

# FUSION 2011

## SPONSORSHIP & EXHIBITOR PROSPECTUS

FEBRUARY 15-18, 2011  
THE COSMOPOLITAN  
OF LAS VEGAS



# PRELIMINARY AGENDA\*

## Tuesday, February 15

12:00 pm – 8:00 pm Registration and Internet Café  
 3:30 pm – 5:00 pm Concurrent Educational Sessions  
 5:30 pm – 6:00 pm First-Timers' Reception  
 6:00 pm – 8:00 pm Welcome Reception  
**Demo Stations and Exhibit Hall Open**

## Wednesday, February 16

8:00 am – 5:00 pm Registration and Internet Café  
 8:00 am – 9:00 am Continental Breakfast  
**Demo Stations and Exhibit Hall Open**  
 9:00 am – 10:00 am General Session  
 10:00 am – 10:30 am Refreshment Break  
**Demo Stations and Exhibit Hall Open**  
 10:30 am – 5:00 pm Consulting Sessions (by appointment)  
 10:30 am – 12:00 pm Concurrent Educational Sessions  
 12:00 pm – 1:00 pm Networking Lunch  
**Demo Stations and Exhibit Hall Open**  
 1:00 pm – 3:30 pm Concurrent Educational Sessions  
 3:30 pm – 4:00 pm Refreshment Break  
**Demo Stations and Exhibit Hall Open**  
 4:00 pm – 5:00 pm Concurrent Educational Sessions

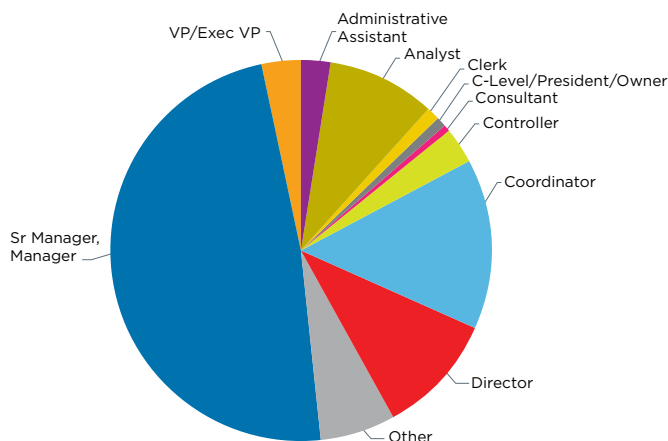
## Thursday, February 17

8:00 am – 5:00 pm Registration and Internet Café  
 8:00 am – 9:00 am Continental Breakfast  
**Demo Stations and Exhibit Hall Open**  
 9:00 am – 10:00 am General Session  
 10:00 am – 10:30 am Refreshment Break  
**Demo Stations and Exhibit Hall Open**  
 10:30 am – 5:00 pm Consulting Sessions (by appointment)  
 10:30 am – 12:00 pm Concurrent Educational Sessions  
 12:00 pm – 1:00 pm Networking Lunch  
**Demo Stations and Exhibit Hall Open**  
 1:00 pm – 3:30 pm Concurrent Educational Sessions  
 3:30 pm – 4:00 pm Refreshment Break  
**Demo Stations and Exhibit Hall Open**  
 4:00 pm – 5:00 pm Concurrent Educational Sessions  
 7:00 pm – 11:00 pm Conference Social Event

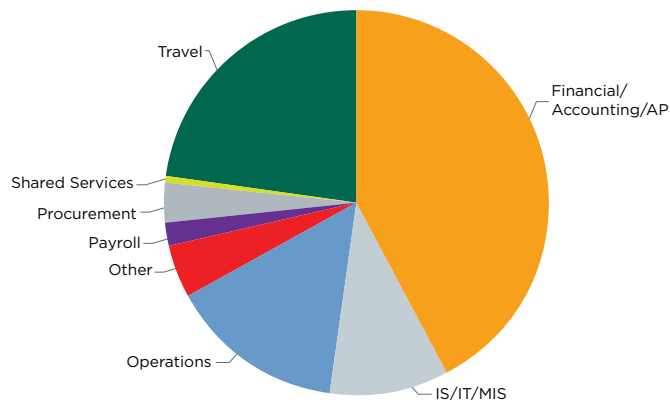
## Friday, February 18

8:30 am – 2:30 pm Registration and Internet Café  
 8:30 am – 9:30 am Continental Breakfast  
**Demo Stations and Exhibit Hall Open**  
 9:30 am – 10:30 am General Session  
 10:30 am – 11:00 am Refreshment Break  
**Demo Stations and Exhibit Hall Open**  
 11:00 am – 2:30 pm Consulting Sessions (by appointment)  
 11:00 am – 12:00 pm Concurrent Educational Sessions  
 12:00 pm – 1:00 pm Networking Lunch  
 1:00 pm – 2:30 pm Concurrent Educational Sessions  
 2:30 pm Adjourn

## ATTENDEE PROFILE



Job Title



Department

\*Agenda is tentative and subject to change.

