



Exhibitor Package

Dear Exhibitor,

Introducing the 1st Virtual PLM Boot Camp for the Consumer Products Industry

WYSWYG Productions is proud to present the first Virtual Product Lifecycle Management educational event for the Consumer Products Industry – PLM Boot Camp 09'. With two days of jam packed educational webinars this event is designed to help Apparel, Footwear, Retail and manufacturing organizations learn everything about PLM and PLM best practices.

PLM Boot Camp 09' Target Audience

The PLM Boot Camp target audience includes: IT, Product Development, Design, Merchandising, Marketing, Graphic Design, Material Development, Color Teams, Quality Assurance Teams, Technical Design and Fit Teams, and C- level executives such as CEO, COO, CFO and CIO's that work in Retail and Manufacturing. Verticals we address include: Consumer Products, Apparel, Footwear, Textile, Toys, Packaging, Equipment, Uniforms and Sporting Goods. Academics are welcome as well as Students of Fashion, Merchandising and Textiles.

PLM Boot Camp 09' is a Virtual Event

Consumer Products organizations are seeking thought leadership in PLM. WYSWYG Productions goal is to bring quality PLM content to your desk. Our format leverages the best and newest educational format - the Virtual Conference - a two day live event and a subsequently a two month on-demand event. The launch of the Fall Boot Camp will kick start our PLM educational-based virtual events which will take place quarterly throughout 2010. PLM Boot Camp 09' will be held on Thursday, October 8th and Friday, October 9th, 2009. Each day will start with a keynote speaker and be followed by a series of six fifty minute sessions. The day will end with a Virtual networking event which follows a panel session with the day's presenters. Virtual Exhibitor Booths will be available to visit. These booths will offer whitepapers, demo videos and chat with Exhibitor teams to learn more about their products and services.

PLM Boot Camp 09' Session Topics

Sessions will be moderated and include individual PLM thought leaders as well as panels. Session topics include; The Thinking Executive's Guide to a Better PLM Implementation: Develop a PLM strategy and reach your PLM goals; Look under the hood before you buy! A technical assessment guide to selecting and purchasing a PLM solution; PLM ROI Secrets – Learn how much money you can save by spending the right amount on your PLM solution; So you are going to buy a PLM solution? How to develop a PLM RFP – so your questions get answered before it's too late; The Art of PLM Leadership – Lessons from the Executive suite to the corner office; Don't pave the cow paths - Understand your As- is processes to better implement your PLM Solution; PLM unplugged –how to leverage PLM to do things better, faster and with more control then ever; The PLM Implementation Methodology Guide - Step by step do's and don'ts for implementing PLM solutions; PLM 911 – Measure twice and cut once: Manage your risk when implementing PLM with better requirements gathering; . If its not used its useless: Don't worry be Happy with your PLM solution; One Version of the Truth - Learn about the tools available to connect systems, data, people and processes and more.

Two Key note sessions with topics such as “From paralysis to prosperity with PLM - thriving with PLM” and post session panels will begin and end each session day. Chat is available throughout each day, during session intermissions and during breaks in the program. Event attendees will have the ability to network, ask questions and meet the high level attendees and presenters.

Current Exhibitors include:

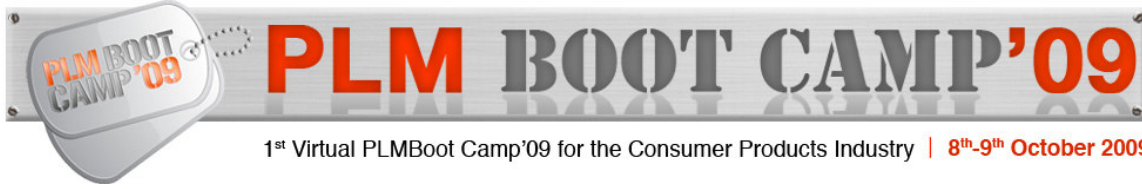
- Aberdeen
- Espec
- Global Data Mining, LLC
- Just Style/ PLM Hub
- Madlan
- Optimize
- Sue Kagan Designs
- PDP
- TBC Unlimited
- TBM Consulting
- Transweave
- TEC
- Zweave

