

CFUNITED

Sponsor Packet

Thank you for being a sponsor at this year's 7th annual event. CFUNITED is expected to have 1,000 attendees. There are several changes since last year's conference and we hope that you will find that the event will be very successful. Please read the following carefully and if you have any questions, feel free to contact me.

Directions

Baltimore Washington International Airport

Take Route 195 West to Exit 4/I-95 South, then head West on 495 towards Silver Spring, and take Exit 34/Route 355 North (Wisconsin Avenue/Rockville Pike). Proceed approximately 3 to 4 miles on Rockville Pike and the Bethesda North Marriott will be on your left on Marinelli Road.

Ronald Reagan National Airport

Take (110 North) George Washington Parkway to 495 North. When you are on 495 North, bear to the left to get to I-270 North towards Frederick and get off at Exit 4A (Montrose Road East). Proceed approximately 2 to 3 miles and make a right onto Rockville Pike (Route 355). Proceed on Rockville Pike and the Bethesda North Marriott will be on your right on Marinelli Road.

Washington Dulles International Airport

Take 267 (Washington Dulles Access and Toll Road) East to I-495 North heading towards Rockville, and take I-270 North towards Frederick. Get off at Exit 4A Montrose Road East, proceed approximately 2-3 miles and make a right onto Rockville Pike (Route 355). Proceed on Rockville Pike and the Bethesda North Marriott will be on your right on Marinelli Road.

Points North

Take I-95 South to 495 West Towards Silver Spring, then take Exit 34/Route 355 North (Wisconsin Avenue/Rockville Pike). Proceed approximately 3 to 4 miles on Rockville Pike and the Bethesda North Marriott will be on your left on Marinelli Road.

Points South

Take I-95 North to 495 North/East heading to Rockville/Tysons Corner, then take I-270 North towards Frederick and get off on Exit 4A Montrose Road East. Proceed approximately 2-3 miles and make a right onto Rockville Pike (Route 355). Proceed on Rockville Pike and the Bethesda North Marriott will be on your right on Marinelli Road.

Parking

Special parking arrangements for CFUNITED attendees have been made at \$5.00 per day per car. Also, parking is easiest if you go past the Marriott entrance and turn right at the Executive Blvd light and the entrance to the conference center is your first right.

Bethesda North Marriott Hotel and Conference Center

Check in at the hotel is at 4:00pm and check out is 12:00 noon. Call 301-822-9200 if you have any other questions for the hotel. This hotel is currently booked. For overflow hotels see travel page on www.cfunitied.com.

Shipping Conference Materials to Hotel

Shipping to the conference center is FREE. Please ship materials for your booths to the hotel conference center. You can have shipments arrive three days prior to the event; they cannot arrive at the hotel earlier than Friday/Saturday the 24th/25th of June (otherwise there will be a charge).

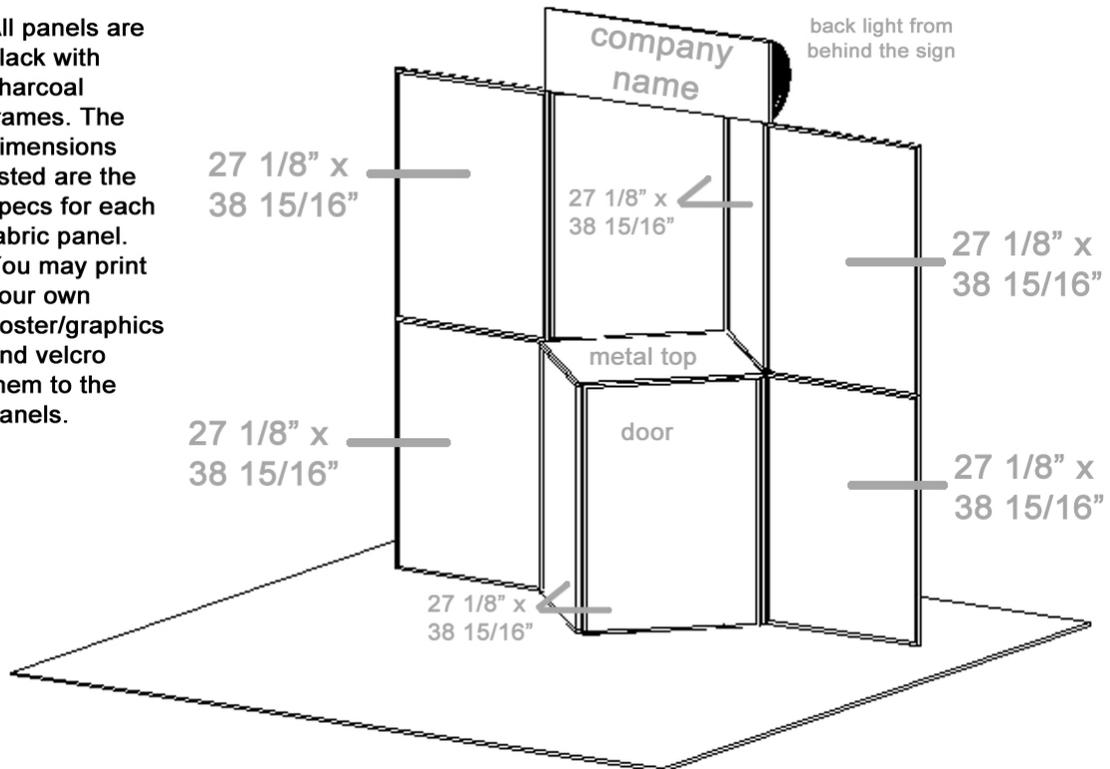
Attn: Evangeline Wilson/Liz Frederick
Exhibitor Name
Exhibitor Booth Number
CFUNITED Conference 6/29/05
Bethesda North Marriott Hotel
5701 Marinelli Road
North Bethesda, MD 20852