# SPONSORSHIP OPPORTUNITIES

Fusion 2011 brings together major travel and expense management professionals for educational seminars, dynamic speakers, knowledge sharing and networking. From new and exciting trends in corporate travel and expense management to real-world experiences and proven best practices, Fusion 2011 offers something for everyone. This is your opportunity to make valuable contacts and develop relationships that will help drive your business objectives!

## Why Participate in Fusion 2011?

- **C**onnect with 850+ informed decision makers with buying power.
- **O**ptimize brand awareness and enhance your company's visibility.
- **N**urture existing client relationships and build connections with prospective customers.
- **C**reate sales leads and generate new business for your products and services.
- **U**timize the opportunity to network with Concur clients, executives, product experts and other partners.
- **R**epresent your company at Concur's premier client event of the year!

## You're an Attendee Too!

We feel the best way to get the most out of your Fusion 2011 experience is to interact with our attendees all day, every day. Therefore, all exhibitor and sponsor registrations are full conference registrations as well. This means you get to attend the Welcome Reception and Social Event, as well as all the great educational and general sessions alongside our attendees.



## Sponsorship Benefits

In exchange for your generous support, sponsors will receive the following benefits package designed to maximize your exposure to our conference audience.

### GOLD SPONSORS (\$10,000+)

- All Silver-level sponsor benefits.
- Recognition in special Gold-level sponsorship section of the conference program book with space for a detailed, 100-word company description, contact information and logo.
- Concur will display sponsor's logo using gobo lighting, where applicable.
- Opportunity to provide one marketing piece (maximum size of 8.5" x 11") OR promotional item for inclusion in the conference tote bag given to each attendee upon registration.
- Full-page color advertisement in conference program book.
- Six (6) complimentary full conference registrations (total).

### SILVER SPONSORS (\$5,000 - \$9,999)

- All Bronze-level sponsor benefits.
- Recognition of support on event signage placed at event location, where applicable.
- Opportunity to network and display company literature at event, where applicable.
- Half-page color advertisement in the conference program book.
- Four (4) complimentary full conference registrations (total).

### BRONZE SPONSORS (\$2,000 - \$4,999)

- Company listing and recognition of support on the Fusion sponsorship page of Concur's website with a link to sponsor's website.
- Recognition in conference program book (if commitment is received by December 31, 2010).
- Recognition on meter board signage placed in high-traffic areas throughout the venue.
- One (1) 8' x 10' exhibit booth with placement priority points.
- Two (2) complimentary full conference registrations.

# SPONSORSHIP DESCRIPTIONS

Fusion 2011 offers a wide variety of sponsorship opportunities that will make a lasting impression and fit within your budget. Each provides increased visibility and unique opportunities to interact with attendees. In exchange for your generous support, sponsors will receive a benefits package designed to further maximize your exposure to our conference audience.

## GOLD-LEVEL SPONSORSHIPS (\$10,000+)

### KEYNOTE SPEAKER ON FRIDAY, FEBRUARY 18 \$25,000

Gain maximum exposure during our General Session on Friday, February 18, when we feature a high-profile keynote speaker. Sponsorship includes a reserved VIP table in the front of the room where you and your guests will be able to enjoy breakfast with the keynote speaker and a five-minute speaking opportunity at the beginning of the General Session.

### ~~SOCIAL EVENT ON THURSDAY, FEBRUARY 17~~ SOLD \$15,000

The most anticipated and well-attended event of the conference, your sponsorship support will provide conference attendees with their final opportunity to network with their colleagues and a closing celebration including dinner, drinks, dancing and a variety of live entertainment that they won't forget! Concur will display sponsor's logo on signage at the entrance and through the use of gobo lighting at the event as well as provide the sponsor a five-minute speaking opportunity.

### ~~WELCOME RECEPTION ON TUESDAY, FEBRUARY 15~~ SOLD \$10,000

This opening event provides a warm welcome to all the travel and expense management professionals who will attend the conference. With plenty of fun and food, attendees will enjoy this opportunity to renew old acquaintances while also establishing new ones. Sponsorship offers conference-wide exposure and positive association with an event serving to energize our attendees as they kick-off a conference rich in programming and networking opportunities. Concur will display sponsor's logo on signage at the entrance and through the use of gobo lighting at the event as well as provide the sponsor a five-minute speaking opportunity.

## SILVER-LEVEL SPONSORSHIPS (\$5,000 - \$9,999)

### NEW! VEGAS REVIVAL KIT ROOM DROP \$8,000

Elvis didn't leave the building. But he sure could use some help getting started the next morning! Be the sponsor that gives all Fusion attendees that refreshed feeling by supplying a "Vegas Revival Kit." It's branded with the sponsor's logo and filled with lots of goodies - delivered right to each attendee's room - to help revive and refresh after a long Vegas night!

### INTERNET CAFÉ SOLD \$7,500

Free, unlimited Internet access is a must-have for our attendees and they will find it at the Internet Café. As such, this is one of the most visible sponsorships available. Internet Café sponsors are identified by special signage at the entrance, as well as on customized screensavers at each terminal.

### RELAXATION STATION \$6,500

Receive positive exposure to attendees visiting the Exhibit Hall through support of the massage therapy station, designed to reenergize conference attendees while they visit the Exhibit Floor. Conference registrants will receive a Relaxation Station ticket, branded with the sponsor's logo, in their tote bags. Attendees will be accommodated on a first-come, first-served basis.

