

Anthony Trippe, Chair Denise Fobare-DePonio, Vice Chair

Jim Brown, Secretary Ken Koubek, Treasurer

Cynthia Barcelon Yang, Diane Wian and Heidi Stone Directors



PIUG 2011 Annual Conference

An International Conference for Patent Information Professionals

# Best Practices Beyond Free-text: The Value of Indexing and Classification when Searching and Analyzing Patents

Saturday, May 21 through Thursday, May 26, 2011  
 [Hyatt Regency Cincinnati](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2510897)  
151 West Fifth Street, Cincinnati, OH 45202, +1 513-579-1234

**SPONSORSHIP/EXHIBIT AGREEMENT**

**[Name of Company]** (the “Company”) hereby agrees to sponsor the PIUG 2011 Annual Conference, to be held on ***May 21-26, 2011*** at Hyatt Regency Cincinnati, 151 West Fifth Street, Cincinnati, OH 45202 (“Hotel”) (“the PIUG 2011 Annual Conference”) at the sponsorship level checked below. Company agrees to pay to Patent Information Users Group Incorporated (“PIUG”) the sponsorship fee corresponding to the sponsorship level checked below by **April 15, 2011** in order to be considered for sponsorship.

The Company also hereby applies for exhibit privileges and space at the PIUG 2011 Annual Conference and agrees to pay to PIUG the Exhibitor fee by **April 15, 2011**, in order to be considered for exhibit privileges.

Company agrees to the terms and conditions provided in this Agreement and the attached exhibits.

Sponsorship Level (Please indicate one sponsorship level & number of internet lines desired)

Emerald $ 25,000.00 (Twenty five thousand dollars)

Enter \_\_\_\_ Number of internet lines desired (up to 4 lines)

Diamond $18,500.00 (Eighteen thousand five hundred dollars)

Enter \_\_\_\_ Number of internet lines desired (up to 3 lines)

Sapphire $ 12,500.00 (Twelve thousand five hundred dollars) or publish the meeting books  
Enter \_\_\_\_ Number of internet lines desired (up to 2 lines)

Amethyst $ 6,250.00 (Six thousand two hundred fifty dollars) or provide the meeting bags

Enter \_\_\_\_ Number of internet lines desired (up to 1 line)

Exhibitor $ 3,500 (Three thousand five hundred dollars)

Enter \_\_\_\_Number of internet lines desired (up to 1 line)

**Exhibitor** - $3,500

Exhibitor Fee includes the following:

* 1 Tabletop exhibit space (6’ x 6’ x 8’), Sunday-Wednesday
* 1 6’ x 30” table
* 2 chairs
* 1 internet line in exhibit hall (For additional internet lines, see Note 1 below)
* Standard electrical power hook-up, includes: 15 amps, 110v plugs -- 2 plug-ins, and 1 surge-protected power strip (For additional electrical services, see Note 2 below)
* 1 free meeting registration for designated/name representative.   
  Note: Sharing of badges by representatives is not allowed.
* ¼ page ad (4.25” high x 3.25” wide) in the PIUG 2011 Annual Conference Meeting Book
* Inclusion in the Exhibit Hall information in the PIUG 2011 Annual Conference Meeting Book
* Recognition as an exhibitor on the Annual Conference web page with abstract and link to company website
* Exhibitor ribbons for all company registrants
* One 5-minute product review during plenary session, depending on availability on a first-come-first-served basis. Product review time will be determined by Program Committee.

**Sponsorships**

All sponsors receive the following benefits:

* Recognition as a sponsor in the PIUG 2011 Annual Conference Meeting Book
* Recognition as a sponsor on the main page of the Annual Conference web page, with link to Sponsor website
* Recognition as a sponsor in announcements on the PIUG Wiki.
* Sponsorship level noted on badge for all Company registrants

