

About CPD Associates

Collaborative Product Development Associates, LLC (CPDA) is a leading research and consulting firm that is instrumental in providing organizations with the latest in-depth, objective information for assessing technology, business goals and objectives, and implementation road maps. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs pool and leverage the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations.

For over a decade, CPDA has maintained the leading position in the industry for its disciplined, in-depth, collaborative research serving design, engineering, and manufacturing. This methodology traces its origins to the early 1990's, when its programs on open systems and software were employed for UNIX, NT, and Linux evaluations by all major systems software vendors. This methodology has evolved to meet the current needs of design, engineering, and manufacturing. CPDA's framework delves into specific requirements and business tradeoffs, while retaining the flexibility to meet the unique needs of individual organizations across broad sets of issues. The methodology has steadily expanded to address all phases of research required to assess implementation road maps dealing with the critical factors that determine success.

CPDA's collaborative research programs include Product Definition, Product Value Management, Design Creation and Validation, and Product Lifecycle Management Infrastructure.

CPDA is a new partnership formed by the PLM team from D.H. Brown Associates.

Our Typical Audience Includes:

- Product Development Executives
- IT Executives
- Supply Chain Management Executives
- Product Platform Managers
- Systems Engineers
- Planning Managers
- Procurement Managers
- Outsourcing and Contract Manufacturing Executives
- Product Portfolio Managers
- Product Managers
- Process Designers
- Engineering Executives
- Engineering IT Executives

**FOR MORE INFORMATION ABOUT
EXHIBITING/SPONSORING AT EYE ON
TECHNOLOGY CALL:
Bill Abramson at (863) 420-2371
or by email at billa@cpd-associates.com**



Presents
**EYE ON
TECHNOLOGY**

An exhibition held in
conjunction with
**Product Lifecycle
Management
Road Map 2004**

**Evaluating innovation and
technologies needed to build
competitive advantage**

Connecting innovation in product
design to **real business benefits:**

- Translating market needs into design
- Enabling design collaboration within and across enterprises
- Designing for marketability
- Measuring success

**September 22 & 23, 2004
Dearborn, Michigan**

What is Product Lifecycle Management Road Map 2004?

Join top analysts from CPDA, leading industry implementers and developers, who are shaping a new generation of PLM processes, technologies, and business strategies. Product Lifecycle Management Road Map 2004 is a strategic conference shaping design and engineering. At this year's Product Lifecycle Management Road Map find out first hand about the progress and roadblocks end users are currently confronting. Presentations will cover collaboration across the whole enterprise, knowledge capture and reuse, PLM interoperability, product development platforms to meet the needs of commonality and variety, up front simulation early in the design cycle, up front manufacturing process constraints, sourcing, the business benefits of PLM, and more.

What is Eye on Technology?

Eye on Technology provides a unique forum for conference attendees to learn about the latest products and services available in the market place today. Product Lifecycle Management Road Map 2004 participants, which include Product Development Executives, IT Executives, Product Managers, Systems Engineers and the like, find the Eye on Technology venue to be an extremely valuable mechanism for enhancing their understanding of vendor offerings. Product and service vendors have found the Eye on Technology forum to be an effective vehicle for communicating the value proposition of their offerings to a highly qualified audience.

Why Should I Exhibit?

- Join a limited number of prominent vendors in show casing your unique product-line.
- Highlight your state-of-the-art technology to our highly qualified group of attendees.
- Highlight the bottom line benefits of your product.
- Network with decision-making executives.
- Identify sales opportunities.
- Gain a better understanding of the marketplace's requirements.
- Gain an improved understanding of the technology in the marketplace and your relative positioning.
- Maintain your organization's positive public image.
- Benefit from DHBA's highly acclaimed research focus and having premier research analysts on hand.

FOR MORE INFORMATION ON EXHIBITING/SPONSORING AT EYE ON TECHNOLOGY CALL:

Bill Abramson at (863) 420-2371

or by email at bill@cpd-associates.com

EXHIBIT PACKAGE INCLUDES:

- 8' X 10' Booth Space, including pipes, drapes, and electrical power strip.
- Up to three pieces of marketing information distributed with attendee registration package.
- Your logo and a link to your website on Eye on Technology pages of CPDA website.
- Cocktail reception with hors d'oeuvres and open bar in exhibit hall.
- One continental breakfast in exhibit hall.
- One mid-morning break in exhibit hall.
- One post-lunch dessert bar in exhibit hall.
- 5 conference registrations—value \$6,000
- Company description in exhibit guide.
- Product description in exhibit guide.
- On-site signage at event.
- Electronic announcement of Eye on Technology event to DHBA mailing list.

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Cocktail Reception Sponsor
- Conference Proceedings CD Sponsor
- Continental Breakfast Sponsor
- Morning Coffee Break Sponsor
- Dessert Bar Sponsor
- Afternoon Themed Break Sponsor
- Attendee Bag Sponsor
- Attendee Padfolio Sponsor
- Lanyard Sponsor



EYE ON TECHNOLOGY

EXHIBIT/SPONSORSHIP OPPORTUNITY PRICE LIST

Exhibit Package **\$8,500**

CPDA clients with a subscription in place at time of event may take a 10% discount.

