



May 21st, 2012

Marriott.
WASHINGTON
AT METRO CENTER



EXHIBITOR PROSPECTUS



WWW.MEETINGSTECHEXPO.COM

MAY 21ST, MARRIOTT AT METRO CENTER, WASHINGTON, DC 2012



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History: The Meetings Technology Expo was launched in 2005 as the first conference and expo dedicated exclusively to the technology education of meeting and event professionals. 11 shows and 7 years later, our event has now helped educate thousands of meeting and event professionals on the technology that enables a faster, more cost-effective and efficient approach to conducting meetings and events.



Conference: The MTE conference provides education across a broad range of technology topics and is geared for the corporate, association, independent and trade show planner.

Our CMP-accredited sessions cover everything from registration systems to meetings spend consolidation tools to cutting-edge mobile applications. Our expert speakers provide insight and guidance needed to make intelligent technology purchasing decisions. The education continues with vendor tech demonstrations for hands-on learning and luncheon round-table discussions where networking and discovering new ideas are always encouraged.



Exhibit Hall: The exhibit hall is a place to test-drive products, sit in on tech demos and attend 1-on-1 appointments for more personal, customized attention from MTE technology vendors. With up to 8 hours of exhibit time, 4 non-competing hours, attendees are guaranteed to find their tech solution in a non-rushed, low-pressure environment.

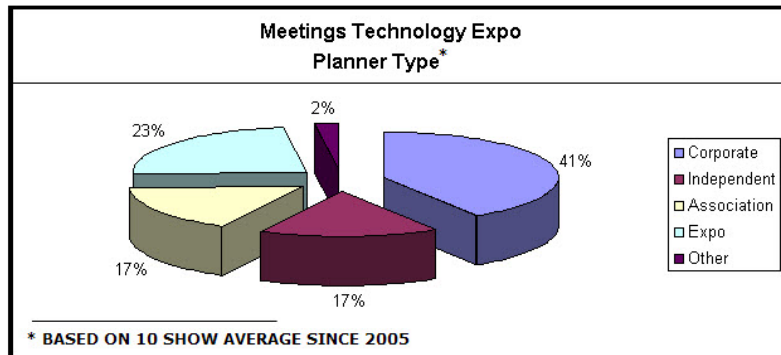


Show Directory: The MTE show directory contains speaker slides, buyer guidelines, vendor profiles, case studies and more! MTE now offers its attendees all of these great benefits in its own mobile application for use on any Smartphone device.

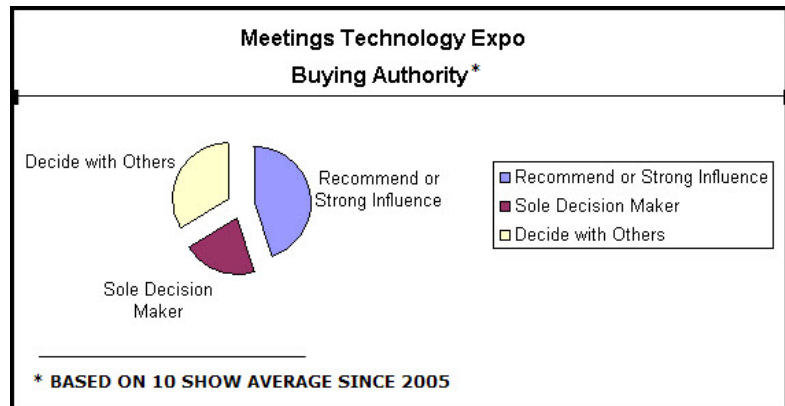


MTE ATTENDEE PROFILE: (Sample Listing) • ACT-IAC • ADP/ American Express Travel • A-Quest Solutions • Aetna • Alliance Strategies • Allstate Insurance Company • Altarum Institute • Alzheimer’s Association • American Bar Association • American Craft Council • American Dietetic

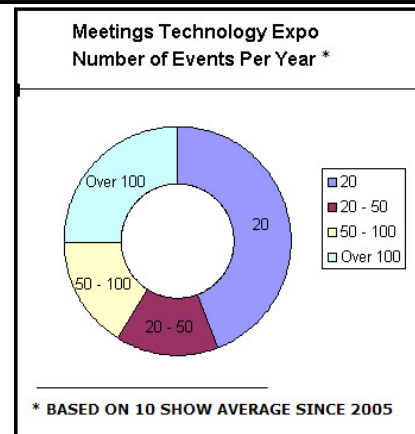
Association • American Express • American Society of Consultant Pharmacists • ASAE & The Center for Association Leadership • ASHA • ASIS INTERNATIONAL • Association Forum of Chicagoland • Association Management Center • Association of Business Intelligence • Association of Pool and Spa Professionals • Australian



