



# Gain **Maximum Exposure** with a Sponsorship at Hexagon 2012!

Don't miss this invaluable opportunity to promote your products, raise your organisation's profile and develop new business relationships! Join us in Las Vegas, Nevada, USA, 4 – 7 June 2012, for Hexagon 2012 – the world's largest event dedicated to helping customers harness the power of Hexagon company technologies. As a contributing sponsor, your company will stand out as a primary resource for Hexagon customers across the globe.

If you're looking to be recognised as an industry leader and would like to gain market share through branding, we invite you become a part of Hexagon 2012.

Here are just a few of the benefits you can expect by becoming a Hexagon 2012 sponsor:

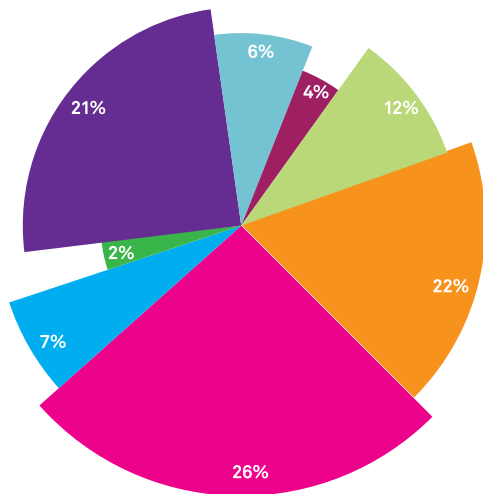
**EXPOSURE:** Showcase key products and services to more than 3 000 valued Hexagon users in the Hexagon 2012 TechExpo – one of the focal points of the entire conference.

**RELATIONSHIPS:** Establish a powerful presence and make critical connections with key decision makers influencing the purchase of your products and services.

**RECOGNITION:** Generate name recognition and heighten visibility with this targeted audience before, during and after the conference.

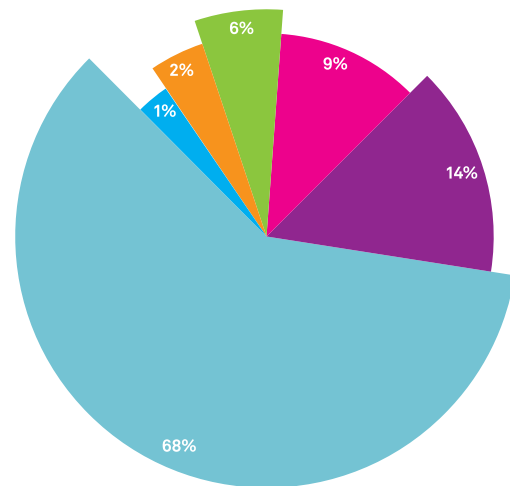
**OPPORTUNITY:** Take advantage of non-competing exhibit hours and optimum thru-traffic locations, and much more.

Attendee Demographics: By Profile



- Executive, VP, Director
- Mid-Level
- Technical User
- Other
- Consultant
- Systems Integrator
- Partner
- C-Level

Attendee Demographics: By Region



- North America
- Europe
- Asia Pacific
- South America
- Middle East
- Africa



# Sponsorship Package Opportunities

Package Benefits	Gold	Silver	Bronze
<b>Exhibit Space in TechExpo</b> Includes carpeted exhibit space in the Marquee Ballroom	10'x20'	10'x20'	10'x10'
<b>Full Conference Passes</b> Includes all conference meals and events	8	4	2
<b>Private Sponsor Networking Event Passes</b> Private TechExpo networking event prior to the Welcome Reception to meet and exchange ideas with Hexagon personnel and other sponsors	8	4	2
<b>Lead Scanner</b> Lead capture system including one lead scanner and online lead capture portal			
<b>Website Recognition</b> Sponsor recognition (logo and link) on conference website			
<b>Agenda Recognition</b> Sponsor recognition (logo and company description) in on-site printed agenda			
<b>Signage Recognition</b> Sponsor recognition (company logo) on conference signage			
<b>Agenda Advertisement Space</b> Placement of a four-color advertisement in on-site printed agenda	Full Page	Half page	
<b>Onscreen Keynote Recognition</b> Sponsor recognition in sponsor video loop shown before and/or after corporate and divisional keynotes			
<b>Electronic Message Board Recognition</b> Sponsor recognition displayed on large TV monitors in a primary conference location			
<b>Literature Bag Stuffer</b> Allowance for one double-sided sheet (8.5" X 11") per attendee bag (3,000 minimum quantity)			
<b>Pre-show Email to Attendee List</b> Opportunity to send one pre-show email to potential conference attendees prior to conference			
<b>Food and Beverage Sponsorship*</b> Sponsor recognition (company logo) on dedicated individual signage representing sponsorship of one refreshment break (five opportunities available)			

