



AUTOMATION NATION

LabTech Software
User Conference **2012**

June 11th - June 13th | Orlando, FL

Sponsorship Opportunities



Educate and Boost Your Sales Through **AUTOMATION NATION**

After Automation Nation's spectacular success, you won't want to miss the sponsorship opportunities available to your company at Automation Nation 2012 to take place June 11th through June 13th in Orlando, Florida. With the participation of hundreds of IT service providers and other IT professionals from around the world, Automation Nation has become almost instantly a premier event for the technically-savvy IT services professionals and solutions providers in search of a specialized forum to showcase their product, educate their market and promote their services.

Automation Nation 2012 is the perfect venue to present the industry's leading IT solutions providers with your latest ideas, concepts, applications or services that might address and resolve a current challenge or pain point. Your company's offering could very well have the answer that the IT services community is looking for!

Automation Nation 2012 promises to be bigger and better than previous years, with more participants

quickly signing up while the expectation and excitement for the new ideas, new professional contacts and vendors continues to rise.

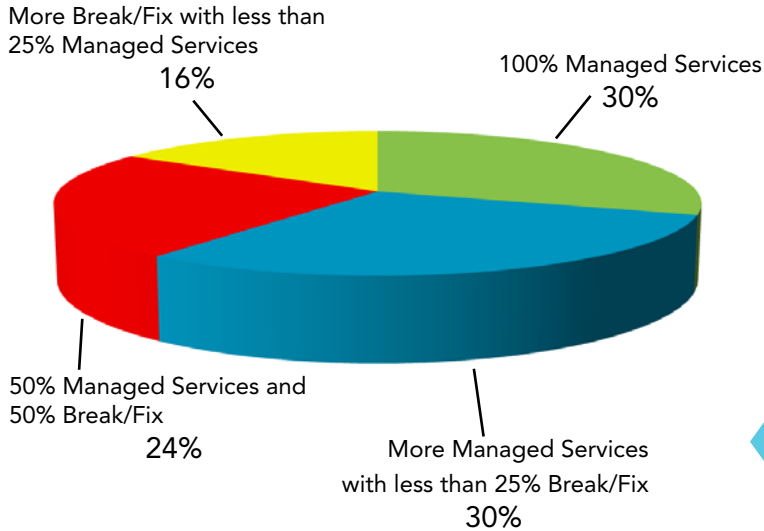
Don't miss the opportunity to sign up for one of our sponsorship opportunities and benefit from the valuable networking, company exposure and resulting high-quality leads that make this industry event a great return on investment.





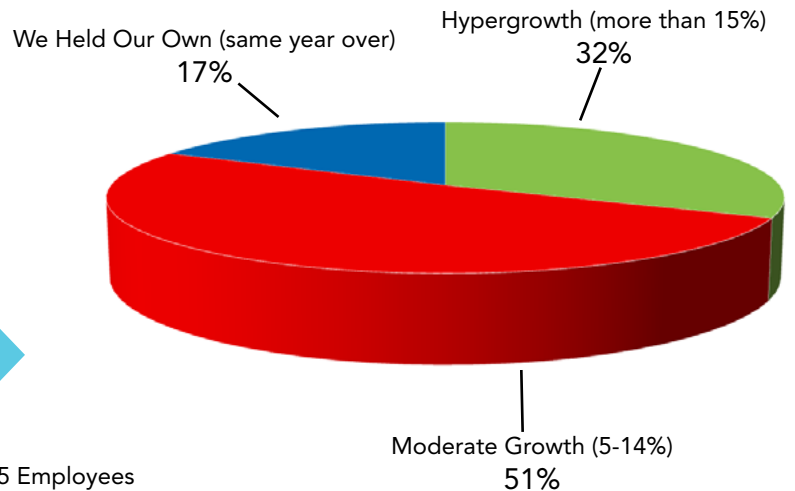
Our Attendee Demographics

Reported Business Model

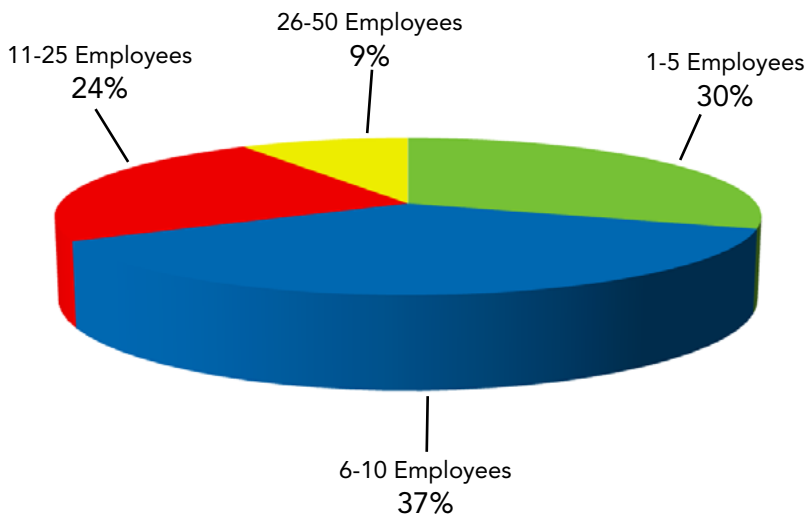


Meet new, highly qualified attendees at Automation Nation 2012. You will have great opportunities to share your products and services with the hands-on Automation Nation attendees who are looking for new ideas and solutions to further benefit their IT businesses. Set your message and promotion to meet the Automation Nation attendees.