Business & Conference Travel • BAI • Baker & Daniels • Barclays Global Investors • BCD Meetings & Incentives • Beatty Group Int’l • Bishop-McCann • Blue Cross and Blue Shield of North Carolina • Boston-Coach • BroadWater • BTIP, Inc. • BUCOM INTERNATIONAL INC • California Advocates Management Services • CAMT • Canon U.S.A., Inc. • Carlson Frank, LLC • Cartus • CHADD, Inc. • Chevron • Chicago Sun Times • Children & Adults with AD-HD • CHPA • Cisco Systems • CMAA • Cognos Inc. • Cold Spring Harbor Laboratory • Collaborative Consulting • Computer



Associates • Concepts Worldwide • Conference Planning Resources, Ltd. • Conference Source • Conferences by Design • Conesco Insurance Company • Continental Airlines • Convention Strategy • Corporate Travel Management • Covington Meeting Management • CT Summation • CTIA • CUES • Daiichi Pharma. Corporation • Deborah Wood Associates • Dell, Inc. • Deloitte • DePrez Travel • Destinations by Design • Dixon Group • Dolci Management • DSTS Inc. • Eastern Kentucky University • Eaton Hall • EchoStar Satellite LLC • Ernst & Young • Ethicon • Excel Meetings and Events • Fair, Isaac & Company • Forest Pharmaceuticals, Inc. • Franklin



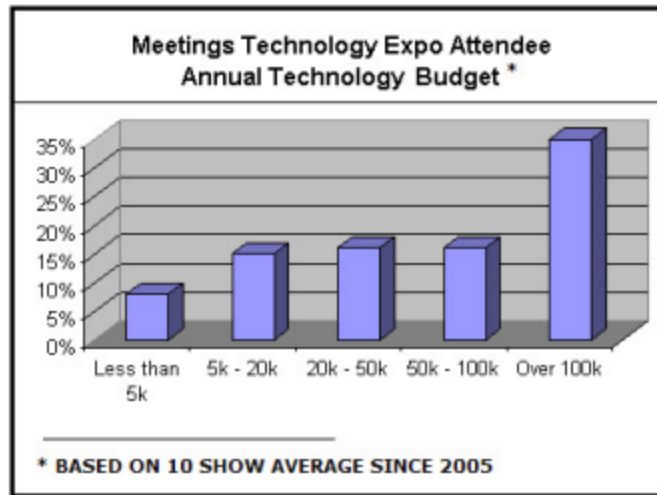


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Templeton Investments • Friedkin Business Services • From the Heart Church Ministries • Future Sites, Inc. • Galactic Meetings & Incentives • Gartner, Inc • GE Healthcare • Genentech, Inc • General Dynamics Information Technology • General Motors Corporation • General Physics at Pfizer • George Little Management • George P. Johnson • GlaxoSmithKline • Global Events Group • Grant Thornton LLP • Hanley Wood •

Health & Beauty Learning Systems • Hewitt Associates • Hydraulic Institute • LABORATORIES • IDG IEEE • Illinois Nurses Podiatric Medical Independent of America • Ingram Burger • Center • of Hair Restoration