Booths

Tuesday evening at 5:00pm, June 28th, 2005, booths will be setup in the Exhibitor Area. Once your booth is up, you are permitted to begin assembling your display with posters. Rooms will be open until 9pm. Tables will not be put out until Wednesday morning at 7am for the main event. If you would like to rent equipment our provider, Dyventiv can supply you with this information (see attachment). If you would like to request a 6' table (and chairs) to be put in front of your booth, email liz@teratech.com.

The booths will look like the following:

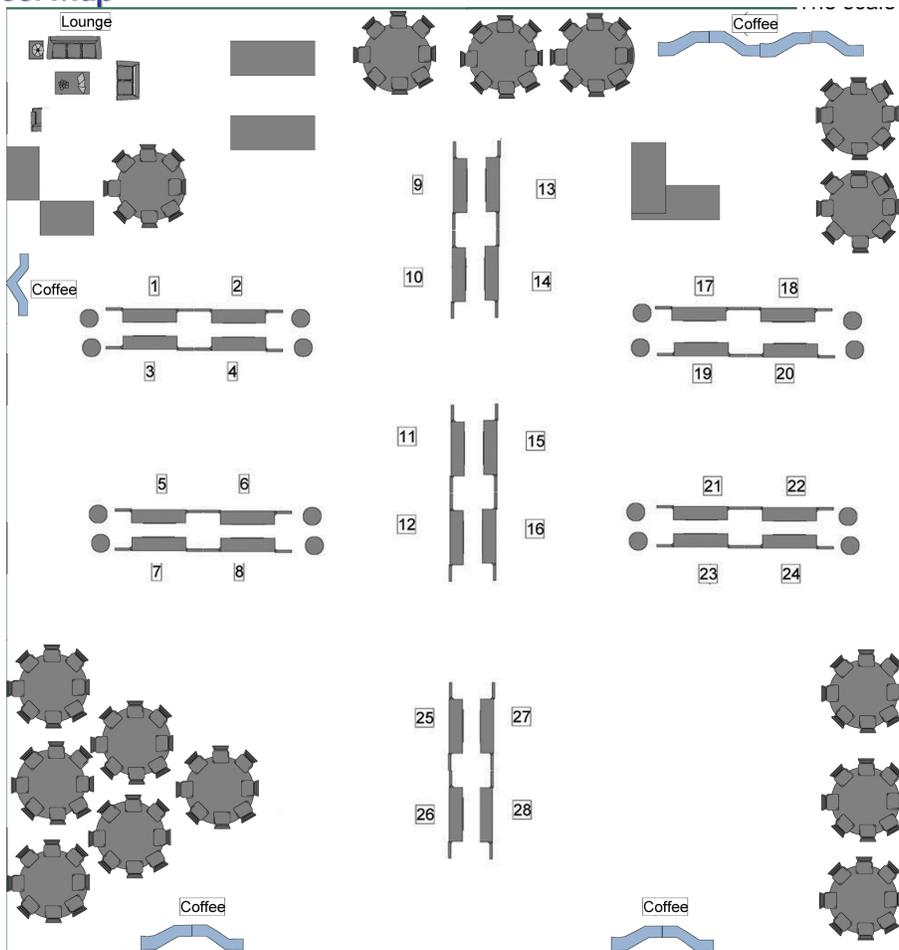
All panels are black with charcoal frames. The dimensions listed are the specs for each fabric panel. You may print your own poster/graphics and velcro them to the panels.