## Additional Sponsorship Opportunities

Package Benefits	Price
<b>Bag Stuffer Promo Item 1: Insulated Tumbler</b> Sponsor logo on the high-end promotional tumbler stuffed in attendee bags	\$5,000
<b>Bag Stuffer Promo Item 2: Pens</b> Sponsor logo on promotional pens stuffed in attendee bags	\$2,500
<b>Mouse Pads</b> Sponsor logo on all mouse pads at workstations/kiosks	\$4,000
<b>TechExpo Giveaway</b> Sponsor logo on the giveaway used at Hexagon demo stations	\$4,000
<b>Executive Keynote Literature Chair-drop</b> Sponsor-provided literature piece placed in all chairs before keynote	\$3,000
<b>Divisional Keynote Literature Chair-drop</b> Sponsor-provided literature piece placed in all chairs before keynote	\$2,000
<b>Meal Sponsorship</b> Sponsor recognised on meal-area signage	\$2,000
<b>Website Banner Ad</b> Sponsor advertisement on conference website	\$2,000
<b>Bag Stuffer Promo Item: Flyer</b> (1) 8.5" x 11" flyer provided by sponsor in attendee bags	\$1,500
<b>Mobile App. Ad</b> Sponsor advertisement on mobile device app.	\$1,000
<b>Email to Conference Attendee List</b> Sponsor content in group email to attendee list	\$500
<b>Social Networking Post</b> Sponsor content posted to social networking sites	\$500

### Becoming a Sponsor

To become a contributing sponsor, complete the online application [here](#) or fill out the accompanying Sponsor Application Form and return it to the Hexagon 2012 sponsorship coordinator, Colby Malone. Feel free to contact us with questions or to discuss a customised sponsorship package.

### Sponsorship Contact:

**Colby Malone**

Email: [colby.malone@hexagon.com](mailto:colby.malone@hexagon.com)

Phone: +1.256.730.2354

Fax: +1.256.730.6275



# Hexagon 2012 Sponsorship Application

*Please refer to the end of this document for sponsorship terms and conditions.*

## Company Information:

Company Name:	
Street Address:	
City:	State/Province:
ZIP/Postal Code:	Country:
Company Web Address:	
Company Description (limit 75 words):	

## Sponsorship Primary Point of Contact

*This person will be the liaison for all communications between Hexagon and your company regarding your Hexagon 2012 sponsorship.*

First Name:	Last Name:
Direct Telephone:	Email Address:

## Hexagon 2012 Track:

*Please select the Hexagon 2012 track your company is most closely associated with:*

- Geosystems
- Security, Government & Infrastructure (SG&I)
- Process, Power & Marine (PP&M)
- Metrology

## Booth Preference

*If you plan to exhibit, please indicate which companies you prefer not to be located adjacent to:*

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## Sponsorship Pricing:

Sponsorship	Early-bird Price	Standard Price
Gold	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$20,000
Silver	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,500
Bronze	<input type="checkbox"/> \$5,200	<input type="checkbox"/> \$6,500
Bag Stuffer Promo Item 1: Insulated Tumbler	---	<input type="checkbox"/> \$5,000
Bag Stuffer Promo Item 2: Pens	---	<input type="checkbox"/> \$5,000
Mouse Pads	---	<input type="checkbox"/> \$4,000
TechExpo Giveaway	---	<input type="checkbox"/> \$4,000
Executive Keynote Literature Chair-drop	---	<input type="checkbox"/> \$3,000
Divisional Keynote Literature Chair-drop	---	<input type="checkbox"/> \$2,000
Meal Sponsorship	---	<input type="checkbox"/> \$2,000
Bag Stuffer Promo Item: Flyer	---	<input type="checkbox"/> \$1,500
Mobile App. Ad	---	<input type="checkbox"/> \$1,000
Email to Conference Attendee List	---	<input type="checkbox"/> \$500
Social Networking Post	---	<input type="checkbox"/> \$500

## Logo

Please provide your company logo in high-resolution, EPS format via email to [colby.malone@hexagon.com](mailto:colby.malone@hexagon.com). Also, include your logo usage rules, if applicable.

