



May 13-14, 2014  
Cleveland State University  
Cleveland, Ohio

**Dear Prospective Exhibitor and Sponsor,**

In 2013, two regional user groups, the Northeast Ohio Oracle Users Group and the Ohio Oracle Users Group, came together to co-host the Great Lakes Oracle Conference (GLOC). The event was extremely successful with 250 attendees. This year the Greater Cincinnati Oracle Users Group is helping with the planning process.

The event is designed to attract participants from all over the Great Lakes region, not just Ohio. Already confirmed as our keynote speakers are Steven Feuerstein and Tom Kyte. We anticipate this to be the largest Oracle user conference in the Midwest with Managers, Directors, DBAs, Developers, Application Users, and System Analysts in attendance.

This prospectus includes information on available exhibiting, sponsorships, and corporate presentation opportunities. Our exhibitors and sponsors allow us to keep registration rates low therefore we strive to provide our vendors with as much exposure as possible to all of the attendees in a relaxed and casual atmosphere, a feature not characteristic of the national user group events. Exhibit space is limited and we expect it to sell out quickly.

The conference is located at Cleveland State University, in the heart of campus, just a few short miles from downtown Cleveland. CSU is a major research university and within a few hours' drive from major cities in and around Ohio.

We hope the information in this prospectus gets you excited about participating at this major conference for all Oracle users in the Midwest and Great Lakes Region.

Sincerely,

Linda Hoover  
Conference Coordinator

### Important Dates

February 7, 2014	Deadline to submit an abstract for committee consideration
April 12, 2014	Early Attendee Registration Deadline
April 12, 2014	All materials (logo/description) must be submitted
TBD	Hotel Deadline to receive discounted group rate
May 8, 2014	Conference center will begin to receive materials
May 13, 2014	Exhibit Set-up: 7:30 am –10:00 am
May 13, 2014	Exhibit Hours: 10:00 am – 6:00 pm (may change slightly)
May 14, 2014	Exhibit Hours: 9:00 am – 2:00 pm (may change slightly)
May 14, 2014	Exhibit dismantling: After 2:00 pm

## Exhibits and Sponsorships

### TABLE TOP EXHIBITS — SOLD OUT

Table top exhibits are available for your company to showcase your products and to discuss your services during the two days of the conference. The tables will be located along the hallways of the session rooms. Exhibit space is limited and assignment of exhibit space is based upon receipt of signed contract and payment.

#### BENEFITS:

- Draped 6 foot table and two chairs. You may use a pop-up display not exceeding 8 feet in width.
- Two complimentary conference registrations
- Standard electrical service included
- Your company information and description in the conference materials and on the GLOC web site
- Inclusion of one promotional flyer in the conference materials
- Participation in conference raffle for additional exposure
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

### CONFERENCE SPONSORSHIP (Includes technical speaking presentation) — SOLD OUT

Sponsorships provide an even greater opportunity for exposure and visibility by demonstrating your company's technical expertise during a 60-minute technical session. There are only 5 vendor presentations available and they are offered on a first-come basis!

#### BENEFITS:

- Guaranteed 60-minute technical presentation time slot
- Complimentary table top exhibit (including all the benefits listed under exhibits)
- Additional complimentary registration for the session speaker (total of 3 complimentary registrations)
- Sign recognizing your sponsorship placed throughout the conference facility
- In addition to your company information and description, your company **logo** will also be included in the conference materials and on the conference web site

### LUNCH SPONSORSHIP — \$4,000

Sponsoring the conference lunch is a unique opportunity for your company to promote its products and services while participants enjoy a delicious hot lunch.

#### BENEFITS:



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- A PowerPoint ad (1 slide), available for viewing during lunch
- ½ page ad included in the printed conference program
- Three complimentary conference registrations
- Top billing on all pre-conference promotion, including e-mail blasts
- One promotional flyer in the conference materials
- Sign recognizing your sponsorship placed throughout the conference facility
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

#### **NETWORKING RECEPTION SPONSORSHIP — \$4,000**

After the first day of seminars, attendees and exhibitors are encouraged to unwind and network in a relaxed atmosphere. Sponsoring this networking opportunity is a great chance for you to promote your company's products and services and make sure participants remember your company name!

