

Honeywell Users Group Americas



2009 Sponsorship Program – June 14-18, Phoenix, Arizona

In its 34th year, the Honeywell Users Group Americas has earned recognition as being among the best technical conferences in the world. This five-day symposium combines educational presentations focused on industry innovations and advancements with networking opportunities and fun. Attendees learn about Honeywell and partner's solutions and roadmap, while participating in hands on demonstrations and learning how peers are tackling the challenges of improving business performance.

Drawing customers from around the world, the event offers ideal opportunity to promote your company and raise awareness of your solutions to key decision makers in the process industries.

Reach Key Decision Makers

Last year's meeting of over 800 process automation users representing 31 countries, including attendees from the following industries:

- Refining
- Oil and Gas
- Bulk and Batch Chemicals
- Power Generation
- Life Sciences
- Pulp and Paper
- Metals & Mining
- Engineering Firms, EPCs and System Integrators

Titles include plant and mill management, VP Manufacturing, quality and reliability managers and engineers, safety and security management, production operators and supervisors, engineer, IT and control system security specialists, and instrumentation superintendents, engineers and technicians, and global sourcing.

Benefits of Sponsorship

The tiered sponsorship program is structured so that Honeywell business partners and complimentary technology providers can receive maximum visibility.

In addition to the ability for your team members to exchange ideas and discuss evolving technologies with attendees, we have defined both pre- and post-conference promotional tactics that expand exposure beyond attendance to Honeywell end users and contacts around the globe.



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Sponsorship Levels

Platinum Sponsor – one available

Platinum sponsorship is for those who want to make the most impact possible. A number of promotional items are included to ensure users are aware of your partnership with Honeywell and your commitment to the process industries. Sponsorship includes:

- **Sole Sponsor and Presentation at Breakfast Meeting to be conducted Tuesday or Wednesday Morning.** Topic and format to be determined with sponsor, Honeywell team and with customer steering committee input.
 - Provides targeted opportunity to deliver message to Users Group customers
- **Sole Sponsor of Tuesday's Customer Fun Night Event**
- **Participation in Demonstration Exhibit Area** (if required)
 - Space size 12 linear ft. (two full tables, provided), includes promotional signage, logo and description in Demo Exhibits Booklet
 - Electrical and monitor, keyboard, mouse needs provided
 - Plasma screen may be available upon request, quantities limited
 - Attendee leads provided following end of conference
- **Full-page Advertisement in Users Group Conference Guide**
- **Recognition in Conference Agenda and on Event Signage**
- **Recognition of Sponsorship on Honeywell Users Group Internet Website**
- **Promotional Article and Logo Recognition in Pre-event Users Group E-Mail Newsletters**
 - Topic to cover customer value realized from partnership with Honeywell
 - Potential to reach over 12,000 process industry customers worldwide
- **Promotional Material and/or Gift Drop to Customer Attendee Rooms**
 - Gift and promotional materials you provide are delivered to the rooms of all attendees on an evening of Honeywell choice
- **End User Case Study or Unique Application Presentation included on Conference CD-ROM and on Users Group Website**
 - The paper must concern work being performed for a Honeywell customer in light of a project that is directly related to partner and Honeywell products or services
 - CD-ROM is mailed to all attendees, post conference
 - Materials are available on the Honeywell Users Group Website registered site visitors
- **Paid Registration for six (6) Attendees**

Price: \$40,000 US

Gold Sponsor – three available

Gold sponsorship provides excellent visibility of your company and your partnership with Honeywell to users at the Symposium. Sponsorship includes:

