

2010 Customer Conference



September 22-23

Philadelphia, PA

Penn State Great Valley Conference Center

Exhibitor Manual

Reserve your booth today!

Join us for our 5th Annual Customer Conference!

Akcelerant would like to invite you to attend the 2010 Customer Conference taking place September 22-23, 2010 in our hometown of Malvern, PA. Malvern is a suburb of Philadelphia, a city made up of some of our country's richest history.

This year's event is centrally focused on providing Akcelerant customers with additional product training in an effort to ensure they are receiving the highest return on their software investment. Attendees will be seeking education and information on how to be more efficient and successful. We believe you can help our customers meet these objectives through your best-of-breed products and services.

For our 2010 conference, Akcelerant has put together an exhibitor package unlike many others. Despite the recent economic conditions, we have kept our standard exhibitor fees the same as the past two years. We also plan to keep the exhibitor area intimate in order to provide the maximum amount of interaction between exhibitors and attendees.

As more details about the conference become available, they will be posted on the 2010 Customer Conference area of the Akcelerant website. To access this site, please visit www.akcelerant.com/2010Conference.aspx.

Hotel information, sponsorship opportunities and registration is explained in the remainder of this packet. We hope upon review you realize exhibiting at this year's conference will be an important part of your trade show plans in 2010!

If you have any questions or concerns, please contact Lauren Sybesma at 610.232.2909 or via email at lsybesma@akcelerant.com.

We look forward to seeing you in September!



Eric Snyder
Executive Vice President,
Business Development



Lauren Sybesma
Director of Marketing

Welcome to our hometown!



Penn State Great Valley Conference Center

The 2010 Customer Conference will be held at the Penn State Great Valley Conference Center, located in Malvern, PA.

Penn State Great Valley is a true educational facility equipped with a multi-level auditorium, fully functional computer lab and free wireless throughout the building.

The Exhibit Hall will be stationed in the entrance lobby, which provides the perfect atmosphere for exhibitor and attendee interaction.

The hotel accommodations for this event will be provided by the Desmond Great Valley Hotel. The hotel embodies the historic and colonial atmosphere traditionally associated with the Philadelphia suburbs.

Akcelerant has reserved a limited number of rooms at the group rate of \$139 per night plus tax. Please make your room reservations early by calling 800.575.1776. To secure a room at this incredible rate, be sure to mention the Akcelerant Customer Conference.



The Desmond Hotel Great Valley



Local Historic Attractions

During your stay in Malvern, be sure to save some time for sightseeing! Attractions such as Independence Hall, the National Constitution Center, the Liberty Bell and historic Valley Forge National Park are just a short drive away.

To learn more about Pennsylvania attractions, visit Philadelphia's official travel and tourism site at www.visitphilly.com.

Conference Agenda

Akcelerant has put together a conference agenda that maximizes the amount of time exhibitors may spend with attendees.

The exhibitor area will be located in the entrance lobby of Penn State Great Valley Conference Center. This area will be open throughout the event and will be most widely visited during meal and break periods.

In addition, Akcelerant will be hosting its annual Product & Technology Night in the exhibitor area. This event will occur on the first night, giving exhibitors the ability to build relationships early in the event.

	Tuesday, Sept 21	Wednesday, Sept 22	Thursday, Sept 23
8:00am		Breakfast	Breakfast
9:00am		Opening Ceremony	Sessions
10:00am		Break	Break
11:00am		Sessions	Sessions
12:00pm		Lunch	Lunch
1:00pm		Sessions	Sessions
2:00pm	PAC Committee Meetings (Tentative)	Break	Break
3:00pm		Sessions	Sessions
4:00pm			
5:00pm			Exhibitor Dismantle
6:00pm		Product & Technology Night	
7:00pm			Closing & Reception
8:00pm			
9:00pm			

Exhibitor Set-Up

Exhibitors must set up their booths between 3:00PM and 7:00PM on Tuesday, September 21 at the Penn State Great Valley Conference Center. When you arrive, visit the registration desk to receive your conference materials and request any shipped packages. Due to the layout of the exhibitor area, **we request that only small or table-top displays be used during this event.** More information on shipping will be coming soon.

