

FAX	MAIL
Complete and fax this form to: 904.278.4380 (USA)	Mail your completed form to: Software Quality Engineering • 330 Corporate Way, Suite 300 Orange Park, FL 32073 • Phone: 904.278.0524 / 888.268.8770

**Company Name:** \_\_\_\_\_  
*Please indicate exactly how you would like your company name to appear on all conference materials.*

Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Contact Details** (All future EXPO communication will go to this contact.):

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Contact Address (if different from above): \_\_\_\_\_  
 City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Web site URL to be listed on the conference site: \_\_\_\_\_

**PLATINUM LEVEL SPONSORSHIP**



Platinum Sponsorship secures exclusive rights to a high-profile promotion item or special event at the conference.

<b>PLATINUM PACKAGE #1</b>	<b>Conference Bag</b>
<b>PLATINUM PACKAGE #2</b>	<b>Conference T-shirt</b>
<b>PLATINUM PACKAGE #3</b>	<b>Conference Proceedings</b>
<b>PLATINUM PACKAGE #4</b>	<b>Chair Massage Station</b>
<b>PLATINUM PACKAGE #5</b>	<b>Name Badge Lanyards</b>
<b>PLATINUM PACKAGE #6</b>	<b>Internet Kiosk</b>
<b>PLATINUM PACKAGE #7</b>	<b>Conference Pen with Bag Insert</b>

**GOLD LEVEL SPONSORSHIP**



Gold Sponsorship secures exclusive rights to showcase your organization at specific mainstream conference events, such as breaks and lunches.

<b>GOLD PACKAGE #1</b>	<b>Continental Breakfasts</b>
<b>GOLD PACKAGE #2</b>	<b>Refreshment Breaks</b>
<b>GOLD PACKAGE #3</b>	<b>Lunch 1</b>
<b>GOLD PACKAGE #4</b>	<b>Lunch 2</b>
<b>GOLD PACKAGE #5</b>	<b>EXPO Reception</b>
<b>GOLD PACKAGE #6</b>	<b>EXPO Bags</b>



**Step 1: Choose Your Level of Booth Participation at the STAREAST EXPO, May 4-5, 2011**

- 10' x 10' Booth Participation \$5,000       10' x 20' Booth Participation \$8,500

**Step 2: Enhance Your Sponsorship Package**

**Platinum Level Sponsor \$7,500**

- Platinum #1    Platinum #2    Platinum #3    Platinum #4    Platinum #5    Platinum #6    Platinum #7

**Gold Level Sponsor \$4,500**

- Gold #1    Gold #2    Gold #3    Gold #4    Gold #5    Gold #6

**Add-On Insert \$2,000**

- Add-On

**Total Dollar Amount of Participation:** \_\_\_\_\_

*Signed Contract due by December 17, 2010 for inclusion in conference brochure.*



**Step 1: Choose Your Level of Booth Participation at the STARWEST EXPO, October 5-6, 2011**

- 10' x 10' Booth Participation \$5,000       10' x 20' Booth Participation \$8,500

**Step 2: Enhance Your Sponsorship Package**

**Platinum Level Sponsor \$7,500**

- Platinum #1    Platinum #2    Platinum #3    Platinum #4    Platinum #5    Platinum #6    Platinum #7

**Gold Level Sponsor \$4,500**

- Gold #1    Gold #2    Gold #3    Gold #4    Gold #5    Gold #6

**Add-On Insert \$2,000**

- Add-On

**Total Dollar Amount of Participation:** \_\_\_\_\_

*Signed Contract due by May 23, 2011 for inclusion in conference brochure.*

## FAX

Complete and fax this form to: 904.278.4380 (USA)

## MAIL

Mail your completed form to: Software Quality Engineering • 330 Corporate Way, Suite 300  
Orange Park, FL 32073 • Phone: 904.278-0524 / 888.268.8770

**Company Name:** \_\_\_\_\_

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Contact Address (if different from above): \_\_\_\_\_

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Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web site URL to be listed on the conference site: \_\_\_\_\_

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<b>PLATINUM PACKAGE #1</b>	<b>Conference Bag</b>
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**GOLD LEVEL SPONSORSHIP**



Gold Sponsorship secures exclusive rights to showcase your organization at specific mainstream conference events, such as breaks and lunches.

<b>GOLD PACKAGE #1</b>	<b>Continental Breakfasts</b>
<b>GOLD PACKAGE #2</b>	<b>Refreshment Breaks</b>
<b>GOLD PACKAGE #3</b>	<b>Lunch 1</b>
<b>GOLD PACKAGE #4</b>	<b>Lunch 2</b>
<b>GOLD PACKAGE #5</b>	<b>EXPO Reception</b>
<b>GOLD PACKAGE #6</b>	<b>EXPO Bags</b>



### Step 1: Choose Your Level of Booth Participation at the Better Software conference and Agile Development Practices West EXPO, June 8-9, 2011

- 10' x 10' Booth Participation \$5,000       10' x 20' Booth Participation \$8,500

### Step 2: Enhance Your Sponsorship Package

**Platinum Level Sponsor \$7,500**

- Platinum #1    Platinum #2    Platinum #3    Platinum #4    Platinum #5    Platinum #6    Platinum #7

