

About CPDA

Collaborative Product Development Associates (CPDA) provides the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages 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.

CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration and Product Definition and Product Value Management.

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
- CAD Executives
- CIO's
- Business Process Specialists



Presents

EYE ON TECHNOLOGY

An exhibition held in conjunction with

PLM ROAD MAP 2007

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

FOR MORE INFORMATION ABOUT EXHIBITING/SPONSORING AT EYE ON TECHNOLOGY
CALL: Cheryl Peck at 251-433-7049
or by e-mail at cheryl.peck@cpd-associates.com

September 19 & 20, 2007
Plymouth, Michigan

What is PLM Road Map 2007?

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 2007 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 2007 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 products 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 CPDA's highly acclaimed research focus and having premier research analysts on hand.

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cheryl.peck@cpd-associates.com

Exhibit Package Includes:

- 8' X 10' Booth Space, including pipes, drapes, and electrical power strip.
- Up to two pieces of marketing material distributed to attendees on cd at registration.
- Your logo and a link to your website on Eye on Technology pages of CPDA website.
- Welcome 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 CPDA mailing list.

Sponsorship Opportunities Include:

- Welcome Reception Sponsor
- Conference Proceedings Sponsor
- Continental Breakfast Sponsor
- WIFI/Internet Café Sponsor
- Morning Coffee Break Sponsor
- Dessert Bar Sponsor
- Afternoon Themed Break Sponsor
- Attendee Bag Sponsor
- Attendee Padfolio Sponsor
- Name Badge Holder Sponsor
- Conference Pen
- Attendee Note Pad
- Conference AV Projection



EYE ON TECHNOLOGY & PLM ROAD MAP 2007

EXHIBIT/SPONSORSHIP OPPORTUNITY LIST

EXHIBIT PACKAGE INCLUDES

- 8' X 10' booth space, including pipes, drapes, and power strip
- Up to two pieces of your marketing material included on cd in attendee registration package
- Your logo and a link to your website on Eye on Technology web pages
- Welcome reception with hors d'oeuvres and open bar on first evening of PLM Road Map conference
- One continental breakfast in exhibit hall
- One mid-morning break in exhibit hall
- One post-lunch dessert bar in exhibit hall
- Company description in exhibit guide
- Product description in exhibit guide
- On-site signage
- Electronic announcement of your participation in Eye on Technology sent to CPDA mailing list
- Exhibitor recognition in general session
- 5 complimentary conference registrations
- Additional conference registrations available at reduced cost



SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION

The PLM Road Map/Eye on Technology Welcome Reception is a resounding hit every year and gets the conference off to a great start. The Welcome Reception is also the primary showcase for Eye on Technology exhibitors and provides the ideal opportunity for your company to stand out from the rest of the exhibitors. The reception offers heavy hors d'oeuvres and an open bar.

Benefits of this Sponsorship:

- Sponsor's logo to be prominently displayed during the reception – inside and outside reception area
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- One complimentary registration to PLM Road Map event
- Sponsor's logo embossed on cocktail napkins to be used at reception
- Sponsor recognition in general session

CONFERENCE MEETING ROOM WIFI

Give each attendee what they want most when attending an event – the ability to connect to their e-mail while listening to the presentations! It's hard to admit to it but its something we have all done or wanted to do – slip out during a presentation or lunch to find out what we are missing out on. Your sponsorship of the meeting room WIFI will enable PLM Road Map attendees to have the best of both worlds – listening to the presentations while not skipping a beat with what is going on at the office. You will be thanked!

Benefits of this Sponsorship:

- Sponsor's logo to appear on a information card given to all attendees letting them know that WIFI is available in the meeting rooms
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- Sponsor recognition in general session
- Sponsor's name and logo on signage at the event
- One complimentary conference registration to PLM Road Map conference



INTERNET CAFE

In 2005 we introduced our first Internet Café, which as predicted turned out to be extremely well received by our attendees. During breaks the area around the Internet Café turned into a hub of activity enabling our attendees to collaborate effectively even though they were not in the office. The Internet café will feature a number of stand-alone laptops with high-speed Internet access plus an area where attendees may plug their own laptops into a high-speed connection. Get your company's logo displayed in this high traffic area.

Benefits of this Sponsorship:

- Sponsor's logo set up as screen saver on laptops when not in use.
- Sponsor's web page set as the home page for all freestanding laptops in the Internet Café.
- Sponsors logo to appear on mouse pads placed with freestanding laptops in Internet Café area.
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- Sponsor recognition in general session
- Sponsor's name and logo on signage at the event

CONFERENCE PROCEEDINGS

All attendees will receive a CD containing presentations delivered at the conference. These presentations will also be available to download by conference attendees as PDF's from the conference web site leading up to and during the event.

Benefits of this Sponsorship:

- Sponsor's logo to appear on CD label
- Sponsor's logo to appear on web-based conference proceedings
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- Sponsor recognition in general session
- Sponsor's name and logo on signage at the event



AV PROJECTION SPONSOR

Have your logo beamed up on the conference stage prior to presentations starting, breaks, and at the end of the day. By sponsoring the AV Projection system you will be sure to gain instant name and logo recognition by attendees who are eager to hear what our speakers have to say.

Benefits of this Sponsorship:

- Sponsor's logo to be projected onto conference screen before and after presentations start. Screens will be located in each break out room and the main session.
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- Sponsor recognition in general session
- Sponsor's name and logo on signage at the event

CONFERENCE BAGS

Bags are distributed to all conference attendees as part of the registration package. Place your company logo on these attractive bags that will be reused many times!