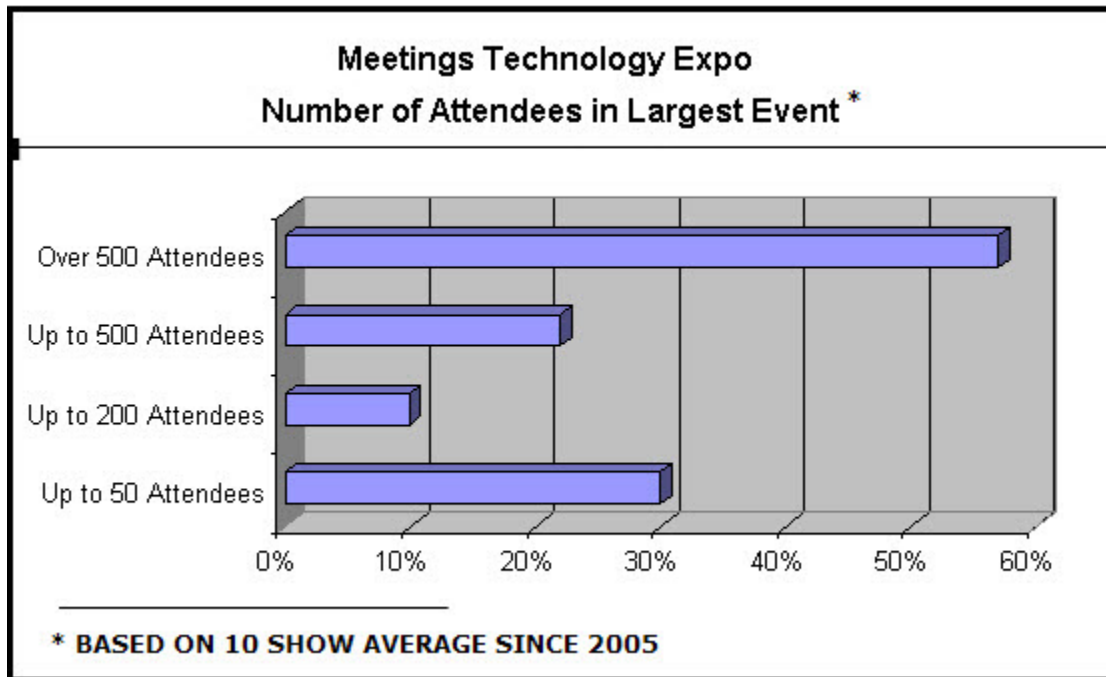


HAWORTH INC • HBA America • Health HERAEUS KULZER • Hewlett Packard • IAAPA • IDEXX World Expo • IEC • Association • Illinois Association • Community Bankers Micro • In-N-Out International Agri-International Society Surgery • Intersport,

Inc. • Int'l Foundation of Employee Benefit Plans • Iwan • JELD-WEN, inc. • JPMorgan Asset Management • JPMorgan Chase • KCI • Kendall College • Kohler Co. • KPMG LLP • Land O'Lakes, Inc. • LaSalle Bank • LEBHAR FRIEDMAN INC. • Lions Clubs International • Lockheed Martin • Magazine Publishers of America • March of Dimes • Maritz Travel Company • MarketStrike • McKinsey • McVeigh Associates, Ltd • Meeting Management Services • Meeting Management Solutions inc. • Meeting Professionals International • MeetingNews • Meetings & Conventions • Meetings & Events • Meetings & Incentives • MEETINGS IT INC • Merchandise Mart Properties, Inc. • Merrill Lynch MetLife • Midwest Podiatry Conference • Minding Your Business, Inc. • Motorola • MPRO • Multistate Tax Commission • NACS • NAHB • NAILBA • NASFAA • National Association of Insurance & Financial Advisors • National Consortium for Justice Info and Statistics • National Fire Sprinkler Association • National Kidney Foundation • National League for Nursing • National Marine Manufacturers Association • National PTA • National Rural Health Association • Nat'l Assoc Oil Heating Service Managers • Nat'l Training & Simulation Ass'n • NBC Universal • NCLM • NCPFC • NDSG, INC. • NEA • New York State United Teachers • NHS • Nielsen Media Research • Nike- WHQ TWC2 • North American Spine Society • Northern Illinois • Northwest Foodservice Show • Northwestern Mutual • Novartis Pharmaceuticals • Novo Nordisk • NRECA • Occasions, Inc. • Ohio Veterinary Medical Association • One World Incentives, Inc. • One World Partners, Inc. • ORCO Construction Supply • Packeteer, Inc. • Parenteral Drug Association, Inc. • PCMA • Peak Performance Services • PennWell Corporation • Pepsi-Cola Company • Peter Matthews & Associates • Pfizer Inc. • Philadelphia Convention & Visitors Bureau • PhoCusWright Inc. • Premier Meetings and Incentives • Prism Business Media • ProAcitve, Inc. • ProEd Communications, Inc. • Professional Beauty Assoc. • Professional Events and Consulting • Pro Planners