**Gold Level Sponsor \$4,500**

- Gold #1    Gold #2    Gold #3    Gold #4    Gold #5    Gold #6

**Add-On Insert \$2,000**

- Add-On

**Total Dollar Amount of Participation:** \_\_\_\_\_

*Signed Contract due by January 10, 2011 for inclusion in conference brochure.*



### Step 1: Choose Your Level of Booth Participation at the the Better Software conference and Agile Development Practices East EXPO, November 9-10, 2011

- 10' x 10' Booth Participation \$5,000       10' x 20' Booth Participation \$8,500

### Step 2: Enhance Your Sponsorship Package

**Platinum Level Sponsor \$7,500**

- Platinum #1    Platinum #2    Platinum #3    Platinum #4    Platinum #5    Platinum #6    Platinum #7

**Gold Level Sponsor \$4,500**

- Gold #1    Gold #2    Gold #3    Gold #4    Gold #5    Gold #6

**Add-On Insert \$2,000**

- Add-On

**Total Dollar Amount of Participation:** \_\_\_\_\_

*Signed Contract due by June 27, 2011 for inclusion in conference brochure.*

How many conference brochures do you need to support your promotional efforts? \_\_\_\_\_

**I am willing to:**

- Send or include a message about the event in our company email newsletter
- Post a link on our Web site to the conference page
- Engage in joint marketing efforts with Software Quality Engineering to promote the conference

Public Relations Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Bonded Mailhouse: \_\_\_\_\_

Bonded Mailhouse Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Exposition Terms and Conditions

Please sign and return this agreement form to secure sponsorship and/or exhibit space. Participating companies will be invoiced upon receipt. All applicable fees are due upon invoicing. **Exhibit booth location will not be assigned until payment is received.** Exhibitor applications cancelled 91 days or more prior to the conference start date will incur a penalty equal to 50% of the full payment. Exhibitors canceling 90 days or less prior to the conference start date will owe the entire amount due.

The conference organizers shall make provisions for security of the Exhibition Hall during off-hours. The conference organizers shall not be held liable for any injury or damage to persons or property resulting from or arising out of this conference event (hereafter referred to as "Event"). It is further agreed and understood that it is the responsibility of the participating company to secure and maintain adequate insurance in sufficient amounts to protect against all such losses.

This signed registration form accepts the hotel's "hold harmless clause": *The participating company assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to vendor company's displays, equipment, and other property brought to the premises of the hotel and shall indemnify and hold harmless the hotel, agents, servants, and employees from any and all such losses, damages and claims.*

**CONTRACT FOR SPACE:** The application for Exhibit Space, along with these Exposition Terms and Conditions, shall, upon the signed acceptance of this Sponsor and Exhibitor Registration, constitute the contract between the parties for the right to use the exhibit space to be assigned to the Exposition participant by Software Quality Engineering. The exposition participant's submission of this Sponsor and Exhibitor Registration shall be its agreement to abide by all Exposition Terms.

**CANCELLATION:** Exhibit space will not be considered confirmed until payment is made in full. This signed contract is binding if not cancelled in writing to Software Quality Engineering by registered mail or overnight delivery service. Exhibitor applications cancelled 91 days or more prior to the conference start date will incur a penalty equal to 50% of the full payment. Exhibitors canceling 90 days or less prior to the conference start date will owe the entire amount due. If the exhibit space is not occupied by 10:00 a.m. on the opening day of the Exposition, Software Quality Engineering shall have the right to use and/or reassign the exhibit space, and all fees remain an obligation of the would-be exposition participant. In the unforeseen event the Event is cancelled, Software Quality Engineering will refund booth and/or sponsor fees only.

**USE OF SPACE:** Software Quality Engineering reserves the right to determine whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply products and services to the software development and testing industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. Software Quality Engineering reserves the right to restrict or prohibit – without refund of fees – any exhibit which Software Quality Engineering, in its sole discretion, believes is objectionable or inappropriate; or which, because of noise, method of operation, materials, or for any other reason becomes objectionable or results in the obstruction of access to aisles or neighboring booths.

No exposition participant shall assign (whether voluntarily or involuntarily), sublet, or share the assigned exhibit space with any other entity without the prior written consent of Software Quality Engineering. Consent may be arbitrarily withheld. Unless approved in writing in advance by Software Quality Engineering, exposition participants must display only goods manufactured or dealt in their major course of business.

**LOCATION AND ASSIGNMENT OF SPACE:** All exhibit space will be located in the Exposition Hall identified on the provided diagram. Dimensions on the floor plan are believed to be accurate but are only warranted to be approximate. Space assignments will be made by Software Quality Engineering in its discretion in keeping with the preference requested by exposition participants. Duplicate requests will be determined by date of payment of applicable fees with initial priority granted to those participating at the Sponsor level. Software Quality Engineering reserves the right to relocate display areas for the benefit of the exposition participant or the betterment of the Exposition.

**SECURITY:** Every reasonable precaution will be taken to protect property during the Exposition. However, neither Software Quality Engineering, the Service Contractor nor the management of the facilities are responsible for the safety of the property of exposition participants from theft, damage by fire, accident, vandalism, or other causes. Exposition participants are strongly advised to carry insurance in sufficient amounts to protect against all such losses.

*For additional information, please contact our sales team at 904.278.0524 ext. 260, or sales@sqe.com.*

Total Dollar Amount of Participation: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_