### CONFERENCE REGISTRATION TOOL SOLD \$6,000

The sponsor's logo will be prominently displayed on the Fusion 2011 registration tool as attendees register to attend the conference.

### CONFERENCE TOTE BAGS SOLD \$5,500

A useful bag with your company logo prominently displayed will be provided on-site and reused by attendees throughout the year. These environmentally-friendly tote bags will offer your company the greatest level of visibility as attendees walk throughout the venue, Las Vegas and their local communities with the conference tote bags in hand.

**EDUCATIONAL SESSION \$5,000**

Educating our attendees and arming them with the tools they need to be successful in their business in an essential component of the conference. This sponsorship includes the opportunity to introduce an educational session, provide a three-minute overview of their company and provide one marketing piece or promotional item to each attendee in the session. Additionally, the sponsor's logo will be posted on signage and in all Web and print collateral for their session.

**NEW! HAPPY HOUR ON WEDNESDAY, FEBRUARY 16 \$5,000**

Hold your own special happy hour from 5:00 to 6:00 p.m. on Wednesday, February 16, in the Concur registration area. Attendees will appreciate a cocktail (or two) before heading out for a night on the town! Concur will display sponsor's logo on signage at the entrance as well as provide the sponsor a five-minute speaking opportunity.

**BRONZE-LEVEL SPONSORSHIPS (\$2,000 - \$4,999)****NETWORKING LUNCH \$4,500**

Increase your company's visibility and recognition through sponsorship of a networking lunch offered on Wednesday, Thursday or Friday. This sponsorship will energize grateful attendees who are on limited budgets. Among other benefits, sponsorship will entitle your company to placement of your company logo on signage at each buffet station. Sponsorship cost is per day.

**HOTEL KEYCARDS \$4,000**

Designed to include the sponsor's logo on the back of each keycard (and Concur's logo and sponsor recognition line on the front), the keycards provide a unique opportunity to capture the attention of our conference audience and—with the inclusion of a company tagline, website or messaging to include the sponsor's booth number—an opportunity to drive traffic to the sponsor's booth. Typically viewed up to six times per day, the key card provides frequent market exposure and a lasting impression as the card often becomes a souvenir.

**MOBILE DEVICE RECHARGE STATION \$3,500**

Strategically placed near the Internet Café, the recharge station will allow those in attendance to quickly charge their multimedia devices including laptops, cell phones and other gadgets, so their connection to life outside the conference remains uninterrupted. Sponsorship of this element of the conference brings with it a positive association with the convenience the service offers, thereby developing goodwill towards the sponsoring company.

**~~CENTERPIECES IN GENERAL SESSION ROOM~~ SOLD \$3,500**

Gain exposure through unique centerpieces placed on each table in the General Session meeting room, where attendees will sit and eat their meals on Wednesday, Thursday and Friday. Your company will be recognized by placement of your company logo on stanchions in each centerpiece. The centerpieces will be donated to a local charity in your company's name at the conclusion of the conference.

**NEW! FIRST-TIMERS' RECEPTION \$3,500**

Held on Tuesday, February 15, directly before the Welcome Reception, the First-Timers' Reception gives first time attendees an introduction to the conference and the opportunity to meet Concur executives and staff. Concur will display sponsor's logo on signage at the entrance as well as provide the sponsor a five-minute speaking opportunity.

**NEW! BRANDED PEDOMETERS \$3,500**

The health conscience attendee will love this branded pedometer included in all conference tote bags! This pedometer will count the attendees steps to all the education sessions and other Fusion 2011 functions. Let your company be the sponsor of this helpful device that attendees will continue to use after the conference!

**~~LANYARDS AND BADGE HOLDERS~~ SOLD \$3,000**

Concur and the sponsoring company's names and logos are prominently imprinted on lanyards and badge holders worn throughout the conference by all attendees.

**~~WATER BOTTLES~~ SOLD \$3,000**

Keeping with our efforts to deliver a "green" conference, and considering the demand for water onsite, Concur will provide each attendee with a reusable, BPA-free water bottle to be imprinted with sponsor's logo and distributed upon registration. Sponsor will be recognized on signage posted at water stations throughout the venue for the convenience of attendees in refilling their water supply. This is an excellent branding opportunity as the sponsor's logo will receive exposure both during and after the conference.

**NEW! NEWSPAPER DROP \$3,000**

Provide attendees with their daily current events! Have your brand at everyone's doorstep by supplying them with their morning paper.

**CONTINENTAL BREAKFAST \$2,500**

Increase your company's visibility and recognition through sponsorship of a continental breakfast offered on Wednesday, Thursday or Friday prior to the General Session. This sponsorship will energize grateful attendees who are on limited budgets. Among other benefits, sponsorship will entitle your company to placement of your company logo on signage at each buffet station. Sponsorship cost is per day.