**Sponsorship Levels -** Additional benefits for sponsors, based on sponsorship levels, are outlined below:

**EMERALD SPONSOR** - $25,000

* Sponsorship of a luncheon on Monday, Tuesday or Wednesday of the PIUG 2011 Annual Conference with verbal acknowledgment during the plenary session
* **Guaranteed** 30 minute presentation during plenary session of a technical topic, as approved by Planning and Program Committees
* $3000 credit toward workshop hourly charge of $1000/hour with a **Guaranteed** availability of three hour workshop with two non-competing hours, which may be multi-track. Additional competing workshop time may be available beyond the three hours, depending on space and time, for the reduced sponsor hourly charge of $250 per hour. Workshop request must be received by March 18, 2011, in order to be considered for workshop privileges.
* Meeting Attendee List provided by PIUG approximately two weeks prior to the meeting
* One informational sheet provided by Company and approved by the PIUG Planning Committee to be placed in the PIUG meeting bags
* All exhibitor benefits listed above with the following upgrades:
  + Two full page ads (9” high x 7” wide) in PIUG 2011 Annual Conference Meeting Book
  + Double the exhibit space to include two six foot tables and four chairs
  + Up to a total of four internet lines in the exhibit hall (see Note 1 below)
  + Total of six free meeting registrations to designated/named representatives, including the 30-minute guaranteed plenary session speaker.   
    Note: Sharing of badges by representatives is not allowed.

**DIAMOND SPONSOR** - $18,500

* Sponsorship of the Welcome Reception Sunday night
* **Guaranteed** 20 minute presentation during plenary session of a technical topic, as approved by Planning and Program Committees
* $3000 credit toward workshop hourly charge of $1000/hour for **Guaranteed** availability of three hours for a workshop. Additional workshop time may be available beyond the three hours, depending on space and time availability, for the reduced sponsor hourly charge of $250 per hour. Workshop request must be received by March 18, 2011, in order to be considered for workshop privileges.
* All Exhibitor benefits listed above with the following upgrades:
  + One full page ad (9” high x 7” wide) in PIUG 2011 Annual Conference Meeting Book
  + Up to a total of three internet lines in exhibit hall (see Note 1 below)
  + Total of five free meeting registrations to designated/named representatives, including the 20-minute presentation plenary session speaker. Note: Sharing of badges by representatives is not allowed.

**SAPPHIRE SPONSOR** - $12,500

* Sponsorship of a breakfast on either Monday, Tuesday or Wednesday or the Speaker Dinner Saturday night of the PIUG 2011Annual Conference, or in lieu of a cash donation, publish the Meeting Books
* **Guaranteed** 15 minute presentation during plenary session on a technical topic, as approved by Planning and Program Committees
* $2000 credit toward workshop hourly charge of $1000 per hour, depending on space and time availability. Additional workshop time may be available beyond two hours for the reduced sponsor hourly charge of $250 per hour. Workshop request must be received by March 18, 2011, in order to be considered for workshop privileges, and will be contingent on space and time availability
* All Exhibitor benefits listed above with the following upgrades:
  + One full page ad (9” high x 7” wide) in PIUG 2011 Annual Conference Meeting Book
  + Up to a total of two internet lines in the exhibit hall (see Note 1 below)
  + Total of four free meeting registrations to designated/named representatives, including the 15-minute presentation plenary session speaker. Note: Sharing of badges by representatives is not allowed.

**AMETHYST SPONSOR** - $6,250

* Sponsorship of a break on either Monday, Tuesday or Wednesday of the PIUG 2011 Annual Conference or sponsorship of the first time attendee and volunteer reception, based on availability, or, in lieu of a cash donation, provide the meeting bags
* $1000 credit toward workshop hourly charge of $1000 per hour, depending on space and time availability. Additional workshop time may be available beyond one hour for the reduced sponsor hourly charge of $250 per hour. Workshop request must be received by March 18, 2011, in order to be considered for workshop privileges, and will be contingent on space and time availability
* All Exhibitor benefits listed above with the following upgrades:
  + One half page ad (4.5” high x 7” wide) in PIUG 2011 Annual Conference Meeting Book
  + Up to a total of one internet line in the exhibit hall (see Note 1 below)
  + Total of two free meeting registrations to designated/named representatives. Note: Sharing of badges by representatives is not allowed.

Note 1: If additional internet lines are required, Company shall submit to Mike McManus the “Additional Internet Order” form (See Exhibit C). Additional fees shall be applied and billed separately to the Company through PIUG. Payments shall be made payable to PIUG, and sent to Ken Koubek, PIUG Treasurer.

Note 2: If additional electrical equipment/services are required, Company shall submit to Mike McManus the “Additional Electrical Service Order” form (See Exhibit B). Additional fees shall be applied and billed separately to the Company through PIUG. Payments shall be made payable to PIUG, and sent to Ken Koubek, PIUG Treasurer.

