

## Honeywell Users' Group Europe, Middle East and Africa

Return on Imagination

Sponsor program 2009, October 27-29, Lisbon, Portugal

Honeywell Users' Group has an excellent reputation as one of the best user conferences in EMEA and is expected to attract over 500 delegates from a wide range of industries. Reach key decision makers, come and join us. Attendees learn about Honeywell and partner's solutions while participating in hands on demonstrations and learning from exchanging technical information to end users with the automation and process control industries. The sponsorship program is structured so that Honeywell business partners and complementary technology providers can receive maximum visibility and networking at the conference. The organising committee of the Honeywell Users Group 2009 invites your participation as a sponsor at the 21<sup>st</sup> Annual EMEA Users' Group Conference.

### Benefits of sponsorship

- Exposure to a targeted, international audience of control engineers, operation managers, consultants, advanced process control advisors, general managers, plant managers, directors and other decision makers
- An excellent opportunity to raise your company's profile amongst a valuable target audience, pre and post event, as well as during the conference
- Numerous opportunities for your staff to exchange ideas and discuss evolving technologies with industry peers
- Meet with key decision makers

### A special thanks to our 2008 sponsors:



Sponsorship Options	Platinum Sponsor € 22,675	Gold Sponsor € 14,200	Silver Sponsor € 9,950	Bronze Sponsor € 5,350
Demo space at the Users' Group 2009 venue**	✓	✓	✓	✓
Inclusion of company logo within registration brochure and conference program	✓	✓	✓	✓
Sole sponsor of refreshments drinks on Tuesday night when demo room is open		✓		
Sole sponsor of one (1) coffee break				✓
Sole sponsor of one (1) lunch			✓	
Sole sponsor of the Wednesday night party entertainment	✓			
Inclusion of advertisement within conference	✓ (full page colour)	✓ (halfpage colour)	✓ (quarter page colour)	✓ (quarter page colour)
Display of one company banner within conference venue (supplied by sponsor*)	✓	✓		
Inclusion of company logo within the 2nd conference newsletter and the website	✓	✓	✓	✓
Complimentary Full Conference Registration	✓ (six)	✓ (four)	✓ (two)	✓ (two)
Inclusion of company brochure or promotional item within conference delegate pack (A4 in size max, supplied by sponsor*)	✓	✓	✓	
Opportunity to provide a breakfast speaker for the program on Wednesday or Thursday*	✓			
Opportunity to provide end User case study or Unique Application presentation (directly related to Honeywell products or services) on the Users Group website*	✓	✓		

\* Subject to approval by Honeywell EMEA HUG coordinator

\*\* You will need to bring your own demo booth, maximum space is 2 x 3 meters. A standard table and 2 chairs are provided. All sponsors will be located out site yet very close to the Honeywell demo area entrance.

\*\*\* Artwork to be supplied by sponsor

## Other Sponsorship Options

In addition to the Platinum, Gold, Silver and Bronze sponsorship options, the below can also be sponsored with benefits as outlined (excluding VAT).

### Conference Lunches € 8,000 each (2 available)

- Display of company banner and merchandising material (supplied by sponsor\*) within the lunch area
- Acknowledgement of sponsorship within conference program
- Opportunity to include one A4 maximum brochure (supplied by sponsor\*) within delegate pack or to be distributed during lunch
- One full conference registration

### Conference University/High School awards EMEA HUG

€ 5,000 (3 available for separate topics, see our website [www.honeywell.com/ps/hug](http://www.honeywell.com/ps/hug), select EMEA, select student competition)

- Company logo on website acknowledging sponsorship
- Acknowledgement of sponsorship within conference program
- Acknowledgement of sponsorship on the University/High school contest Honeywell webpage
- Speech and handover of the student awards during the Conference dinner
- One full conference registration



Anne one of the student winners 2008

### Cyber Café € 4,000 (1 available)

- Company logo on website acknowledging sponsorship
- Acknowledgement of sponsorship within conference program
- Screen saver (supplied by sponsor\*) installed on the eight Cyber Café computers
- Mouse pads (supplied by sponsor\*) at the Cyber Café with spares to hand out to all attendees who visit the Cyber Café



### Delegate bag insert € 1,500

- Giveaway or collateral\* which sponsor provides to be able to give to all attendees.

\*subject to approval by Honeywell EMEA HUG coordinator

If you wish to add/change/remove items from a package, we will gladly work with you to come up with a sponsorship program that helps you to achieve your objectives.



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# Sponsorship Application

**YES, we would like to sponsor the 21st EMEA Honeywell Users' Group.**

Please complete and scan/e-mail or fax this form to:

Honeywell Process Solutions

Attn. Barbera de Baar

Fax: +31 73 621 9125

Email: barbera.debaar@honeywell.com

Please confirm your sponsorship booking for:

- Platinum €22,675**
- Gold €14,200**
- Silver €9,950**
- Bronze €5,350**
- Lunch (one) €8,000
- Student Awards (one) €5,500
- Cyber Café €4,000
- Registration bag insert of gift or collateral €1,500

## Sponsor's contact information for the lead person attending:

Company:

Name:

Title:

Address:

Country:

E-mail:

Tel.:

## Conditions for Demonstration Exhibit Area involvement:

- Where necessary **customs clearance** needs to be done and paid for by the sponsor.
- **Return shipments** need to be organised by the sponsor.
- The sponsor is to maintain their booth in a clean and professional manner and keep their material set-up and on display throughout the full event.
- Honeywell will make space assignments. The station is not to be moved or relocated. Honeywell has final decision authority for assignment.
- The allocated Sponsor Area is the display area. Separate exhibit booths or banners are not allowed, unless agreed for by selected sponsor level.
- No other signage, literature, or displays are allowed in the hotel or ballroom areas.
- The sponsor may not sublet the station to another company.

Breakfast, lunch and break meetings are encouraged during the Honeywell scheduled breakfast, lunch and break times. The sponsor is not to host events in the hotel or suites or other local facilities that will conflict with the Honeywell Users' Group Conference sessions or scheduled events.

**Payment Type:** Once we receive a signed copy of this form, we will contact you with payment details. This will be followed by information on deadlines and deliverables.

**Payment Due:** 100% from 30 days of receipt of invoice.

**Signed:** \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_      **Company:** \_\_\_\_\_