inc • Prudential Real Estate and Relocation Services • Public Relations Society of America • Pulver media • QUALITY SUPPORT INC • Quest Events • Radiological Society of North America • Raymond James Financial • RE/MAX • Red 7 Media LLC • Reed Exhibitions • Reliv International • Repede Group, Inc. • RICOH CORPORATION • Roche S.C. Johnson & Son, Inc. • Safari Club International • Sage Software • SCARBOROUGH RESEARCH • Schering-Plough Corporation • Schneider Publishing Co., Inc. • SCS • Sea Gate Travel Group • Shire Pharmaceuticals Inc. • Siemens • Smith Bucklin • Social & Scientific Systems, Inc. • Solar Energy Industries Association • Sports Systems • Stanford University • Starbucks Coffee Company • State Information Technology Consortium • Streampoint Solutions • Stryker Orthopedics • Swissotel Chicago • Sybase, Inc. • Symbiotix, Inc. • Talking Point Inc. • Tangerine Meetings & Events • TAP Pharmaceuticals • Technology Vision Group LLC • Texas Credit Union League • The Conference Board, Inc • The Dixon Group, Inc. • The Estee Lauder Companies • The Fairmont Hotels and Resorts • The Gardiner Group • The Meeting Source, Inc. • The Minerals, Metals & Materials Society • THE PAMPERED CHEF • The ResQuest Group, LLC • The Schwan Food Company • The University of Chicago • Third Door Media • Time Warner • Toy Industry Association, Inc. • TRANSITIONS OPTICAL INC. • TransWorld Exhibits Inc. • Travel Forum, Inc. • Travel Lite Co. • Travel Planners Inc • TraveLeaders • True Value Company • Unilever HPC USA • United Network for Organ Sharing • United Rentals, Inc. • Venture2 • Verus Information Tech • Virtual Visit • Visa INC. • VMS, Inc • Walt Disney World • WELLS DAIRY INC • Wells Fargo Bank Event Services • Western Home Furnishings Association • Weyerhaeuser • Wolters Kluwer Corporate Legal Services • Worldwide Business Research • Wyeth Consumer Healthcare





ATTENDEE TESTIMONIALS

"I was very impressed with the sessions I attended. Excellent content! Meetings Technology Expo is the best value for the dollar for content and access to technology suppliers in the industry.....a high quality conference and one well worth attending."

Rosemary Mueller
Senior Meeting Planner
Weyerhaeuser Meeting Management



"It was great to be able to shop for a registration company and see 4 demos in one afternoon!"

Sharon Kirksey-Walcott
Associate Director, Meetings
American College of Nurse-Midwives

"AWESOME expo. Met some great contacts. Found a great vendor for a service we were looking for!"

LeAndria Streeter
Special Projects Assistant
Institute for Family-Centered Care



"I learned something. GREAT! Many shows you go to end up being a networking event only and the education is subpar. MTE was the opposite."

Teresa Fish
Owner
Plan On It



"I left the Meetings and Technology Expo feeling as if I had a handful of new ideas as well as information that I could take back to my hotel and use day in and day out. It also gave me an overview of what my outside vendors to do get their information to me. The new technology that is out there is continuously growing and it helped by having a broad spectrum of guest speakers that had many different ideas and companies they represented."

Shannon Rutkowski, CMP
Senior Event Services Manager
Hilton Short Hills





EXHIBITOR BENEFITS

1-ON-1 APPOINTMENTS

Technology buyers will be given the opportunity to request appointments with your sales team directly based on your company listing information. Requests will be delivered to each MTE exhibitor pre-show and will be accompanied by the associated buyer's tech-specific demographic profile including: including: Type of technology used/ sought, Timeline to purchase, Tech budget, Purchasing authority and other key data.



TECH DEMOS

This is your opportunity to showcase your technology solution to highly-targeted, interested tech buyers. A limited number of 30-minute presentation slots are available.

TECH BUYER GUIDELINES AND CASE STUDY

As part of your tech demo presentation, you will be given the opportunity to submit tech-buying tips, guidelines, and 500-word case study relating to your specific technology solution/category. Your presentation slides will also be included in the show directory.

VIP INVITES

Each MTE exhibitor is entitled to 5 complimentary VIP passes for their top prospects. The passes will entitle the holder to a full-access ticket for all educational sessions, networking receptions and exhibit hall functions.