PLM Exhibitor Package

- 1 Exhibitor Booth with up to 10 links to whitepapers, video, websites
- 1 Virtual Goody Bag Give away
- 1 Live Chat during event within the conference and your booth
- 2 Free Registrations to the Live event for your team (Valued at \$1200)
- 1 Complimentary registration to give away to a VIP (Valued at \$600)
- 1 Logo on the Exhibitor Page
- 1 Email Campaign listing you as an exhibitor
- 1 1 day as a featured exhibitor on our home page during the on-demand event
- 1 Personal Chat room to staff during the live event

Total Value: USD\$999.00

To learn more about our Exhibitor opportunities contact us at info@plmbootcamp.com



1st Virtual PLMBoot Camp'09 for the Consumer Products Industry | 8th-9th October 2009

PLM Boot Camp'09 Exhibitor Agreement Order

Bits On The Wire, Inc.
6420 E Broadway, Ste A300
Tucson, AZ 85710

Tel: 520.760.2400 x107
Fax: 520-844.7111
Tax ID: Bits Contact: Katherine Elliott

Date: August 18th, 2009

Sponsor:
Address:

Company Name:
Address
City, State, Zip:

Phone:
Contact:
Email:

Phone
First, Last Name
Email:

**VIRTUAL EXHIBITOR CONFERENCE FOR PLM BOOT CAMP' 09
PLM Exhibitor Package**

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Total Value: USD\$999.00

Signature: _____

Card Number: _____ Exp: _____

Name on Card: _____

***Mail form or fax payment to the address above.**

Upon completion of this Exhibitor Agreement Order, please sign and fax to (973) 352-6614 or scanned and emailed to info@plmBoot Camp.com. If you have any questions, please us at info@plmBoot Camp.com, or by phone at (917) 297-8904.

By Signature here, you agree to the terms and conditions of this exhibitor order, and you authorize the billing

terms associated with it.



Exhibitor info

Please fax back with your information for our records.

Date:

Full Name:

Company:

Title:

Address:

Telephone:

Work Telephone:

Email:

Website:

Skype:

Company Description (75-100 words maximum):

**Please send your company logo in JPEG, 300 DPI format to
info@plmbootcamp.com**

**Fax back to 973 352 66 14
% WYSWYG Speaker Coordinator**



Exhibitor Guest Forms

Your exhibitor package includes you and 1 guest. Log in information will be emailed to you directly. Please save it and do not share it.

Exhibitor

As an Exhibitor during the live event you will need to man your booth so you can chat and interact with attendees.

Company:

Booth Manager Name:

Booth Manager Email:

Booth Manager Cell:

Exhibitor Guest

The second pass is to be offered at your discretion. However we recommend you assign it to someone who can man your exhibitor booth during the 2 day live event if you will be attending sessions.

Exhibitor Guest Name:

Exhibitor Guest Email:

VIP Guest Pass

This pass is for you to offer at your discretion. Please provide us with the name of the VIP Guest before September 31st.

VIP guest name

VIP guest email:

VIP Guest Company:

**Fax back to 973 352 66 14
% WYSWYG Speaker Coordinator**



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EXHIBITOR CHECKLIST

***By September 18**

1. All filming completed, recorders that were shipped are received back or video files are due
2. All deliverables are due (please have Exhibitors submit to: info@plmbootcamp.com)
 - High resolution logo (any format) and 75-100 word company description
 - All .pdfs or links for booth (limit 10) sent in a zip file with your company name in order you want them in the booth –(provide a separate list or number each file)
 - Any videos (if filmed at studio, already completed. If submitting, please send video in native format that hasn't been compressed in any way. Any file format)
3. List of complimentary registrations to the event. Please provide first & last names, email and company name for each.
 - (2) registrations for your team
 - (2) internal names who will be monitoring the live chat in your booth (open during all conference hours)
 - (1) registration to give away to a VIP

***By September 25**

Emails will be sent to all Exhibitors with login instructions

***By September 30**

Booths ready for preview. All Exhibitors will be able to login and verify booths.

***By October 5**

Any revision requests need to be requested.

*If coming to Tucson to record session(s), please bring:

1. PowerPoint slides (please email ahead to Selysette at sanchezselysette@gmail.com for backup)
2. Any makeup for touch ups (women & men!)
3. Usb drive to put video files on – receive w/i 2 wks of end of OnDemand

Note: If coming to Tucson, please notify Selysette if you will be filming a 2-3 min company overview video and walk-on for your exhibitor booth. These are offered at no additional charge.