## Payment

*Payment MUST be provided upon application approval by Hexagon. All payments MUST be made in U.S. Dollars. Select a payment method below:*

**Credit Card** (Hexagon will contact the credit card holder for payment)

Credit Card Holder Name	
Credit Card Holder Telephone Number	
Credit Card Holder Email	

**Check**

Checks from U.S. banks should be sent, within 10 business days from date of application, directly to:  
Intergraph Corporation  
22205 Network Place  
Chicago, IL 60673-1222

Checks from foreign banks should be sent, within 10 days from date of application, directly to:  
Intergraph Corporation  
Attn: Colby Malone  
19 Interpro Drive  
Madison, AL 35758



**Wire**

Please wire money to Intergraph's account as indicated below:

Wells Fargo Bank N.A.

San Francisco, CA 94104

Account Name: Intergraph Corporation

Routing Transit # 121000248

Depositor ACCT # 635506-5679

SWIFT CODE: WFBIUS6S

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**Sponsor Representative Signature**

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**Printed Name**

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**Date**

# HEXAGON 2012 SPONSORSHIP TERMS AND CONDITIONS

## ACCEPTANCE OF APPLICATION:

This application is a request by you ("Exhibitor") to sponsor an event or to purchase an exhibit floor space as a conference sponsor at Hexagon 2012 (the "Conference"), to be held at MGM Grand Resort, Las Vegas, NV (the "Hotel"), June 4-7, 2012. Receipt by Hexagon AB ("Hexagon") of this application ("Agreement") and payment does not constitute acceptance of same. This Agreement shall not be effective until Hexagon receives a fully executed application along with the required deposit, and Hexagon's acceptance is communicated to Exhibitor in writing. Hexagon reserves the right to accept or refuse any sponsorship that in its sole judgment is contrary to the character, objectives and best interest of the Conference or its attendee audience. Hexagon reserves the right to limit the types of companies and products represented at the Conference; to accept or reject sponsorship applications thereto; and to produce, approve or remove any signs or other forms of recognition of any sponsorship. In the event this Agreement is denied by Hexagon, Hexagon will refund payments received from Exhibitor in connection with this Agreement.

## ASSIGNMENT OF EXHIBIT FLOOR SPACE:

Exhibit floor space will be assigned on a first-come, first-served basis. Hexagon will assign exhibit floor spaces to approved Exhibitors upon receipt of Exhibitor's fully executed Agreement and full payment. No exhibit floor space will be assigned without payment. NO EXCEPTIONS. Every effort will be made to respect Exhibitor's space preferences, but Hexagon reserves the right to make the final determination of all exhibit floor space assignments in the best interests of the Conference.

## EXHIBITOR CANCELLATION POLICY:

In the event Exhibitor notifies Hexagon of its intent to repudiate this Agreement after acceptance but prior to March 1, 2012, Hexagon shall be entitled to retain fifty percent (50%) of the full application fee as liquidated damages and not as a penalty. If Exhibitor provides such notice on or after March 1, 2012, but prior to May 2, 2012, Hexagon shall be entitled to retain seventy-five percent (75%) of the full application fee as liquidated damages and not as a penalty. If Exhibitor provides such notice on or after May 2, 2012, Hexagon shall be entitled to retain one hundred percent (100%) of the application fee as liquidated damages and not as a penalty. In the case of an event sponsorship, all payments made to Hexagon under this Agreement shall be deemed fully earned and nonrefundable when made in consideration for expenses incurred by Hexagon or Hexagon's lost or deferred opportunity to provide exhibit sponsorship to others. Notice of intent to repudiate this Agreement shall be in writing and shall be effective upon sending if sent by facsimile to 1.256.730.6275, or upon receipt if sent by electronic mail to colby.malone@intergraph.com. In both instances, receipt must be verified by telephone at 1.256.730.1000 (option #2). Hexagon shall be entitled to resell event sponsorship and to resell or reassign exhibit floor space upon receipt of Exhibitor's notice of intent to repudiate this Agreement. Subsequent resale or reassignment of the event sponsorship or exhibit floor space does not relieve Exhibitor of the obligation to pay the liquidated damages set forth herein. Exhibitor acknowledges that the liquidated damages stated herein are reasonable and proportionate under the circumstances. Hexagon reserves the right to declare any assigned exhibit floor space not set up by 4:30 p.m. EST, Monday, June 4, 2012, to constitute notice of cancellation by Exhibitor and repudiation of this Agreement, subject to the liquidated damages provisions outlined above. Exhibitor will not be permitted to dismantle or to begin to dismantle prior to the close of the show at 1:30 p.m. EST on Thursday, June 7, 2012. Failure to comply with this regulation may result in ineligibility to exhibit at future Hexagon events. Failure of Exhibitor to submit payment in full on or before June 1, 2012, will constitute notice of cancellation by Exhibitor and repudiation of this Agreement, subject to the liquidated damages provisions outlined above.