Tear down is at 5:00pm on Friday the 1st of July. You must tear down your display and equipment in the booth at this time. No exceptions.

The header for your booth will already be displayed on the booth and will have your company's name in printed text with the CFUNITED logo and sponsorship level.

Layout Map



1. Savvy Software
2. Savvy Software
3. Paperthin
4. Paperthin
5. InterAKT
6. InterAKT
7. Microsoft
8. Microsoft
9. Montgomery
10. AboutWeb
11. Hostmysite.com
12. Hostmysite.com
- 13.
14. FusionDox
15. CFDynamics
16. CFDynamics
17. Figleaf
18. CPCUG/Byte Back
19. Fog Creek
20. Fog Creek
21. Universal Mind
22. Universal Mind
23. TeraTech
24. TeraTech
25. New Atlanta
26. New Atlanta
27. Macromedia
28. Macromedia

Storage

We suggest keeping computer equipment in your hotel rooms for overnight or just ask TeraTech to store it in one of our hotel rooms containing CFUNITED staff security.

Extra Signage

For Gold Level sponsors, if you have a poster you want hung on the walls in the General Session, they must be light enough to attach to the walls with double stick tape. Check with Liz Frederick for sizes. You must ship your posters to TeraTech 2 weeks before the event.

Sponsor Cards (raffle)

Each sponsor will be given a stamp and a stamp pad. Attendees are required to go around to each booth and receive a stamp from each sponsor. After they fill their card with all the stamps they are allowed to turn it in to receive a chance to win a prize in a raffle on the last day. CFUNITED usually gives away at least 20 door prizes and always has great participation from attendees.

Sponsor and Speaker Dinner

RSVP for the Tuesday night 6/28/05 FREE dinner invitation at 6:00pm. The restaurant will be the Brazilian BBQ 301-881-3397 (Rockville Pike- approximately 1-2 miles from the Bethesda North Marriott Hotel) Extensive salad bar and vegetable buffet. A variety of grilled meats on skewers served at your table. Location: 1801 Rockville Pike, Rockville MD 20852

Prizes

If you would like to participate in the prize/raffle give-a-ways, please send your item(s) immediately to:

Liz Frederick
TeraTech Inc
405 East Gude Drive
Suite 207
Rockville MD 20850

Internet Café

Currently the Internet Café is tentative due to our negotiations with the hotel. It is possible that the event will not contain Internet at all. The hotel bedrooms and lobby do have internet access for \$10 per day.

Internet for Sponsor Booths

If your booth needs Internet access please let me know by Friday 4/29 5pm. There is an option to run a T1 to each booth but it costs about \$500 per day per booth. Even if you do decide to purchase access from the hotel we always recommend you prepare a Plan B for access going down during your stay (eg download website pages to you laptop for local display)

Time and Schedule

See attached print out of the schedule. During the breaks and lunch, attendees will be able to visit your booth. The exhibitor area will be open during the entire scheduled hours of the event. This schedule is up-to-date as of April 28th, 2005.

Case Studies

We have limited spots available for case studies. If you or one of your customers would like to participate in a 10 minute display of one of your company's projects, Contact Liz to see if we can fit you in. There are 8 case study slots. We can provide more information for those who are serious about presenting. This is for Silver and Gold level sponsors only.

Lead Retrieval System

Sponsors who would like to participate in the lead retrieval system must fill out the form and submit to Kirk Pawlak from Dyventiv. The fee is \$250 before June 1st 2005. See attached document or go to <http://www.dyventive.com/cfunited>

Equipment Rental

If you would like to rent a plasma display or equipment for your booth, Dyventiv is our primary source and will provide an excellent service to our sponsors. They will setup, tear down, and provide on-site maintenance for all equipment. See attached document for the order form. This form should be faxed to Kirk Pawlak or go to <http://www.dyventive.com/cfunited>

Electrical

Each booth will be provided with a power strip. If you will need more than 5-10 amps of electricity, contact Liz.