##### **BENEFITS:**

- A PowerPoint ad (1 slide), available for viewing during the reception
- ½ page ad included in the printed conference program
- Three complimentary conference registrations
- Top billing on all pre-conference promotion, including e-mail blasts
- One promotional flyer in the conference materials
- Table signs with your company logo on each table
- Sign recognizing your sponsorship placed throughout the conference facility
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

#### **CONFERENCE BAG SPONSORSHIP — \$3,500**

The conference bags are essential tools for participants. As a sponsor, your company name, logo, and web address will be printed on the bags and displayed throughout the event, as well as long after the conference has ended.

##### **BENEFITS:**

- A PowerPoint ad (1 slide), available for viewing as participants enter the general session room
- Two complimentary conference registrations
- Top billing on all pre-conference promotion, including e-mail blasts and any trade advertisements
- One promotional flyer in the conference materials
- Sign recognizing your sponsorship placed throughout the conference facility
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

#### **CONFERENCE NOTEPAD SPONSORSHIP — \$3,250**

At registration, each conference participant will receive a high-quality notepad with your company logo on it to take notes throughout the conference.

##### **BENEFITS:**

- A PowerPoint ad (1 slide), available for viewing as participants enter the general session room
- One complimentary conference registration
- Visibility on pre-conference promotion, including e-mail blasts and any trade advertisements
- Sign recognizing your sponsorship placed throughout the conference facility
- One promotional flyer in the conference materials
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

Great Lakes Oracle Conference  
1060 Sugarhouse Lane  
Medina, OH 44256

Phone: 910.632.9442 \* Fax: 910.792.9733\* E-mail: vendors@neooug.org



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#### **CONFERENCE PEN SPONSORSHIP — \$1,750**

At registration, each conference participant will receive a high-quality pen with your **company name (or logo) engraved on it** for writing notes throughout the conference.

##### **BENEFITS:**

- A complimentary conference registration
- Visibility on pre-conference promotion, including e-mail blasts
- Sign recognizing your sponsorship placed throughout the conference facility
- One promotional flyer in the conference materials
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

#### **BREAK SPONSORSHIP (two available) — \$1,500**

Networking and attending sessions can be tiresome. Let participants know your company provided them with the refreshments they need to get them through the day. Signs thanking your company will be placed at each food station.

##### **BENEFITS:**

- A complimentary conference registration
- Visibility on pre-conference promotion, including e-mail blasts and any trade advertisements
- Table signs with your company logo on each break table
- Sign recognizing your sponsorship placed throughout the conference facility
- One promotional flyer in the conference materials
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

#### **LANYARD — \$1,250**

Every attendee is required to wear a name badge throughout the conference and lanyards are a great way to enhance your brand and increase your corporate visibility! Sponsorship includes branded lanyards.

##### **BENEFITS:**

- A complimentary conference registration
- Visibility on pre-conference promotion, including e-mail blasts and any trade advertisements
- Signs recognizing your sponsorship placed throughout the conference facility
- One promotional flyer in the conference materials
- Your company description and **logo** included in the conference materials and on the web site
- Post-conference participant list including attendee name, address, and e-mail. Note: attendees opt-in to provide their information.

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## Sponsorship and Table Top Exhibit Space Contract

### COMPANY INFORMATION

In applying for space, we agree to abide by the Table Top Exhibit Rules and Regulations.

#### Contact Information

#### Program Information (if different)

Company Name	Company Name
Street Address	Street Address
City                      State                      Zip Code	City                      State                      Zip Code
Telephone                      Fax	Telephone
E-mail address	Web Site
Name of Contact	<b>NOTE: The information contained in this column is what will be published in the conference program and on the web site.</b>
Signature of Authorized Individual	Title

Please attach a 100-word description of the products/services that you will be exhibiting. This will appear in the conference program and on the web site. Descriptions will be edited and should not exceed 100 words.