Reported 2010 Growth Rate



Reported Number of Employees





Determine Your Sponsorship Level Now

The Automation Nation events have been such a success for our LabTech partners that we opened up more space for more attendees to share in the excitement of Automation Nation 2012 giving our sponsors a bigger audience of prospects. Sponsorships will be in three different levels; Select, Premium, Plus and Primary with additional à-la-carte opportunities available. With the great success of previous events, we anticipate a strong demand and cannot guarantee the availability of any Automation Nation 2012 sponsorship package or option without a signed commitment. Sponsorships are extended on a first come first serve

basis and many offerings are available on either a limited or exclusive basis. So plan and prepare now to wow at Automation Nation 2012. You'll soon learn that Automation Nation is the one LabTech partner event that can help you break new ground and open doors like never before.

To sign up for a sponsorship level or to learn more about available sponsorship levels for Automation Nation 2012, email community@labtechsoftware.com or call **Amy Hodge** at **(813) 463-4751**.

Select Sponsorship



Make the biggest impact at Automation Nation 2012 with our Select level sponsorship to showcase your products and services to the fullest. Just one Select level spot is available this year to get the maximum sponsorship level exposure. Capture premier brand visibility throughout Automation Nation from priority 10x20 booth placement on the show floor to priority placement on signage and much more. Your company will benefit from pre-conference promotional mentions, breakout speaking opportunity, and four full-conference attendees.

Premium Sponsorship



Take advantage of the next best sponsorship level at Automation Nation 2012 with one of the two Premium level sponsorship packages made available. This sponsorship level will allow your company to enjoy three full conference attendees, 10x10 booth space, and a half page, four-color ad in the conference guide.

Plus Sponsorship



Still get your message delivered and in front of the Automation Nation 2012 attendees with one of the four Plus level sponsorship spots. With a Plus level sponsorship, your company will receive communication vehicles to share your message with the audience. Take full advantage of pre-conference promotional message, color logo with URL on web page and signage throughout the conference.

Primary Sponsorship



The Primary Sponsorship provides you an opportunity to get in front of the LabTech Software community in the Solutions Pavilion. A variety of exhibitor options are available to enhance your presence in the Solutions Pavilion and throughout the conference.





Sponsorship Level Break Down

	Select	Premium	Plus	Primary
Booth space with 6ft table and 2 chairs	10x20	10x10	10x10	10x10
Full time attendees	4	3	3	2
Logo on Automation Nation signage throughout conference				
Logo and 50 word description on Automation Nation website				
Color logo in Automation Nation conference guide				
Logo and 50 word description in pre-conference email to attendees				
Logo and 50 word description in LabTech newsletter (pre-conference to all partners)				
Descriptive message in conference guide	250 words	100 words		
Full color advertisement in conference guide	Full page	Half page		
Logo and 50 word description in post-conference email to attendees				
30 minute demo session at event				
Article in LabTech newsletter to all partners Q3 or Q4				
Exclusive sponsor Automation Nation Welcome Reception				
	\$25,000	\$15,000	\$7,500	\$5,000



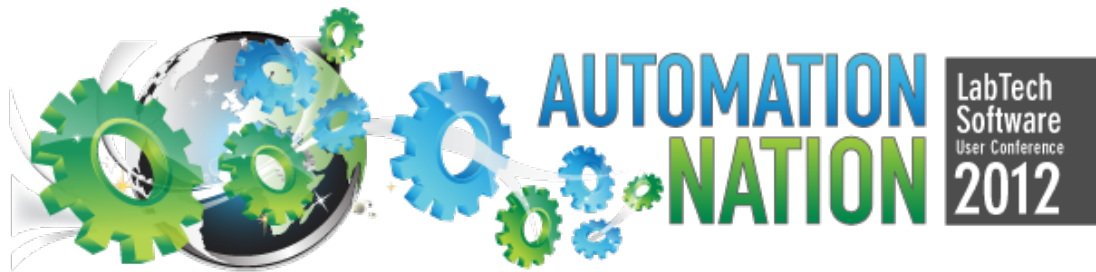
Further Exposure Your Brand & Visibility

Truth be told, the decision to sponsor an industry event can be attributed to one thing: exposure—a fact that LabTech Software understands and appreciates more than you'll ever know. That's why we offer additional marketing tools designed to maximize your brand exposure and provide fruitful networking opportunities while at Automation Nation 2012. We'd be happy to work with you to customize any of the following add-on options:

Sponsorship Add-Ons



Mealtime sponsor	\$2,000
Full color advertisement in conference guide	\$1,500
30 minute demo session at event (only two available)	\$3,000
Sponsor Automation Nation party EXCLUSIVE	\$8,000
Additional full time attendee (up to 3 more)	\$495
Branded conference badge lanyard EXCLUSIVE	\$2,000
LabTech Software partner webinar pre-conference and broadcast to all partners	\$5,000
Half page ad	\$750
Room drop	\$1,500
Co-branded hotel key card EXCLUSIVE	\$3,000
WiFi sponsorship EXCLUSIVE	\$3,000



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www.labtechsoftware.com/automationnation