Benefits of this Sponsorship:

- Sponsor's logo to appear on one side of all conference bags – approximately 250 bags will be ordered
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- Sponsor recognition in general session
- Sponsor's name and logo on signage at the event

CONFERENCE PADFOLIOS

Conference Padfolios are an item that will be used by attendees throughout the event and even afterwards. Conference Padfolios are distributed to all conference attendees as part of the registration package. Your logo will be prominently placed on these useful items.

Benefits of this Sponsorship:

- Sponsor's logo to appear on the front of all conference
- Sponsor's logo and link to sponsor's web site on event web site
- Sponsor's logo and company description in the event guide
- One piece of sponsor's marketing material to be distributed on cd in attendee registration package
- Sponsor recognition in general session
- Sponsor's name and logo on signage at the event

Previous co-sponsors at Eye on Technology include:

Actify	IBM Corporation
Adobe	ImpactXoft
Agile Software	Intel Corporation
ANSYS	Lattice 3D
ARAS Corporation	Mathsoft
Autodesk	MatrixOne
CAD Potential	MSC.Software
Cap Gemini	Microsoft Corporation
CD-adapco	Part Solutions
CoMeT Solutions	Procelerate Technologies
Dassault Systemes	Proficiency
Delphi Technologies	PTC
Enductive Solutions	RuleStream
Engineous	Sun Microsystems
Federation	UGS
Hewlett-Packard	VISTAGY
i2 Technologies	Virtual E3D

EYE ON TECHNOLOGY

HELD IN CONJUNCTION WITH



PLM ROAD MAP 2006
Harmonizing People, Process, and
Technology for Lean Transformation

SEPTEMBER 27 & 28 DEARBORN, MI

REGISTER NOW!

www.cpd-associates.com

Partial List of Attendees at PLM Road Map

- 3M Company
- Abaqus
- Actify
- Adobe Systems
- Agile Software Corporation
- Airbus
- ALPS Automotive Corporation
- Altair Engineering, Inc.
- Altarum
- Amcor PET Packaging
- ANSYS, Inc.
- Applied Biosystems
- ARAS Corporation
- Arena Solutions
- Arvin Meritor
- Autodesk
- BAE Systems
- BMW AG
- Babcock & Wilcox
- Bath Iron Works
- Bearing Point
- Bell Helicopter Textron, Inc.
- B.F. Goodrich
- The Boeing Company
- Bombardier, Aerospace Group
- Bridgestone/Firestone
- CAD Potential
- Cap Gemini Ernst & Young
- Caterpillar, Inc.
- CD-adapco
- Centric Software, Inc.
- Cisco Systems, Inc.
- CoMet Solutions, Inc.
- Computer Sciences
- Cooper Tire & Rubber Company
- Cordis Corporation, Inc.
- DaimlerChrysler Corporation
- Dana Corporation
- Dassault Systemes
- Deere & Company
- DELMIA Corporation
- Deloitte Consulting
- Delphi Automotive Systems
- E2open
- Eaton Corporation
- EDS
- Endecca
- Enductive Solutions
- Engineous Software, Inc
- ENOVIA Corporation
- Exostar, LLC
- Federation
- Fisher Paykel Appliances
- Fluent
- Ford Motor Company
- Freudenberg-NOK
- GE Aircraft Engines
- GE Power Systems
- General Dynamics
- General Motors Corporation
- The Goodyear Tire & Rubber Co.
- GlobalSpec.com
- Goodyear Tire & Rubber Company
- Gulfstream Aerospace
- Harley-Davidson
- Hayes-Lemmerz
- Hewlett-Packard
- Hitachi Ltd.
- HMS Products
- Honeywell
- i2 Technologies, Inc.
- IBM Corporation
- ImpactXoft
- INCAT Systems, Inc.
- Infosys
- Intel Corporation
- Intier Automotive Interiors
- Invensys Software Systems
- Johnson Controls
- Keane, Inc.
- Kennametal
- Kubotek
- Lattice3D
- Lear
- LMS North America
- Lockheed Martin Corporation
- Lucent Technologies, Inc.
- Magna Steyr
- MathSoft
- MatrixOne, Inc.
- MDS Sciex
- Mentor Graphics
- Merant
- Messier-Dowty
- Methode Electronics
- Microsoft Corporation
- Molex
- Moog, Inc.
- MSC Software Corporation
- MSX International
- NASA
- NCMS
- NetIdeas, Inc.
- Nike, Inc.
- OshKosh Truck
- PSA Peugeot Citroen
- PARTSolutions
- Pentair Enclosures
- PlanetCAD Inc.
- Pratt & Whitney
- Proficiency
- PTC
- Raytheon Company
- Rulestream Corporation
- Sandia National Laboratories
- Seagate Technology Corporation
- Selectica, Inc.
- SGI
- Siemens AG
- Simmetrix
- SmarTeam
- Solidworks Corporation
- Sopheon Corporation
- Spatial Corporation
- Sun Microsystems
- Swagelok
- Tech Soft America
- Telelogic
- Textron, Inc.
- The Timken Company
- Toyota
- Trilogy
- UGS
- US Airforce, Army, and Navy
- ValueChain Associates
- VirtualE3D
- VISTAGY
- Visteon Corporation
- Vaught Aircraft
- Whirlpool Corporation
- Xerox