**SHUTTLE SERVICE FOR SOCIAL EVENT SOLD \$2,500**

For the convenience of our conference attendees, Concur will offer shuttle service between the conference venue and the social event on Thursday evening. Attendees are sure to appreciate the convenience the shuttle service offers. Branding opportunities include placement of sponsor banner signage on the side of each bus, sponsor video continually playing on bus TV screens, if available, and placement of sponsor's logo on signage promoting the service.

**NEW! SHUTTLE SERVICE FOR AIRPORT TRANSFERS \$2,500**

For the convenience of our conference attendees, Concur will offer continuous shuttle service between McCarran International Airport (LAS) and The Cosmopolitan for arrivals from 11:00 a.m. to 5:00 p.m. on Tuesday, February 15, or departures from 10:00 a.m. to 4:00 p.m. on Friday, February 18. Attendees are sure to appreciate the convenience the shuttle service offers. Branding opportunities include placement of sponsor banner signage on the side of each bus, sponsor video continually playing on bus TV screens, if available, and placement of sponsor's logo on signage promoting the service.

**NEW! CONSULTING SESSIONS LOUNGE \$2,500**

Many of Concur's clients schedule a one-hour consulting session with Concur to get answers to their in-depth questions while they are attending Fusion. Provide attendees with a comfortable lounge to relax in while they wait for their appointment. Sponsor may place a brochure or giveaway in the lounge. Lounge will also be branded with sponsor's logo.

**CONFERENCE NOTEBOOKS SOLD \$2,000**

Concur will distribute environmentally-friendly notepads, produced using recycled paper, to each of our attendees in the conference tote bag at registration. Imprinted with the sponsor's logo (and the only notepad provided in the conference tote bag) sponsorship of this item offers a tremendous opportunity for exposure to our conference audience as it is used by all attendees for taking notes during the conference.

**CONFERENCE PENS SOLD \$2,000**

With efforts to deliver a "green" conference, Concur will provide an environmentally-friendly pen to be imprinted with sponsor's logo and distributed to attendees upon registration. Sponsor's pen will be the only pen provided in conference tote bags and used by all attendees throughout the conference.

**NEW! LUGGAGE CHECK \$2,000**

Attendees appreciate having a place to store their baggage on the last day of the conference. The luggage check will be open on Friday, February 18, near the registration area. Sponsor's logo will be on area signs. Sponsor may also add a luggage tag on every checked item.

**NEW! EXHIBITOR BOOTH BINGO CARD \$2,000**

As attendees are walking the Exhibit Hall meeting with vendors be the sponsor that supplies the Exhibitor Booth Bingo Card. This card will be in the hands of all attendees and your brand will be on the card along with your customized message!

**ADVERTISEMENT IN CONFERENCE PROGRAM BOOK****FULL-PAGE COLOR ADVERTISEMENT \$750****HALF-PAGE COLOR ADVERTISEMENT \$500**

A professionally bound publication, the conference program book is a hand-held directory given to all attendees at registration. It contains valuable information including brief descriptions of exhibitors and sponsors, as well as the conference agenda, special notices and other related items of interest. This publication prominently displays the sponsor's half- or full-page, 4-color advertisement. All ad art must be received no later than December 31, 2010, for inclusion in the conference program book.

**QUESTIONS, COMMENTS OR SUGGESTIONS?**

Please contact us via email at [Sponsorships@concur.com](mailto:Sponsorships@concur.com).



# SPONSORSHIP REQUEST FORM

## Contact Information

Company \_\_\_\_\_

*(Please list your company's name as it should appear in all printed material.)*

Company Website \_\_\_\_\_

*(A link to this URL will be posted on the sponsorship page of the Fusion 2011 website.)*

Contact Person \_\_\_\_\_

*(This person will receive all sponsor mailings on behalf of your company.)*

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

Sponsorship payment enclosed.  
*(Please make check payable to Concur.)*

Credit Card Payment *(check one)*  
 AMEX     VISA     MASTERCARD

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Sponsorship Package (please select one)

### GOLD-LEVEL SPONSORSHIPS (\$10,000+)

- Keynote Speaker on Friday, February 18 (\$25,000)  
 ~~Social Event on Thursday, February 17 (\$15,000) SOLD~~  
 ~~Welcome Reception on Tuesday, February 15 (\$10,000) SOLD~~

### SILVER-LEVEL SPONSORSHIPS (\$5,000 - \$9,999)

- Vegas Revival Kit Room Drop (\$8,000)  
 ~~Internet Café (\$7,500) SOLD~~  
 Relaxation Station (\$6,500)  
 ~~Conference Registration Tool (\$6,000) SOLD~~  
 ~~Conference Tote Bags (\$5,500) SOLD~~  
 Educational Session (\$5,000)  
 Happy Hour on Wednesday, February 16 (\$5,000)

