



Applied Manufacturing Conference 2006
c/o Iris Bruton
Texas Manufacturing Assistance Center
7300 Jack Newell Blvd South
Fort Worth, TX 76118
iibruton@arri.uta.edu

Tel: 817-272-5909
Fax: 817-272-5876

The Southwest's Premier Manufacturing Conference.

Sponsorship & Exhibitor

Information Packet

December 12-14th, 2006
Wyndham Arlington Hotel
1500 Convention Center Drive
Arlington, TX 76011

Fall 2007
Arlington Convention Center
Arlington, Texas

www.amcsw.com

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SUMMARY

Mission

Texas Manufacturing Assistance Centers (TMAC) exists to enhance the competitive position of the states manufacturing sector. TMAC's manufacturing specialists work with manufacturers, providing technical support and implementing best business practices. Through our commitment, experience, and expertise we have developed the Applied Manufacturing Conference which has established a business relationship with our customers that will last a lifetime!

The conference will feature plant tours, a wide variety of educational seminars and workshops designed to inform manufacturers of the latest techniques, trends, and issues regarding manufacturers and an exhibitor area that provides contacts and information for companies in various areas seeking to effectively reach the Industrial Market.

Presenters and Panelists at previous Conferences have included professionals from General Motors, Lockheed Martin, Vought Aircraft, Bell Helicopter and others. Additionally past Keynotes include Pat Panчек, Editor-in-Chief, IndustryWEEK Magazine; Governor John Engler, President, NAM; David Sampson, Deputy Secretary of the U.S. Commerce Department; Ray Perryman, CEO, The Perryman Group.

Format & Structure

The Conference begins with tours of the areas top manufacturers. Attendees can attend one of several focused tour tracks. Upon returning from their day of touring attendees can network and view product exhibits at the Opening Night "Made In Texas" Reception. The next morning opens with a General Session featuring a keynote presentation and then it's on to breakout sessions within the three tracks (Practitioner, Leadership and Global Advantage). Lunch features a keynote and will be followed breakout sessions. The day will conclude with the Mainspring Awards Dinner. The last day of the conference is a half day consisting of an opening general session with keynote, breakouts and panel discussions, and the finale Luncheon featuring a keynote presentation.

Corporate Sponsors

There are 4 levels of Elite Sponsorship: Title Sponsor - \$10,000; Co-Sponsor - \$5,000; Luncheon Sponsor - \$4,000; Opening Night "Made In Texas" Reception Sponsor - \$3,000; Other Sponsorships available - \$500 - \$2,500.

Partnerships

Supporting Organizations assist the Conference by marketing it to their members and lending their name. Past Supporting Organizations include: **National Association of Manufacturers (NAM)**, **Texas Alliance of Manufacturing Associations (TAMA)**, **Manufacturers Association of North Texas (MANT)**, **Society of Mechanical Engineers (SME)**, and numerous local and regional professional and support organizations. We expect 15-20 additional Supporting Organizations this year. Supporting Organizations will be added to the web site weekly (www.amcsw.com).

Exhibitors

The Exhibitor Midway provides companies and service providers, seeking to reach the Industrial Target Market, with an exhibit space and a draped table in a designated area. This area will provide the participants an opportunity to showcase their company to the Conference Attendees. All breaks and receptions will be held in the designated Midway area. We anticipate 50+ companies to exhibit this year's conference. **In 2004 and 2005, the Exhibit Area SOLD OUT!**



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ELITE SPONSOR OPPORTUNITIES

Title Sponsor (\$10,000) **SOLD – Wasp Barcode Technologies**

- Your company will be exclusively listed as "Title Sponsor" next to the Conference name ("Sponsored by XYZ") in all Conference promotions, materials, advertising, name badges worn by attendees, on website, and on all signage at event
- All the benefits of Co-Sponsor plus many additional customized benefits

Co-Sponsor (\$5,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Five complimentary registrations to Conference
- Co-Sponsor logos will appear in the same order in which payment is received
- Your company logo on Lower portion room signs at the Conference
- A full-page ad in the Conference binder
- Major Internet marketing campaign
- Mutual hot link between your company website and the Conference home page
- Rotating Banner Ad on Conference website
- One reserved table for 10 at the Mainspring Awards Dinner
- Advanced access to pre-registered mailing list for pre-conference marketing purposes
- A confidential list of Conference attendees including name, title, company and contact information emailed to you

Luncheon Sponsor (\$4,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Your company will be listed as the Luncheon Sponsor in the Conference brochure and on web site.
- Company logo will be featured in signage at Luncheon.
- One piece of approved marketing material placed at each seat of function sponsored
- Sponsor will be permitted to welcome seated guests with brief remarks during the Luncheon
- Three complimentary registrations to Conference.

Made In Texas Opening Night Reception Sponsor (\$3,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Invitation to reception will feature your logo with participating partner's name
- Your logo will be featured in signage in Reception Facility



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OTHER SPONSOR OPPORTUNITIES

Tour Sponsor (\$3,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Company Logo prominently displayed on Tour Bus
- Logo on Signage in registration area
- Ability to speak to captive audience and show promotional videos on tour bus in route to destinations (approx. 2.5 hours of presentation time)

Entertainment Sponsor (\$3,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Logo featured during performance

Breakfast Sponsor (\$2,500)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Your logo will be featured in signage at Breakfast

Custom Binder Sponsor (\$2,500)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Company Logo prominently displayed on Binder
- Approved marketing material placed in portfolio
- Logo featured on Signage in registration area

Session Sponsor (\$2,500)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program

Attendee Bag Sponsor (\$2,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Company Logo prominently displayed on Bag
- Logo featured on Signage in registration area

Cyber Cafe Sponsor (\$2,000)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Your logo will be featured in signage in Cyber Cafe

Break Sponsor (\$500)

- Includes Exhibitor Registration Package
- Approved marketing material placed in attendee bag
- Your Company will be listed as a Sponsor in the Conference brochure and on web site
- Acknowledgement/Listing in conference program
- Company logo will be featured in signage during the Break sponsored
- A space for your company's advertising materials within Break area

Door Prize Sponsor (\$50+)

- Your company will be listed as a Door Prize Sponsor in the Conference brochure.

Trade Out or In-Kind Sponsors (Various)

A number of Sponsorships at various levels are available:

- Printing (brochures, binders, letters / envelopes, mail house)
- Conference assistants, Welcome Committee, Spouse Program Hosts
- Audiovisual
- Bags
- Lanyards
- and other opportunities



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2006 SPONSOR & EXHIBITOR APPLICATION FORM

Organization Name _____

Contact Name/Title _____

President/CEO Name _____

Mailing Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____

E-mail: _____ Website _____

- Yes! Contact me regarding participating in planning for the Conference.
Yes! Contact me regarding participating in promotion of the Conference.

This confirms our commitment as a (check the appropriate box):

- Title Sponsor (\$10,000)
Co-Sponsor (\$5,000)
Lunch Sponsor (\$4,000)
Made In Texas Reception Sponsor (\$3,000)
Exhibitor (\$450) ***Early-bird \$400 until 08/30/06
Includes: Registration for 2 and 6' skirted Table
Names:
Other (please specify)
In Kind (please specify)

Payment Information
Please charge \$ to my: MC VISA AMEX
Name on Card:
Card No: Exp.
Signature:
Please invoice us for the above Sponsorship/Exhibit Space.
Make checks payable to "UTA/TMAC"
Failure to pay in full any amount owed for Sponsorships and Exhibition Space may result in forfeiture of rights and space.
All funds due by October 15, 2006.
TMAC reserves the right to refuse any application.