ANNUAL TECHNOLOGY LISTING

As part of your participation, your company will also be listed in an annual on-line directory where interested tech buyers will be able to find your tech solution all-year long. MTE exhibitors will have enhanced company profiles, leads delivered to your sales reps via online requests and referrals.



BOOTH RENTALS & SPONSORSHIP OPPORTUNITIES



BOOTH SPACE \$1,850

BOOTH PACKAGE \$250

- Internet Access
 - Electrical Service
 - 6' Skirted table, 2 chairs and wastebasket
 - Company ID sign
 - Lead Retrieval
 - Pipe and Drape
- *Booth space is typically 8 x 10 in size

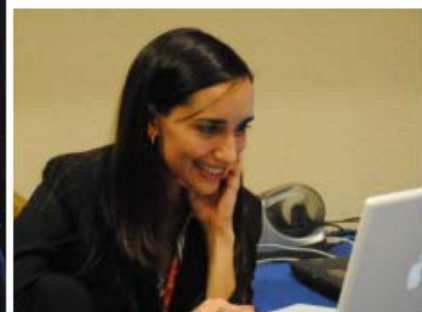


SPONSORSHIPS \$5,000

- Tote Bag/Logo & Insertion
- Lanyards & Badge Inserts
- F&B Networking Reception

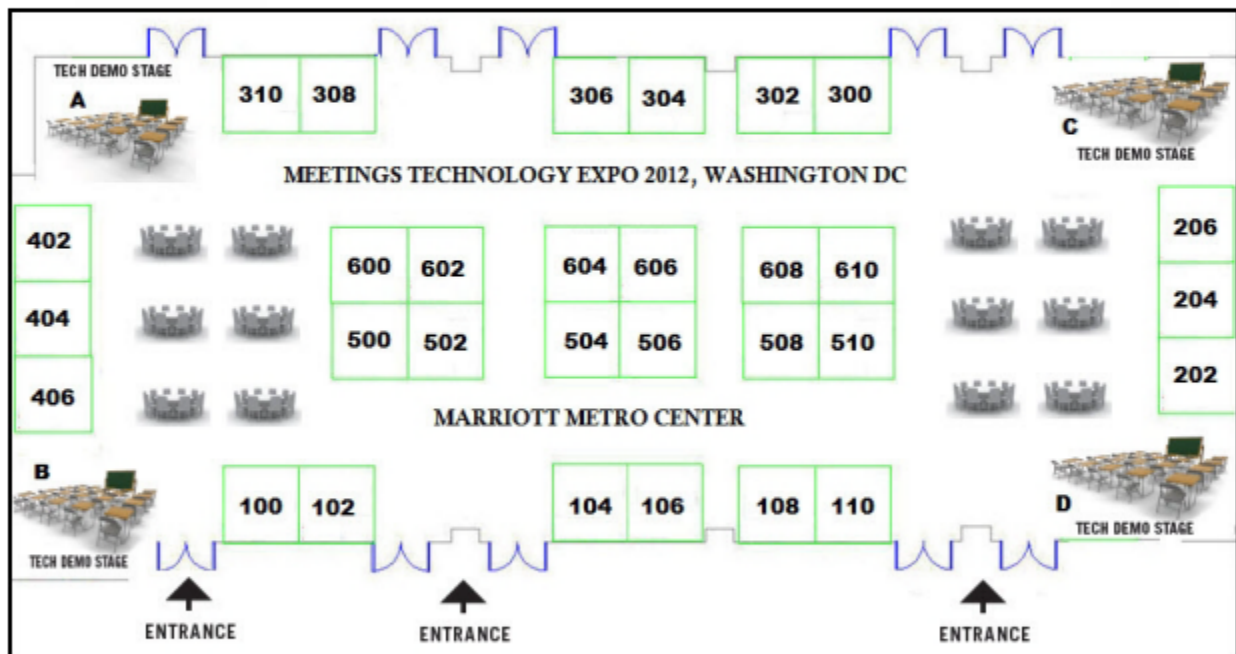
Sponsorships include:

- Booth fee, prime exhibit space
- Full page ad in show directory
- 2 additional exhibitor badges





FLOOR PLAN



To register as an exhibitor, please visit: <http://www.meetingstechexpo.com/exhibitor-registration-form/>

For more information, please call: 646-340-3835