SPONSORSHIP OPPORTUNITIES:	EOT Exhibitor	Non-EOT Exhibitor
Cocktail Reception Sponsor	\$7,500	\$8,000
Conference Proceedings CD Sponsor	\$4,500	\$5,000
Morning Coffee Break Sponsor	\$2,250	\$2,750
Afternoon Break Sponsor (Themed)	\$3,000	\$3,500
Continental Breakfast Sponsor	\$3,000	\$3,500
Dessert Bar Sponsor	\$3,000	\$3,500
Attendee Bag Sponsor	\$3,500	\$4,000
Attendee Padfolio Sponsor	\$3,500	\$4,000
Lanyard Sponsor	\$1,000	\$1,200

Product Lifecycle Management Road Map

Eye on Technology

September 22 & 23, 2004
Information Request Form

FAX TO 914-937-2485
Phone: 800-253-1799, ext. 232

FROM Name _____
Title _____
Company _____
Address _____
City, State, Zip _____
Phone _____
Fax _____
Email address _____
(email address needed for confirmation)

Yes, We are interested. Please have a representative of CPDA contact me regarding the following opportunities:

EXHIBIT/SPONSORSHIP OPPORTUNITY PRICE LIST

- Exhibit Package \$8,500
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SPONSORSHIP OPPORTUNITY	EOT Exhibitor	Non-EOT Exhibitor
<input type="checkbox"/> Cocktail Reception Sponsor	\$7,500	\$8,000
<input type="checkbox"/> Conference Proceedings CD Sponsor	\$4,500	\$5,000
<input type="checkbox"/> Morning Coffee Break Sponsor	\$2,250	\$2,750
<input type="checkbox"/> Afternoon Break Sponsor (Themed)	\$3,000	\$3,500
<input type="checkbox"/> Continental Breakfast Sponsor	\$3,000	\$3,500
<input type="checkbox"/> Dessert Bar Sponsor	\$3,000	\$3,500
<input type="checkbox"/> Attendee Bag Sponsor	\$3,500	\$4,000
<input type="checkbox"/> Attendee Padfolio Sponsor	\$3,500	\$4,000
<input type="checkbox"/> Lanyard Sponsor	\$1,000	\$1,200

You may also inquire by email to events@cpd-associates.com or by calling 800-253-1799, ext. 232.

Partial List of Attendees at Product Lifecycle Management Road Map

- 3M Company
- Agile Software Corporation
- Agilera, Inc.
- ALPS Automotive Corporation
- Altair Engineering, Inc.
- Altarum
- Amcor PET Packaging
- ANSYS, Inc.
- Applied Biosystems
- Arena Solutions
- Arvin Meritor
- Attensity Group
- Autodesk
- BMW AG
- Bath Iron Works
- Bearing Point
- Bell Helicopter Textron, Inc.
- The Boeing Company
- Bombardier, Aerospace Group
- Bosch Braking Systems
- Build-to-Order
- c-Ark
- Cap Gemini Ernst & Young
- Caterpillar, Inc.
- Centric Software, Inc.
- Cimmetry Systems Inc.
- Cisco Systems, Inc.
- CoMet Solutions, Inc.
- Computer Sciences
- Configuration Solutions
- Cordis Corporation, Inc.
- DaimlerChrysler Corporation
- Dassault Systemes
- Deere & Company
- DELMIA Corporation
- Deloitte Consulting
- Delphi Automotive Systems
- E2open
- Eaton Corporation
- Engineous Software, Inc.
- ENOVIA Corporation
- Exostar, LLC
- Federation
- Ford Motor Company
- GE Aircraft Engines
- GE Medical
- GE Power Systems
- General Dynamics
- General Motors Corporation
- The Goodyear Tire & Rubber Co.
- Geometric Software
- GlobalSpec.com
- Gulfstream Aerospace
- Harley-Davidson
- Hayes-Lemmerz
- Hewlett-Packard
- Hitachi Ltd.
- HMS Products
- Honeywell
- i2 Technologies, Inc.
- IBM Corporation
- ImpactXoft
- Infosys
- Intel Corporation
- Intergraph Consulting
- Intier Automotive Interiors
- Invensys Software Systems
- Johnson Controls
- Keane, Inc.
- Koei I.E., Ltd.
- Lattice3D
- LMS North America CADSI
- Lockheed Martin Corporation
- Lucent Technologies, Inc.
- MathSoft
- MatrixOne, Inc.
- MDS Sciex
- Mentor Graphics
- Merant
- Messier-Dowty
- Michigan Technological University
- Microsoft Corporation
- Mills Design, Inc.
- Moog, Inc.
- MSC Software Corporation
- MSX International
- NCMS
- NetIdeas, Inc.
- Nike, Inc.
- PSA Peugeot Citroen
- Pentair Enclosures
- PlanetCAD Inc.
- PolyPlan Technology
- Pratt & Whitney
- Proficiency
- PTC
- Quantum Signal
- Raytheon Company
- Robust Decisions
- Sandia National Laboratories
- Seagate Technology Corporation
- Selectica, Inc.
- SGI
- Siemens AG
- Simulation Strategies, Inc.
- SmarTeam
- Solidworks Corporation
- Spatial Corporation
- Sun Microsystems
- Swagelok
- Tecnomatix Technologies Ltd.
- Tech Soft America
- Telelogic
- Texas Christian University
- Toyota
- Trilogy
- UGS PLM Solutions
- University of Detroit
- US Army
- US Navy
- Viewlocity
- VirtualE3D
- Vistagy
- Visteon Corporation
- Vaught Aircraft
- Xerox
- Yazakai North America