- **Sole Sponsor of one (1) Lunch Meal**
 - Promotional signage and in agenda
- **Participation in Demonstration Exhibit Area** (if required)
 - Space size 6 linear ft. (full table, provided), includes promotional signage, logo and description in Demo Exhibits Booklet
 - Electrical, monitor, keyboard, and mouse provided. Plasma screen may be available upon request, quantities limited with preference to Platinum before Gold Sponsors
 - Attendee leads provided following end of conference
- **Half-page Ad in Users Group Conference Guide**
- **Recognition in Conference Agenda and on Event Signage**
- **Recognition of Sponsorship on Honeywell Users Group Internet Website**
- **Promotional Article and Logo Recognition in Pre-event Users Group E-Mail Newsletters**
 - Topic to cover customer value realized from partnership with Honeywell
 - Potential to reach over 12,000 process industry customers worldwide
- **Delegate Bag Insert**
 - Giveaway or collateral you provide to be handed out to all attendees at registration
- **End User Case Study or Unique Application Presentation included on Conference CD-ROM and on Users Group Website**
 - The paper must concern work being performed for a Honeywell customer in light of a project that is directly related to partner and Honeywell products or services
 - CD-ROM is mailed to all attendees, post conference
 - Materials are available on the Honeywell Users Group Website registered site visitors
- **Paid Registration for four (4) Attendees**

Price: \$25,000 US

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Silver Sponsor

Silver sponsorship provides good visibility of your company and your partnership with Honeywell to users at the Symposium.

Sponsorship includes:

- **Sole Sponsorship of one (1) Refreshment Break**
 - Promotional signage and in agenda
- **Participation in Demonstration Exhibit Area (if required)**
 - Space size 6 linear ft. (full table, provided), includes promotional signage, logo and description in Demo Exhibits Booklet
 - Electrical, monitor, keyboard, and mouse provided (plasma rental is additional charge)
 - Attendee leads provided following end of conference
- **Half-page Ad in Users Group Conference Guide**
- **Recognition in Conference Agenda and on Event Signage**
- **Recognition of Sponsorship on Honeywell Users Group Internet Website**
- **Logo Recognition in Pre-event Users Group E-mail Newsletters**
 - Potential to reach over 12,000 process industry customers worldwide
- **Paid Registration for two (2) Attendees**

Price: \$15,000 US

Contributing Sponsor

Contributing sponsorship provides visibility of your company to users. Sponsorship includes:

- **Participation in Demonstration Exhibit Area (if required)**
 - Space size 3 linear ft. (half table, provided), includes promotional signage, logo and description in Demo Exhibits Booklet
 - Electrical, monitor, keyboard, and mouse provided (plasma rental is additional charge)
 - Attendee leads provided following end of conference
- **Recognition in Conference Agenda and on Event Signage**
- **Recognition of Sponsorship on Honeywell Users Group Internet Website**
- **Paid Registration for two (2) Attendees**

Price: \$8,000 US

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Program Levels

	Platinum Sponsor \$40,000	Gold Sponsor \$25,000	Silver Sponsor \$15,000	Contributing Sponsor \$8,000
Sole Sponsor and Presentation at Breakfast Meeting to be conducted Tuesday or Wednesday Morning.	✓			
Sole Sponsor of Tuesday's Customer Fun Night Event	✓			
Sole Sponsor of one (1) Lunch Meal		✓		
Sole Sponsor of one (1) Refreshment Break			✓	
*Participation in Demonstration Exhibit Area (if required)	✓	✓	✓	✓
Advertisement in Users Group Conference Guide	✓ (full page)	✓ (half page)	✓ (half page)	
Recognition in Conference Agenda and on Event Signage	✓	✓	✓	✓
Recognition of Sponsorship on Honeywell Users Group Internet Website	✓	✓	✓	✓
Promotional article in a Pre-Event Users Group E-mail Newsletter	✓	✓		
Promotional Material and/or Gift Drop to Customer Attendee Rooms	✓			
Delegate Bag Insert		✓		
End User Case Study or Unique Application Presentation included on Conference CD-ROM and on Users Group Website	✓	✓		
Logo Recognition in Pre-Event Users Group E-mail Newsletters	✓	✓	✓	
Paid Registration	✓ (6 attendees)	✓ (4 attendees)	✓ (2 attendees)	✓ (2 attendees)

*Space size: Platinum 12 linear ft.; Gold 6 linear ft.; Silver 6 linear ft.; Contributing 3 linear ft.