Exhibiting Hours

Before the welcome speech on Wednesday at 8:00am attendees will probably wonder the exhibitor hall. You have the option of having your booth ready at 7:00am for those who are having coffee early that morning. On Thursday you can setup as early as 8:00am and Friday as early as 8:30am.

Normal Exhibitor Hours:

Wednesday 8:00am-8:00pm, Thursday 8:00am-8:00pm, Friday 9:00am-5:00pm

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|--|---|
| We recommend that you have at least one booth representative present in the exhibitor area during session breaks. Given that most attendees are drawn to this kind of environment between sessions or during times when they do not attend a session, you should be prepared for visitors at any time. Those breaks are: | Lunchtime has been arranged so that attendee traffic flows directly into the exhibitor area. There are tables and common areas for people to enjoy their meal. This is great time to socialize with people and enjoy an informal setting for networking. Those hours are: |
| Wednesday | |
| 9:45am-10:15am | |
| 11:05am-11:15am | |
| | 12:05am-1:10am |
| 2:10pm-2:30pm | |
| 3:20pm-3:30pm | |
| 4:20pm-4:50pm (long break) | |
| 5:40pm-5:50pm | |
| 6:40pm-7:00pm | |
| <i>7:00pm-8:00pm (exhibitor evening event)</i> | |
| <i>Event is over at 10:00pm (end of last BOF session)</i> | |
| Thursday | |
| 9:35am-9:45am | |
| 10:35am-10:50am | |
| | 11:50am-1:30pm |
| 2:20pm-2:30pm | |
| 3:20pm-3:30pm | |
| 4:20pm-4:40pm | |
| 5:30pm-5:45pm | |
| 6:35pm-7:00pm | |
| <i>Event is over at 8:00pm (Networking Event starts outside on the terrace)</i> | |
| Friday | |
| 10:00am-10:10am | |
| 11:00am-11:10am | |
| | 12:00noon-1:00pm |
| 2:00pm-2:30pm | |
| 3:20pm-3:30pm | |
| 4:20pm-4:35pm | |
| <i>Event is over at 5:00pm (must tear down now, no exceptions)</i> | |

Exhibitor Evening Event

On Wednesday the 29th of June at 7:00pm, will be entertaining our attendees in the exhibitor area with an open bar reception. Drinks will last for one hour and socializing can continue during the BOF sessions for that evening.

Full Page and Half Page Ads

All ads from sponsors for the show guide should already have been submitted to Liz.

Promotional Goodies

TeraTech is providing a free promo book bag to all attendees. This bag will hold all their materials; show guide, CD, and other goodies. We allow SILVER, GOLD, and PLATINUM sponsors only to send us goodies to insert into the bags. (Deliver to TeraTech by 05/31/05) Please no bottles or extremely large items.

We are expecting 1,000 attendees. Please send that amount of promo items to:

Liz Frederick
TeraTech Inc
405 East Gude Drive
Suite 207
Rockville MD 20850

Link to CFUNITED

We would love it if you could link to CFUNITED on your website. Banner ads can be found at <http://www.cfunitied.com/spread-the-word.cfm>

Email lists

If at all possible, help us promote the event by emailing your company customer and prospect lists. We appreciate it!

Name Badge and Materials

All sponsors and representatives must register online at www.cfunitied.com. A registration packet will be sent in the mail with your name badge, receipt, and t-shirt. At the event, please check in with the CFUNITED registration booth to collect your goodies and other materials on either Tuesday evening in the pre-event hall or Wednesday morning of the main event. All sponsors must pickup a "Sponsor" name badge ribbon. This will help people know that you are a sponsor. If you are an MMUG manager, Team Macromedia member, speaker, or a member of the Press you can get an attachment for that too.

Thank you everyone for your contribution to the ColdFusion Community! This event is going to be fantastic because of you! Good luck with your promotions and enjoy your time at CFUNITED!

Emergency Contact Information:

Liz Frederick
Cell Phone: 410.963.9418
Office: 301.424.3903 x107
Email: liz@teratech.com

Michael Smith
Cell Phone: 301.996.8372
Office: 301.424.3903 x110
Email: michael@teratech.com

Please provide your company emergency contact info to Liz.