### BRONZE-LEVEL SPONSORSHIPS (\$2,000 - \$4,999)

- Networking Lunch (\$4,500)  
 Wednesday     Thursday     Friday  
 Hotel Keycards (\$4,000)  
 Mobile Device Recharge Station (\$3,500)  
 ~~Centerpieces in General Session Room (\$3,500) SOLD~~  
 First-Timers' Reception (\$3,500)  
 Branded Pedometers (\$3,500)  
 ~~Lanyards and Badge Holders (\$3,000) SOLD~~  
 ~~Water Bottles (\$3,000) SOLD~~  
 Newspaper Drop (\$3,000)  
 Continental Breakfast (\$2,500)  
 Wednesday     Thursday ~~SOLD~~     Friday  
 ~~Shuttle Service for Social Event (\$2,500) SOLD~~  
 Shuttle Service for Airport Transfers (\$2,500)  
 ~~Tuesday Arrivals SOLD~~     Friday Departures  
 Consulting Sessions Lounge (\$2,500)  
 ~~Conference Notebooks (\$2,000) SOLD~~  
 ~~Conference Pens (\$2,000) SOLD~~  
 Luggage Check (\$2,000)  
 Exhibitor Booth Bingo Card (\$2,000)

### ADVERTISEMENT IN CONFERENCE PROGRAM BOOK

- Full-Page Color Advertisement (\$750)  
 Half-Page Color Advertisement (\$500)

## Sponsorship Terms

### Payment and Cancellation Policy

Payment for sponsorships must be received by **January 31, 2011**. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship and, if the company is exhibiting, it will be prohibited from setting up until payment is made. Sponsor acknowledges and agrees that the payment for sponsorship is nonrefundable and non-transferable. Sponsorships are not confirmed until payment has been received.

### Right of Refusal

Concur shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with Concur or those who desire to assume control of an event through sponsorship. All sponsorships are offered on a first-come, first-served basis.

### Disclaimer

The relationship between Concur and the sponsoring company do not represent exclusive agreements between Concur and the specific company, nor do they suggest that Concur endorses the products or services of the company.

### Acceptance

We agree to abide by all rules, regulations, terms and conditions as outlined in this contract and in the Fusion 2011 Sponsorship and Exhibitor Prospectus.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Submission Instructions

Please complete and return the Sponsorship Request Form with payment to: Concur, Attn: Heather DeLong, 18400 NE Union Hill Road, Redmond, WA 98052. Should your company require an invoice prior to making payment, fax or email this form with your request for an invoice to the attention of Heather DeLong at (425) 702-8828 or Sponsorships@concur.com.

# BECOME AN EXHIBITOR

Fusion 2011 is the preeminent forum for professionals in the travel and expense industry to exchange ideas, learn from experts, network with strategic partners and vendors, and experience the products and services that will enable them to accomplish their goals. The conference continues to improve by developing superior educational opportunities, encouraging new venues for networking and increasing the value of the show so that you reach an influential audience of key decision-makers.

## Top 10 Reasons to Exhibit at Fusion 2011

1. Meet buyers face-to-face, including those not typically accessible to sales personnel.
2. Shorten buying process.
3. Introduce new products and obtain product/service feedback.
4. Get ahead of your competition.
5. Reach customers at a lower cost per contact.
6. Generate qualified leads.
7. Understand customer attitudes.
8. More contacts in short time period.
9. Open doors for personal sales calls.
10. Reach existing customers who need personal attention.

Exhibiting is an excellent opportunity to market your company's products and services in greater depth and conduct quality, one-on-one discussions with industry representatives. The Exhibit Hall and surrounding foyers will be focus locations for networking during breakfasts, lunches and refreshment breaks. Exhibit hours have not been scheduled during the general or concurrent educational sessions to allow exhibitors the opportunity to participate in the conference and continue networking with attendees.

## Exhibit Schedule

### EXHIBITOR MOVE-IN:

Tuesday, February 15 12:00 pm - 4:00 pm

### EXHIBIT HALL HOURS:

#### Tuesday, February 15

6:00 pm - 8:00 pm **Welcome Reception**

#### Wednesday, February 16

8:00 am - 9:00 am **Continental Breakfast**

10:00 am - 10:30 am **Refreshment Break**

12:00 pm - 1:00 pm **Networking Lunch**

3:30 pm - 4:00 pm **Refreshment Break**

#### Thursday, February 17

8:00 am - 9:00 am **Continental Breakfast**

10:00 am - 10:30 am **Refreshment Break**

12:00 pm - 1:00 pm **Networking Lunch**

3:30 pm - 4:00 pm **Refreshment Break**

#### Friday, February 18

8:30 am - 9:30 am **Continental Breakfast**

10:30 am - 11:00 am **Refreshment Break**

### EXHIBITOR MOVE-OUT:

Friday, February 18 11:00 am - 1:00 pm

Exhibit hours and events are approximate and subject to change at Concur's discretion. Exhibitors must have their booths fully assembled and set up no later than 4:00 p.m. on Tuesday, February 15, 2011. There will be no set-up time available on Wednesday, February 16. All exhibits must be open on time and remain staffed at all times during scheduled Exhibit Hall hours. As a consideration to Concur attendees and your fellow exhibitors, no exhibit dismantling or removal may begin until official Exhibit Hall hours have ended at 11:00 a.m. on Friday, February 18, 2011. Concur reserves the right to deduct exhibitor priority points from a company's total for violating these rules. As a planning tip - when booking your return flight, make sure to give yourself adequate time to break down your booth!