Additional Sponsorship Options

These additional sponsorship opportunities can be added to enhance your sponsorship package to further your visibility or chosen separately.

Delegate Bag Insert – \$1,500

- Giveaway or collateral you provide to be handed out to all attendees at registration

Registration Bags with Insert – \$5,000 (one available)

- One or two color logo on front of attendee registration bags, with giveaway or collateral you provide handed out to all attendees at registration.

Cyber Café – \$5,000 (one available)

- The Cyber Café will be in the heart of the meeting space to allow conference participants to stay connected, search the Internet and print boarding passes, etc. As a sponsor, your company's website is utilized as the default home page and screensaver. Sponsor to provide the screensaver and URL, which must be approved by Honeywell. Logo will appear on signage around kiosks. Sponsor may also provide mouse pads for stations if desired.

Demo Exhibits Cocktail Reception Host – \$7,500 (one available)

- Demo exhibits will be open for extended hours on Monday, June 16 for a cocktail reception with the goal of providing

more time for interaction with experts, user networking and dedicated demonstration hours. Includes registration for two (2) company attendees.

Luncheon Sponsor – \$8,000

- Sole sponsor with logo brand visibility and literature on tables during one of four lunches throughout the program. Opportunity to capture attendees' attention during their "off time." Includes registration for two (2) company attendees.

Breakfast Keynote Sponsor – \$12,500 (one available)

- Sole sponsor of a breakfast program where you are able to present a topic of interest to attendees. Promotional emails and registration will be handled by Honeywell and contact information provided to the sponsoring company. Signage will be provided, however you may handout literature as well. Breakfast to be held at discretion of Users Group customer steering committee. Includes registration for two (2) company attendees.

If you have another idea you wish to explore, contact Mara Weber (602) 313-3187 or mara.weber@honeywell.com to discuss.

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Complete and return this form to:

Honeywell Users Group Americas

Attn: Mara Weber, Users Group Director

2500 West Union Hills Drive

Phoenix, Arizona 85027

OR Fax to (602) 313-4040 or email to mara.weber@honeywell.com

Sponsor Contact Information:

Name: _____ Title: _____

Company: _____

Address: _____

Address 2: _____

Telephone: (____) _____ Fax: (____) _____ Email: _____

Please confirm your sponsorship booking for:

- Platinum Level – \$40,000 Gold Level – \$25,000 Silver Level – \$15,000 Contributing Level – \$8,000

Sponsorship Application

- Delegate Bag Insert – \$1,500 Registration Bags with Insert – \$5,000 Cyber Café – \$5,000
 Demo Exhibits Reception Host – \$7,500 Luncheon Sponsor – \$8,000 Breakfast Keynote Sponsor – \$12,500

SIGNED: _____

Print Name: _____ Date: _____

Payment Information: Payment may be made by credit card, company check or wire transfer only. Please note, all credit card payments will incur a 3% service charge fee and should be included in the total payment. Once we receive a signed copy of this form, we will provide an invoice due 30 days from receipt and contact you with information on deadlines and deliverables.

Please select payment option: Check Electronic Funds Transfer (EFT) Credit card

Check: Make payable to Honeywell Process Solutions Users Group and mailed to address listed above.

Credit Card: please select which card you will use for payment: Visa MasterCard AMEX

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ Amount (incl. 3% credit card fee): _____

Cardholders Signature: _____

Electronic Funds Transfer information:

BANK OF AMERICA

2222 Collections Center Drive

Chicago, IL 60693

Account Name: Honeywell Industry Solutions–HUG

Routing #111000012

Account Number: 3752005279

Please send customer reference number and date of transaction to Mara Weber at mara.weber@honeywell.com