## CANCELLATION OR TERMINATION OF EVENT BY INTERGRAPH:

If for any reason beyond its reasonable control, including acts of God, national emergency, strike, terrorism or any similar reason, Hexagon shall determine that the Conference or any part thereof may not be held, or in case any part of the exhibition hall is destroyed or damaged so as to prevent Exhibitor from occupying assigned exhibit floor space during any part of the exhibition period, Hexagon may cancel the Conference or any part thereof. In such event, Exhibitor hereby waives any claim against Hexagon, the Hotel and their respective officers, directors, employees or agents for losses or damages that may arise in consequence of such failure.

## RESPONSIBILITY FOR EXHIBITOR PROPERTY AND HOLD HARMLESS:

Exhibitor will make provisions for the safeguarding of its goods, materials, equipment, display and other property (collectively, "Property") at all times.

Neither the Hotel Parties (as defined herein) nor Hexagon Parties (as defined herein) will be liable for, and Exhibitor assumes all responsibility for, any loss, theft, damage or destruction to Exhibitor's Property in storage, in transit to or from the Hotel premises, while on Hotel premises or for any loss of income as a result of any reduced sales due to such loss or damage. Exhibitor hereby waives any claim or demand it may have against the Hexagon Parties and the Hotel Parties arising from any such loss, theft or damage.

## IDENTIFICATION:

Exhibitor agrees to defend (if requested by and with counsel satisfactory to Hexagon and the Hotel), indemnify and hold harmless Hexagon and its parents, subsidiaries, affiliates, employees, officers, directors, agents and independent contractors (the "Hexagon Parties") and the Hotel and its parents, subsidiaries, affiliates, employees, officers, directors, agents and independent contractors (the "Hotel Parties") from and against any liabilities, obligations, claims, damages, suits, costs and expenses (including, without limitation, attorneys' fees and costs), arising from or in connection with transportation, placing, removal or display of exhibits or with Exhibitor's occupancy and use of the exhibition premises or any part thereof, or for any act, error or omission (negligent or otherwise) or willful misconduct of Exhibitor or its employees, contractors, subcontractors or agents.

## INSURANCE:

Exhibitor agrees to obtain and keep in effect during the Conference a commercial general liability insurance policy specifically including "Hexagon AB and its parents, subsidiaries and/or its related entities, directors, officers, employees, representatives, agents,

successors, and assigns and the MGM Grand Resort and its parents, subsidiaries, and/or its related entities, directors, officers, employees, representatives, agents, suc-cessors, and assigns” as additional insureds and loss payees, with terms and companies satisfactory to Hexagon, with a combined single limit for personal injury and property damage of \$1,000,000.00 per occurrence and \$2,000,000.00 in the aggregate. Exhibitor will provide certificate(s) of insurance confirming such coverage to Hexagon at least thirty days prior to the use of the exhibition premises.

#### LIMITATION OF LIABILITY:

In no event shall the Hexagon Parties or the Hotel Parties be liable for any loss of profits, loss of business, loss of use or of data, interruption of business or for indirect, special, exemplary, punitive, incidental or consequential damage or injury, direct or indirect, of any kind under this Agree-ment, even if the Hexagon Parties or the Hotel Parties have been advised in advance of the possibility of such damages. Hexagon's entire liability to Exhibitor arising out of or relating to this Agreement will be limited to the fee paid by Exhibitor hereunder.

#### WARRANTY DISCLAIMER:

Exhibitor acknowledges that the Hexagon Parties make no representation or warranties to the Exhibitor concerning the Conference, including, without limitation, the number of persons who will attend the Conference, the content of the Conference, the services or products provided at the Conference or whether the Conference is an effective method of marketing for Exhibitor.