# EXHIBIT GUIDELINES

## Exhibit Booth Pricing and Details

The cost for an 8' x 10' exhibit booth is \$1,000 and includes:

- Basic booth set-up: pipe and drape forming 3 ft. high side rails and 8 ft. high backdrop.
- 7" x 44" booth identification sign with company name and booth number.
- A standard size (6'x30") skirted table, 2 chairs, and a wastebasket.
- One (1) lead retrieval scanner including post-show report of scanned attendee data.
- Company listing on the conference website and in the conference program book distributed to all attendees at registration (when you register by January 1, 2011).
- One (1) complimentary registration that allow entrance into the entire conference.

Additional services such as audiovisual, utilities, electrical, telecom hookups, etc. must be ordered directly through Concur's approved suppliers. Following booth assignments starting in January 2011, an Exhibitor Services Manual will be forwarded to your company contact.

## Assignment of Booth Space

Fully paid booths will be assigned starting January 1, 2011 based on the following, in order of priority: (1) exhibitor priority points, and (2) date the Exhibit Space Application is received. Exhibitor priority points will be appointed as follows:

- One (1) point per 8' x 10' booth purchased per year (does not apply to booths included as part of a sponsorship package).
- One (1) point per \$1,000 conference sponsorship per year.
- Points are accumulated beginning with the 2009 client conference in San Diego, CA.

Concur retains complete authority over the assignment of all booth space on the floor. Booth assignments are dependent upon receipt of the Exhibit Space Application, receipt of payment, and booth availability. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made. Confirmation of booth assignments will be emailed to your company contact listed on the Exhibit Space Application.

## Registration of Exhibit Personnel

All exhibitors are required to pre-register online for a badge in order to obtain admission into the conference. **Signing up for exhibit booth space does not automatically pre-register your company's exhibiting personnel.** You will receive registration instructions in a confirmation email once the Exhibit Space Application and payment have been received. Exhibitors receive one (1) complimentary registration per 8' x 10' space purchased or as otherwise indicated in the sponsorship package. Badges for booth installation (Tuesday, prior to 4:00 p.m.) and dismantle (Friday, after 11:00 a.m.) crews are not required, so long as these individuals are not attending the conference. Additional personnel may register for the conference at the standard registration rates. The company name appearing on the exhibitor's badge must be the same company name that appears on the Exhibit Space Application.

## Exhibitor Booth Bingo

There will be an Exhibitor Booth Bingo page inserted in the conference program book provided to all attendees at registration. If attendees visit all the exhibit booths and fill in all the bingo squares with stickers from the exhibitors, they may turn the form in at the conference registration desk in exchange for a raffle ticket to be entered to win prizes. Exhibitors may provide prizes for this raffle in order to gain additional exposure during the drawing held at the networking lunch on Friday, February 18.

## Questions, Comments or Suggestions?

Please contact us via email at [Sponsorships@concur.com](mailto:Sponsorships@concur.com).

# EXHIBIT SPACE APPLICATION

## Contact Information

Company \_\_\_\_\_

*(Please list your company's name as it should appear in all printed material.)*

Company Website \_\_\_\_\_

*(A link to this URL will be posted on the sponsorship page of the Fusion 2011 website.)*

Contact Person \_\_\_\_\_

*(This person will receive all exhibitor mailings on behalf of your company, including the Exhibitor Services Manual.)*

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

The cost for an 8' x 10' exhibit booth is \$1,000.

Booth included in sponsorship package. No payment required.

Exhibit booth payment enclosed.

*(Please make check payable to Concur.)*

Credit Card Payment *(check one)*

AMEX

VISA

MASTERCARD

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Exhibitor Booth Bingo

Yes, I would like to provide a raffle prize for the Exhibitor Booth Bingo drawing on Friday, February 18, 2011.

Item \_\_\_\_\_

Approximate Value \_\_\_\_\_

No, I will not be providing a raffle prize for the Exhibitor Booth Bingo.

## Exhibitor Terms

### Payment and Cancellation Policy

Payment for exhibit space must be received by **January 31, 2011**. Failure to make payment by the aforementioned deadline will result in the cancellation of the exhibit space and the exhibiting company will be prohibited from setting up until payment is made. Exhibitor acknowledges and agrees that the payment for exhibit space is nonrefundable and non-transferable. Exhibit space is not confirmed until payment has been received.

### Right of Refusal

Exhibits are subject to the approval of Concur. Concur reserves the right, even after an application has been approved, to refuse exhibits, curtail activities or close exhibits or parts of exhibits that do not, in Concur's determination, comply with the exhibitor rules and regulations governing the Concur show; are contrary to Concur's public policies, positions, statements, or guidelines; or otherwise reflect unfavorably on the character of the meeting. All exhibit space is offered based on exhibitor priority points and thereafter on a first-come, first-served basis.

### Disclaimer

The relationship between Concur and the exhibiting company do not represent exclusive agreements between Concur and the specific company, nor do they suggest that Concur endorses the products or services of the company.

### Acceptance

We agree to abide by all rules, regulations, terms and conditions as outlined in this contract and in the Fusion 2011 Sponsorship and Exhibitor Prospectus.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Submission Instructions

Please complete and return the Exhibit Space Application with payment to: Concur, Attn: Heather DeLong, 18400 NE Union Hill Road, Redmond, WA 98052. Should your company require an invoice prior to making payment, fax or email this form with your request for an invoice to the attention of Heather DeLong at (425) 702-8828 or Sponsorships@concur.com.