#### Payment Information

- Table Top Exhibit                      \$ \_\_\_\_\_
- Sponsorship with technical presentation                      \$ \_\_\_\_\_
- Sponsorship \_\_\_\_\_                      \$ \_\_\_\_\_

Total Due                      \$ \_\_\_\_\_

- VISA       MasterCard       AMEX       Check (please make checks payable to NEOOUG)

Cardholder's Name (Please Print): \_\_\_\_\_

Authorized Amount: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

## Table Top Exhibitor Rules and Regulations

### 1. ASSIGNMENT OF TABLE TOP EXHIBIT SPACE:

Table top exhibitor assignment is based on the order of receipt of contract and payment to the Northeast Ohio Oracle Users Group (NEOUG).

### 2. CONTRACT FOR TABLE TOP EXHIBIT SPACE:

The application for space and the full payment of space rental together constitute a contract. Amendments and/or exclusions to this contract are not legally binding unless written into the contract and initialed by authorized representatives of both parties.

### 3. TABLE TOP EXHIBIT RENTAL AND PAYMENT:

Rental fee for one table top exhibit is \$975. Full payment is required at time of application for space. **Make checks payable to NEOUG and forward to:**

**Northeast Ohio Oracle Users Group  
1060 Sugarhouse Lane  
Medina, OH 44256**

### 4. TABLE TOP EXHIBIT SPECIFICATIONS:

Each table top exhibitor is furnished one 6-foot draped table and two chairs and standard electrical outlet. Pop-up displays of 8 feet or less in width will be allowed.

### 5. TABLE TOP EXHIBIT REGISTRATION:

All persons working in the table top area must be registered as a conference participant or table top attendant. Table top exhibits receive two complimentary registrations. Additional attendees will be at an additional cost of \$150 per attendee. Persons desiring to attend one or more sessions and/or the lunches must be registered as a conference participant.

### 6. ELECTRICAL AND TELEPHONE SERVICES:

Electrical services and charges will be handled by the conference center. Order forms will be provided in the exhibit materials kit. Each company is responsible for coordinating these requests and payment directly with the conference center.

### 7. CANCELLATION OF DISPLAY SPACE:

Display space may be canceled prior to the opening date of the exhibit based on the following schedule:

90 days or more: Full refund minus processing fee (\$50)

60 days to 89 days: One-half the cost refunded minus processing fee (\$50)

59 days or less: No refund

### 8. AUDIO DEVICES:

Table top exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems, or any noise-making machines must be approved by the conference manager. This

equipment must be operated so that the resulting noise will not disturb adjacent exhibitors and their patrons.

### 9. GENERAL RESTRICTIONS:

GLOC reserves the right, without recourse, to control or prohibit any table top exhibit or part of any table top exhibit which, in its opinion, is not suitable or in keeping with the character of the conference. This reservation concerns persons, things, conduct, recruiting (see item 13), printed matter, souvenirs, catalogs, etc. Each table top will receive the participant list electronically after the conference. The participant list, in its entirety or any part thereof, is proprietary in nature and cannot be resold or loaned to any person or persons for any reason.

### 10. WAIVER OF LIABILITY:

The exhibitor agrees to protect, save, and hold GLOC, the Cleveland State University Conference Center, and all agents and employees thereof (hereinafter collectively called indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitors and further, exhibitor shall at all times protect, indemnify, save, and hold harmless the indemnities against and from any and all losses, costs, (including attorneys' fees), damages, liabilities, or expenses arising from or out of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of all or part of the exhibition premises. The exhibitor understands that neither GLOC nor the Cleveland State University Conference Center maintains insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

### 11. FIRE PROTECTION:

All display material must be flameproof and subject to inspection by the fire department in the city where the conference is conducted. No flammable fluids or substances may be used or shown in table tops.

### 12. SHIPPING INSTRUCTIONS:

All exhibitors must make arrangements to ship or carry their own materials to the conference.

### 13. RECRUITING POLICY:

No recruiting is permitted at the conference. If a company is found to be recruiting, GLOC reserves the right to ask them to leave, without a refund of conference fees.