In keeping with its mission to further develop members’ patent research and analysis skills, PIUG also offers the opportunity for companies to host workshops in conjunction with the PIUG 2011 Annual Conference. A company does not have to be a sponsor or exhibitor to apply for a workshop. Workshop requests must be received by **March 18, 2011**, in order to be considered for workshop privileges. Please contact Martha Yates at martha.j.yates @ monsanto.com for details.

We encourage our sponsors and exhibitors to submit an abstract to the Program Committee for consideration as a technical presentation in the plenary session. The Program Committee reserves the right to consider abstract submissions from all sponsors and exhibitors based on their merits as technical talks. Please contact a member of the Program Committee if you have questions.

*In order to maximize the benefits for attendees and exhibitors/sponsors, the Company agrees that it shall not hold workshops and other events within 50 miles of the PIUG 2011 Annual Conference meeting site or Hotel during the conference week and three days preceding and three days following the PIUG 2011 Annual Conference without prior written approval from the Chair of the PIUG Planning Committee. Please see General Rules and Regulations about Exhibits.*

***Please note that PIUG reserves the right to add additional sponsorship events or opportunities as needed.***

Authorized Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name and Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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Sponsor Contact Person if different from above\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Contact Person for 5-minute Product Review \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Please send the signed completed form to:

***Mike McManus***

***PIUG***

*7044* South 13TH Street

Oak Creek, WI 53154  
1-414-908-4955, ext 119  
m.mcmanus@piug.org

*FAX* 414.768.8001

Faxed and/or PDF file of the signed contract will be accepted as commitment intent but the signed contract must be posted to the above address of Mike McManus by **April 15, 2011**

If you have any questions, please contact *the PIUG Sponsorship Chair* at m.mcmanus@piug.org

The Sponsor fee and Exhibitor fee should be paid at the PIUG Online Store <http://www.piug.org/2011/an11sponsorship.php>

If you need a separate invoice, or for other payment options, please contact ***Ken Koubek***at ***kennethkoubek @ comcast.net*.** Additional internet and electrical order fees shall be applied and billed separately to the Company through PIUG. Payments shall be made payable to PIUG, and sent to Ken Koubek, PIUG Treasurer.Please note that receipt of the Sponsor fee, Exhibitor fee and sponsorship contract is required prior to any posting by PIUG on the PIUG Annual Meeting web site page.

Deadline for receipt of all Sponsor fees and Exhibitor fees and executed agreements is **March 18, 2011 in order** for **priority consideration** as a sponsor. Receipt of Sponsor fees and Sponsor contract after March 18, 2011, will be considered as space availability and time dictates.

**General Rules and Regulations about Exhibits**

PIUG reserves the right to make changes to the rules and regulations about exhibits listed below. Such changes would be made known to the Company by appropriate means as far in advance as possible. PIUG also reserves the right to add additional sponsorship events or opportunities as needed.

Meeting Registration

All personnel staffing exhibit booths will be required to register for the PIUG meeting and pay the necessary registration fees. Meeting registration details can be found at [www.piug.org/2011/an11reg.php](http://www.piug.org/2011/an11reg.php). **Early Bird Registration Deadline is April 8, 2011** If necessary, PIUG reserves the right to permit priority attendance for speakers, special guests, and PIUG full members (as defined in the organization bylaws at www.piug.org).

Cancellations

Cancellations by the Company will be accepted only at the discretion of PIUG. All cancellations requests must be made in writing. Refunds of exhibitor fee will be made for requests received prior to **May 6, 2011**. No refunds will be made for cancellations made on or after **May 6, 2011** Administrative fees (10 %) will be deducted from refunds.

Deadline

The deadline for priority consideration for exhibitor space is **March 18, 2011.**

Exhibit Hall

The Exhibit Hall will open with the Welcome Reception on **Sunday, May 21, 2011**, closing before the end of the Technical Sessions on **Wednesday, May 25, 2011**. If sufficient space is available, breakfasts and breaks will be set up in the Exhibit Hall. The Exhibit Hall will be **open 7:15am-5pm on Monday and Tuesday and 7:15am-3:30pm on Wednesday.** The staffing of exhibits is only expected during the Welcome Reception, breakfast, lunch and breaks.