**Payment and Cancellation Policy**

Sponsorship and/or exhibit space is not confirmed until payment has been received. Payment for sponsorships and/or exhibit space must be received by **January 31, 2011**. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship and, if the company is exhibiting, it will be prohibited from setting up until payment is made. Sponsor acknowledges and agrees that the payment for sponsorship and/or exhibit space is nonrefundable and non-transferable.

**Right of Refusal**

Concur shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with Concur or those who desire to assume control of an event through sponsorship. All sponsorships are offered on a first-come, first-served basis. Sponsorships are not confirmed until payment has been received.

**Material Production**

Concur will be responsible for the production of materials, unless otherwise specified. The sponsoring company understands that on sponsorship items where space permits, the Concur logo will be added to the sponsored items in addition to the company logo. If the sponsoring company is able to obtain a better product, then Concur reserves the right to approve the product and subsequent design of the product. Concur reserves the right to charge a sponsorship fee should the sponsoring company decide to produce the materials. Quantities may change depending on attendance.

**Disclaimer**

The relationship between Concur and the sponsoring company do not represent exclusive agreements between Concur and the specific company, nor do they suggest that Concur endorses the products or services of the company.

**Company Logo**

A high-resolution color graphic data copy of your company logo should be emailed to Sponsorships@concur.com for inclusion in our sponsor recognition listing. Logos may be in one of the following formats: Adobe Illustrator CS4 or below AI file or vector eps.

**Registration**

All sponsors are required to pre-register online for a badge in order to obtain admission into the conference. Submitting a sponsorship application does not automatically pre-register your company's personnel. You will receive registration instructions in a confirmation email once the Sponsorship Application and payment have been received. Bronze Sponsors will receive two (2) complimentary full conference registrations, Silver Sponsors will receive four (4) complimentary full conference registrations and Gold Sponsors will receive six (6) complimentary full conference registrations as part of their sponsorship package. Additional personnel may register for the conference at the standard registration rates. The company name appearing on the sponsor's badge must be the same company name that appears on the Sponsorship Application.

**Hotel Reservations**

Please register for Fusion 2011 prior to making your hotel reservations. Concur set aside a block of rooms for meeting attendees at The Cosmopolitan of Las Vegas at the special room rate of \$129.00 per night, plus applicable taxes. This group rate is valid February 15-18, 2011 and is available for pre- and post-conference dates, based on availability. The cut-off date to make reservations is Friday, February 4, 2011. For your convenience, Concur and The Cosmopolitan have set up a customized hotel reservation site to help you reserve a room at the discounted rate. You will receive the link to make your hotel reservations in a confirmation email upon completing your conference registration. The hotel cannot guarantee the group rate once the room block is sold out.

## Exhibitor Rules and Regulations

**Audio Use**

Exhibitor shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video and software. The exhibitor must immediately cease the use of audio if, in Concur's opinion, the sound level is objectionable to the registrants or adjacent exhibitors.

**Dismantling Exhibits**

As a consideration to Concur attendees and your fellow exhibitors, no exhibit dismantling or removal may begin until official exhibit hours have ended at 11:00 a.m. on Friday, February 18, 2011. Dismantling exhibits includes packing equipment, literature, display materials, graphics, giveaways, or in any way altering the appearance of an exhibit. Neither Concur nor Concur's General Services Contractor will assist with an early dismantling including delivery of empty crates/boxes or shipping. Empty crates/boxes for display materials will be returned as promptly as possible to each booth after the official closing time. Exhibitors must have their booths fully dismantled and removed by 5:00 p.m. on Friday, February 18, 2011. Concur reserves the right to deduct exhibitor priority points from a company's total for violating these rules.

**Exhibit Booth Staffing**

As a courtesy to attendees and fellow exhibitors, all exhibits must be open on time and remain staffed at all times during scheduled exhibit hours. Failure to comply with this rule will result in Concur deducting exhibitor priority points from a company's total.

**Exhibit Space**

Exhibitors or exhibitor representatives must conduct all marketing and promotional activity within the contracted exhibit space. Placement of signs or promotional materials in any part of the Exhibit Hall outside of the exhibitor's booth is prohibited. All exhibits must be displays that fit in the space provided and cannot exceed each 8' x 10' space contracted. Easels and chairs may be used within the confines of the contracted space. The maximum size of a displayed object on an easel cannot exceed 3' x 3'. Display units may not obstruct exhibit space to the right, left or back of the booth. If there are multiple parts to the display, these must not exceed the depth of the booth.

**Food and Beverage**

Distribution of food and beverages from the exhibitor's booth for hospitality is permitted. All food, beverages and supplies must be purchased through The Cosmopolitan of Las Vegas. Order forms and details will be available in your Exhibitor Services Manual.