Exhibitor Dismantle

Exhibitors may dismantle their booths from 5:00PM-6:00PM on Thursday, September 23 after the final session has concluded. Penn State Great Valley will provide information on the outbound shipping procedure prior to the event.

Product & Technology Night

This is your time to shine! Product & Technology Night will be held on Wednesday, September 22 in the exhibitor area. Exhibitors will be given 2 hours of interaction with Akcelerant customers in which to network and communicate the value of their products and services.

Final Evening Reception

Exhibitors are invited to participate in the final night's reception. There will be a raffle at the conclusion of this event, and all exhibitors who donate items to our give-a-way will be publically recognized.

Exhibitor Package and Sponsorships

Exhibitor Package

The cost to exhibit at the 2010 Customer Conference is **\$2,500**.

This package includes:

- 6' table in the exhibit hall
- Two complimentary registrations (additional representatives - \$300)
- Company logo and description in the conference booklet and on the website
 - Entrance to all sessions, meals and events

The deadline to register is August 20, 2010.

Additional Sponsorships:

Meal Sponsorship (+\$1,500)

With this sponsorship you will receive signage to be placed on all tables or buffets during a 1-hour meal period, your company name and logo displayed on our website as a meal sponsor, and a half-page of advertising space in the conference booklet.

Break Sponsorship (+\$1,000)

With this sponsorship you will receive signage to be placed on all tables during a 15 or 30 minute break period, your company name and logo displayed on our website as a break sponsor, and a quarter-page of advertising space in the conference booklet.

Full Page Ad in Attendee Booklet (+500)

With this additional sponsorship you will receive the opportunity to place a full page, color advertisement in the conference booklet.

Reception Give-a-way

All exhibitors may participate in a give-a-way taking place during the last night's reception. If you would like to participate in this activity, please notify Lauren Sybesma no later than **August 20, 2010**.

How to register:

To register as an exhibitor for this event, complete the form on the following page and return it to Akcelerant via fax (610.232.2801) or email (lsybesma@akcelerant.com) by **August 20, 2010**.

Exhibitor Registration Form

The cost to exhibit at the 2010 Customer Conference is \$2,500. To register, complete the form below and fax it to 610.232.2801, Attn Lauren Sybesma or email it to lsybesma@akcelerant.com.

Company Name: _____

Company Address: _____

Payment Type: Bill Me Credit Card (Complete Authorization below)

Attendee(s)

(1) Name: _____ (2) Name: _____

Job Title: _____ Job Title: _____

Phone Number: _____ Phone Number: _____

Email Address: _____ Email Address: _____

(3) Name: _____ (+\$300) (4) Name: _____ (+\$300)

Job Title: _____ Job Title: _____

Phone Number: _____ Phone Number: _____

Email Address: _____ Email Address: _____

Additional Sponsorships (check a box below if you would like to add a sponsorship):

Meal Sponsorship (+\$1500) Break Sponsorship (+\$1,000) Full Page Ad in Attendee Booklet (+\$500)

I understand and agree to pay all fees associated with the items I have selected above and am aware that Akcelerant will not provide any refund due to cancellation once I have submitted this form. If I become unable to attend, I grant permission for my registration fees to be applied to one of the additional sponsorship items listed above.

Authorized Signature: _____ **Date:** _____

Credit Card Authorization

For your convenience, we will use this Credit Card Authorization Form to process your payment. Please complete all fields in order for your payment to be processed correctly. By completing this form, you are agreeing to pay all amounts in full or you may be subject to additional fees.

Payment Method: Visa MasterCard

Credit Card Number: _____

3-Digit Security Number: _____

Expiration Date: _____

Cardholder Name: _____

Cardholder Billing Address: _____

Charge Amount: _____

Authorized Signature: _____

Print Name: _____ **Date:** _____