Excluding the payment to PIUG, all other charges relating to Company exhibits must be paid directly to the Hotel. These may include items such as telecommunications, set up, food and beverage catering services or shipment charges.

In the event of limited availability, allocations for exhibit space will be made in order of sponsorship level. All exhibitors will be provided a 6’x 6’x 8’ tabletop exhibit space. The exhibit space will be set up for table top exhibits. A table (about 6’x 30”) and two chairs will be provided. Any other items needed are responsibility of the Company. PIUG cannot assume responsibility for delivery and set up of any additional items in the exhibit room.

Setup. Unless otherwise specified by the Hotel, exhibit setup will take place from **10am – 5 pm on Sunday, May 21, 2011**. Exhibit takedown may begin after the afternoon break ends on **Wednesday, May 25, 2011**. Exhibit space should be left in a clean condition.

Exhibit Abstracts. Exhibit Abstracts (50-100 words max) will be listed in the 2011 PIUG Annual Conference Meeting Book distributed to all attendees and will be posted on the Exhibit section of the meeting web pages. The deadline for submitting abstracts is **April 15, 2011** Abstracts submitted after deadline may not be included in the meeting book and/or web pages.

Additional Exhibit Information

No order forms are necessary for the standard internet and electrical services, as described in the Sponsorship/Exhibit Agreement, and provided as part of the Sponsor or Exhibit fees. Additional internet and electrical service requests beyond the standard package provided can be made by completing the “**Additional Internet Order**” form (see Exhibit A) and/or “**Additional Electrical Services Order**” form (see Exhibit B). Charges for these additional internet and electrical services shall be billed separately, and shall be made ***payable to PIUG***, and sent to **Ken Koubek**, PIUG Treasurer. Except for these additional internet and electrical services, payment and arrangement for other services, including food catering, should be made directly by the Company with the Hotel. Arrangements may be made with third parties for items which the Hotel cannot supply. PIUG is not responsible for any lost or stolen equipment. Please see Exhibit D, Audiovisual Equipment Order Form, for details.

PIUG does not guarantee the Hotel will accommodate the Company’s equipment or other service needs. If the equipment provided by the Hotel does not work, the Company is still responsible to the Hotel for payment. PIUG assumes no responsibility for payment for phone lines and does not guarantee their availability. PIUG is not responsible for the service provided by any outside telecommunications company and is not responsible for any charges for telecommunications lines that the Company may choose to request. PIUG assumes no responsibility for the costs or services of an Internet Service Provider beyond or outside the standard internet package included as part of your sponsorship benefits.

The Company will need to supply any poster boards, charts, computer equipment, phone cords and electrical extension cords or other equipment (beyond the standard electrical service package provided as part of your sponsorship) needed to demonstrate their product. The Company will be responsible for any additional charges related to these items.

The Company is responsible for its own travel and Hotel arrangements, expenses, and any local or long distance telephone calls.

General Restrictions in Operation of Exhibits. PIUG reserves the general right to restrict any exhibit because of noise, method of operation, or any reason that is judged dangerous or objectionable, and also to prohibit, or to evict, any exhibit which is considered to detract from the general character of the exhibits area as a whole. This general reservation includes persons, things, conduct, printed matter, or anything deemed objectionable by PIUG. In the event of such restriction or eviction, PIUG is not liable for any refund of rental or other exhibitor expenses.

Restrictions in Use of Space. All demonstrations, interviews, or other activities, such as the distribution of circulars and advertising matter of any description, must be confined to the exhibitor’s own booth. The Company agrees not to assign, sublet, or share, the whole or any part of its assigned space without any prior knowledge and written consent of PIUG. The Company agrees that it will not show goods other than those manufactured or dealt in the regular course of business.

Shipments, Deliveries and Handling

Shipments. The Company is responsible for any shipping costs for printed materials or other equipment, as well as, any storage, delivery or handling costs for equipment and/or supplies. Please be sure to address the shipped materials to someone in the Company’s exhibitor group who will be at PIUG 2011 Annual Conference to receive them. Do NOT address materials to PIUG. PIUG is not responsible for receiving materials. PIUG is not responsible for any lost or stolen materials. Exhibit E, Information on Shipping to the Hotel, provides additional information.