**General Conditions – The Cosmopolitan of Las Vegas**

The general conditions of The Cosmopolitan of Las Vegas governing show contractor and labor, fire code compliance, electrical code compliance, security, fixture damage, badges, tax code compliance, music, compliance with the Americans with Disabilities Act, and all other general

conditions, and compliance with the rules and regulations of The Cosmopolitan of Las Vegas, are incorporated herein by reference, and made a condition of this Agreement. The exhibitor agrees that Concur, its officers, directors, agents, and employees are not responsible for any damages or charges imposed for violation of any law or ordinance, whether due to exhibitor or agent of exhibitor. Exhibitors agree to abide by all local laws, ordinances or regulations by the respective governmental authority.

**Giveaways**

Exhibitors may provide small promotional items to distribute to anyone visiting exhibitors' booth in order to assist visitors in remembering an exhibitor or a service offered. Examples of approved giveaways: Pens/Pencils, USB flash drives, Key Chains, Caps/Visors, Stress Balls, T-Shirts/Polo Shirts. Candy, including chocolates, may be distributed if individually wrapped or in individual serving containers. Giveaways may only be provided within the confines of the Exhibit Booth.

**Hanging Signs, Banners or Graphics**

Concur encourages exhibitors to creatively theme their booth. Professionally designed banners may be displayed on the back drape of the booth. These must be fixed and within the confines of the booth. No part of an exhibit, signs or other materials may be posted, nailed, taped, or otherwise affixed to walls, doors or floor surfaces in a way that will mar or deface the premises. Exhibitors are responsible for any damage to The Cosmopolitan of Las Vegas.

**Indemnification**

The exhibitor agrees to protect, indemnify and hold Concur, The Cosmopolitan of Las Vegas, their respective officers, directors, agents, and employees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage, or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor's occupancy or use of the exhibition premises in the show or on and adjacent to The Cosmopolitan of Las Vegas including storage and parking areas or any claims arising out of or related to exhibitor's website.

**Installation of Exhibits**

Exhibitors must have their booths fully assembled and set up no later than 4:00 p.m. on Tuesday, February 15, 2011. There will be no set-up time available on Wednesday, February 16. All exhibits must be set and ready for inspection by Concur in accordance with these rules. Concur reserves the right to deduct exhibitor priority points from a company's total for violating these rules.

**Liability**

The exhibitor agrees to assume all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, chattels, papers and business records, or other property which may be in or come into the exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all liability for damage to property, person or persons arising from accidental or other causes incidental to movement and operation of exhibit and hereby releases Concur, its contractors and The Cosmopolitan of Las Vegas from any liability whatsoever.

**No Show Policy**

An exhibiting company will be considered a no-show if its booth space is unoccupied by 8:00 a.m. on Wednesday, February 16, 2011. The exhibitor shall be deemed to have cancelled their Exhibit Space Application/Contract for the Concur show. Concur will require a written explanation of their failure to exhibit before allowing future participation in Concur shows. The exhibit space may be assigned to another exhibitor and will not provide a refund to the original exhibitor. Concur is not obligated to relocate that exhibitor if they arrive after the deadline.

**Non-Exhibiting Suppliers**

Non-exhibiting suppliers are prohibited from selling products and services or distributing items in the aisle, food and/or seating areas of the exhibit floor. Any non-exhibiting supplier selling products or services or distributing items in these areas will be escorted from the exhibit floor by security, their name badge will be forfeited for the duration of the conference, and the incident will be reported to Concur for further action. Any exhibitors observing such activity should communicate these infractions to Concur staff immediately.

**Prohibited Practices**

Concur reserves the right to stop or remove from the conference any exhibitor or representative(s) who, in the opinion of Concur, is objectionable or detracts from the dignity of the conference. These practices are prohibited on the exhibit floor: Obstruction of aisle space due to any activity in an exhibitor's booth. Selling outside of the confines of your booth and/or in the aisle. Audio systems that disturb neighboring exhibits. Non-exhibiting suppliers selling on the show floor will be escorted from the floor and not allowed to return.

**Security**

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit. Concur is not responsible for loss of or damage to any property. Deliveries or removal of equipment are only permitted during move-in and move-out. Concur recommends that you do not leave valuables in your booth unsupervised at any time.

**Shipping**

Shipping information will be enclosed in the Exhibitor Services Manual. The exhibitor is responsible for arranging all shipments, supplies and drayage services. No arrangements will be made with The Cosmopolitan of Las Vegas to receive any shipments from any supplier. Concur's General Services Contractor will control access to the loading docks, will receive and handle all exhibit materials and empty crates, and will handle unloading or re-loading at the freight docks of any and all contracted carriers. The General Services Contractor will not be responsible for any material it does not handle.

**Use of Exhibits**

Exhibitors must interact with other exhibitors, attendees, Concur staff, hotel staff, etc. in a cordial, professional manner. Inappropriate behavior or undesirable conduct, including, but not limited to, verbal or physical abuse, whether threatened or performed, will not be permitted or tolerated. Concur retains the right under this agreement to remove any exhibitor from the premises who, at Concur's sole discretion, engages in inappropriate, undesirable or abusive behavior. Removal may also include the termination of the exhibitor's license to exhibit, granted herein, and the closing and removal of the exhibit. Exhibitor hereby waives any and all claims for damages against Concur by reason of such removal.