integrate with our system, to ask questions, and to demo the equipment/software."

- Kathy Gallagher, Director of the Wildcard Office, Villanova University



Discover. Cor

“As a User Group Conference, the CBORD event in Orlando was unlike any I have participated in before as a vendor... the technology pavilion was well presented and organized, and virtually every CBORD user there took the time to speak to the partners to learn how the displayed technology could benefit their organizations. This event has undoubtedly brought positive attention to the partnership between NICE and CBORD and the strength of our combined offering for our collective client base. I’ve already cleared my calendar for the next one in San Antonio in ’08!”

- Imran Rahmani, CPP, Partner Relationship Manager,
NICE Systems

Delivering Results

CBORD is the world’s largest supplier of food service and nutrition service software, campus card systems, cashless systems, access control and integrated security solutions, and housing management systems, with over 6,000 clients worldwide.

Participate and

- Get access to over 600 CBORD clients
- Build brand awareness
- Introduce new products & services
- Network & develop key alliances

We provide you with

- A spot in our Technology Pavilion to showcase your products
- Complimentary conference registration
- Countless sponsorship & advertisement opportunities

Additional benefits

- Breakfasts & lunches for staff members included
- Evening networking opportunities
- Recognition in Opening Session
- Discounted hotel rates

Guaranteed Exposure

With dedicated exhibit time and all breaks and lunches held in the Technology Pavilion, you are ensured high attendee participation.

Sponsorship Recognition Levels:

Platinum - \$25,000 + (limited to 4)

As a platinum sponsor you receive

- [1] Complimentary booth in Technology Pavilion
- [3] Full conference registrations (include all meals)
- [1] 60-minute educational session
- Logo recognition at/on sponsored event or item
- Verbal & logo recognition in Opening Session
- Full-page 4-color ad in conference program
- Recognition on CBORD’s website, including company description and link to your website
- Logo recognition on conference collateral materials
- Networking at evening events & lunches

Gold - \$10,000 +

As a gold sponsor you receive

- [1] Complimentary booth in Technology Pavilion
- [2] Full conference registrations (include all meals)
- Logo recognition at/on sponsored event or item
- Verbal & logo recognition in Opening Session
- Recognition on CBORD’s website, including company description
- Logo recognition on conference collateral materials
- Networking at evening events & lunches

Silver - \$5,000 +

As a silver sponsor you receive

- [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 evening events & lunches

Additional Opportunities:

Any Platinum, Gold, or Silver partner can add to their sponsorship package the following:

- Ad in conference program
 - ½-page ad - \$1,000
 - Full-page ad - \$2,000
- Promotional insert for registration bags - \$1,000
- Additional conference registration - \$800 (limited to 1 additional)

Connect. Inspire.

Grow your business. Exhibit, network, and learn...

Exhibitor & Networking

Dates & Times:

Partners are encouraged to participate in the following events.

Wednesday, October 8, 2008

Exhibitor Setup	12:00pm	–	5:00pm
Welcome Reception	7:00pm	–	9:00pm

Thursday, October 9, 2008

Continental Breakfast	7:00am	–	8:00am
Technology Pavilion	9:30am	–	5:00pm
Off-Site Evening Event	6:30pm	–	10:30pm

Friday, October 10, 2008

Continental Breakfast	7:00am	–	8:00am
Technology Pavilion	9:00am	–	4:00pm
Exhibitor Teardown	4:00pm	–	7:00pm
Gala Evening Event	7:00pm	–	10:00pm

Please contact Kelley Wilcox at kaw@cbord.com or 607.330.7558 by March 15 to confirm your participation.

www.cbord.com/ugc2008