Deliveries. Special arrangements must be made with the Hotel for receiving any equipment, goods, displays or other materials which will be sent, delivered or brought into the Hotel. (This excludes delivery of any food or beverage items that are also sold or furnished by the Hotel. The Hotel will not accept delivery of such items.) Failure to do this may result in deliveries being refused or materials being unavailable when required. Additional information regarding shipment is given in Exhibit E.

The Hotel does not accept any liability for equipment, goods, displays, or other materials which arrive unmarked or fail to arrive at the Hotel. The Company is responsible for insuring their property for loss or damage.

Package Handling. As the Hotel has very limited storage facilities, shipments are to arrive no sooner than five (5) working days from the first day of the event. Please refer to Exhibit E for more information. Arrangements for shipping items out of the Hotel must be made with the Hotel staff. There is a labor charge for receiving, storing and transporting boxes to or from meeting/exhibit locations. Please contact the Hotel for details.

Catering Policy. All food and beverage arrangements must be made through the Hotel. Only Hotel purchased food and beverage can be served on Hotel property.

Liability. The Company shall be fully responsible to pay for any and all damages to property owned by Hotel, its owners or managers which results from any act or omission of the Company or any of the Company’s contractors, subcontractors, employees or agents. The Company agrees to defend, indemnify and hold harmless, Hotel, PIUG, and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from the Company’s use of the property. The Company’s liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Company, its agents, employees, and business invitees which arise from or out of the Company’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

The Company assumes responsibility and agrees to indemnify and defend PIUG and the Hotel and their respective owners, management companies, employees and agents against any claims or expenses arising out of the use of the exhibition premises at the Hotel.

The Company understands that neither PIUG nor the Hotel maintains insurance covering the Company’s property and the Company agrees to obtain such insurance policy or policies.

PIUG shall not be liable for damage or loss to the Company’s properties through theft, fire, accident or any destructive cause, whether the result of negligence or otherwise. The Company shall insure its own exhibit and display materials. PIUG assumes no liability for any injury that may occur to visitors to the Company’s exhibition, the Company or its agents and employees.

The Company is strictly prohibited from engaging in any activity or activities on the Hotel property or possessing or bringing any materials or items to the Hotel and the Hotel property which involve or contain, or constitute, directly or indirectly: (i) any form or type of pyrotechnics, fireworks, flares, flames, or other flammable or explosive materials or items, or (ii) any Hazardous Substances.

The Company is responsible for the security of its exhibition room equipment. Please plan appropriately. PIUG assumes no responsibility for lost or stolen equipment or supplies.

Meeting & Entertainment Facilities

All requests for the use or rental of facilities during the PIUG 2011 Annual Conference, along with the three days preceding and three days following the PIUG 2011 Annual Conference, including but not limited to requests for the use or rental of meeting rooms, reception centers or conference halls either at the Hotel or within 50 miles of the PIUG 2011 Annual Conference, shall require prior written approval by the Chair of the PIUG Planning Committee.

Business Meetings, Seminars and Entertainment Outside of Conference Program   
The Company agrees that during the PIUG 2011 Annual Conference, neither the Company nor any of its affiliates will entertain meeting attendees during exhibit or meeting hours or otherwise induce meeting attendees away from the PIUG 2011 Annual Conference (including, but not limited to, scheduled workshops, plenary or break-out sessions, lunches, breaks, evening events, and meeting receptions). The Company further agrees that during the three days preceding and three days following the PIUG 2011 Annual Conference, neither the Company nor any of its affiliates will hold any meetings, special events, seminars, or conferences at or within 50 miles of the Hotel or the PIUG 2011 Annual Conference, whether of a social or technical nature, without prior written approval of the Chair of the PIUG Planning Committee. This applies to all Attendees to the Conference, Exposition and Workshops.

Please go to the bottom of <http://www.piug.org/2011/an11spon.php> for the following items.

Exhibit A – Sponsors/Exhibitors Agreement with “General Rules and Regulations about Exhibits”

Exhibit B – Additional [Electrical Services Order Form](file:///C:\Users\eri00528\Desktop\PIUG%202011\ElectricalServicesOrderFrom.pdf) for Exhibits

Exhibit C – Additional Internet Order Form for Exhibits

Exhibit D – Additional [Audiovisual Equipment Order Form](file:///C:\Users\eri00528\Desktop\PIUG%202011\AudiovisualEquipmentOrderForm.pdf)

Exhibit E – Information on Shipping to the Hotel