#### LIABILITY FOR DAMAGE TO HOTEL PROPERTY:

Exhibitor must surrender exhibit floor space occupied by it in the same condition it was at the commencement of occupation. Exhibitor agrees to indemnify and fully pay and reimburse the Hexagon Parties and Hotel for all costs of replacement of damaged Hotel property, and for the restora-tion and repair of the premises, property, equipment and facilities of the Hotel that are in any way damaged, destroyed or otherwise defaced or injured by use by Exhibitor, its employees, agents, subcontractors and invitees.

#### COMPLIANCE WITH LAWS AND REGULATIONS:

Exhibitor agrees to comply with all applicable laws, codes and regulations, including, but not limited to, the Americans with Disabilities Act and all Hotel policies and procedures for exhibitors. Exhibitor acknowledges that it is responsible for compliance with any sales tax collection requirements that may be imposed by the state and/or municipality where the Conference is located. Exhibitor is responsible for knowledge of and compliance with all labor requirements and safety and fire codes as established by local, state, and federal authorities. Exhibit booth materials must be flame-proofed and electrical wiring must conform to all local, state and federal requirements and with the National Electrical Code Safety Rules. If Exhibitor neglects to conform to these regulations, or otherwise incurs fire or safety hazards, as determined in Hexagon or the Hotel's sole discretion, Hexagon reserves the right to cancel all or such part of the exhibit as may not be in compliance at Exhibitor's expense and without refund of any part of the exhibit fee applicable to the non-complying exhibit or part thereof. Additional information concerning Exhibitor regulations will be provided to Exhibitor as part of the Exhibitor Service Kit. Exhibitor acknowledges that the playing of live or recorded copyrighted music at its exhibit floor space may subject it to a requirement to obtain a license or licenses from the owner(s) of the copyrighted music so played and agrees to obtain any such required license(s).

#### USE OF EXHIBIT FLOOR SPACE:

Hexagon will provide a reasonably uniform booth space. Exhibit construction and design must not project so as to obstruct the view of the adjacent booths. All Exhibitor activities and demonstrations, including surveys and questionnaires, shall be confined to Exhibitor's assigned exhibit floor space. Activities that in the opinion of Hexagon impede normal traffic flow or infringe on other exhibits are prohibited. Sound generated in any exhibit must not travel beyond the assigned exhibit floor space boundaries. Exhibitors are allowed to demonstrate their equipment and make related informational pre-sentations. Attention-attracting devices in the form of entertainment, amusement or demonstration of non-product items or services must be approved in writing by Hexagon before the start of the Conference. Failure to comply with these regulations may result in Hexagon closing and/or removing all or part of the offending display at Exhibitor's expense. Exhibitor is responsible, at its own expense, for keeping its assigned exhibit floor space clean and in good order.

#### ASSIGNMENT:

Exhibitor may not assign, sublet or apportion all or any part of its assigned exhibit floor space, nor may Exhibitor cause or permit the display, promotion, sales or marketing of products or services in its assigned exhibit floor space other than those manufactured, distributed or sold by Exhibitor in the regular course of its business, unless first approved by Hexagon in writing. Exhibitors who sell products from their assigned exhibit floor space must provide receipts of purchase to the purchaser for security reasons.

#### CONFERENCE FLOOR PLAN:

Every effort will be made to maintain the general configuration of the Conference exhibit floor plan to be shared with Exhibitor. However, Intergraph reserves the right to modify the plan if necessary, as determined solely by Hexagon.

#### MISCELLANEOUS:

Exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein and by the policies and procedures established by Hexagon or Hotel and as from time to time thereafter modified, and expressly agrees that this Agreement and such policies and procedures contain the entire agreement between the parties hereto and supersedes any prior agreement, written or oral, with respect to the subject matter contained herein. All matters and questions not specifically discussed by these terms and conditions will be decided solely at the discretion of Hexagon. If Exhibitor is deemed by Hexagon to be in violation of any of the provisions of these terms or conditions, Hexagon may impose appropri-ate sanctions regarding current and future participation based on the circumstances of each case, which may include the immediate closing of an exhibit without refund to Exhibitor, or the exclusion

of Exhibitor from any future Hexagon event. Exhibitor and Hexagon agree that for purposes of this Agreement signatures sent or received by facsimile transmission shall be considered as enforceable and valid as original signature by the party signing. Any headings contained herein are used for convenience only and are not to be considered in construing or interpreting this Agreement. If any part of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be interpreted under the laws of the United States and the state of Alabama. Jurisdiction and venue for any dispute hereunder shall be exclusively in the United States District Court for the Northern District of Alabama, Northeastern Division or the Circuit Court for Madison County, Alabama.