

EXHIBITOR PROSPECTUS

Dear MWUG Members & QAD Vendors....

The Midwest User Group would like to invite you to join us at our **Fall 2010 Conference, September 26-28** at the Henry Hotel (formerly Ritz-Carlton) in **Dearborn, Michigan!** We anticipate a substantial attendance and hope that you will be able to attend as an exhibitor.

TABLE TOP EXHIBITS

Each Vendor Fair exhibit space is a SIX FOOT TABLE TOP. Display spaces will be assigned in the order in which applications are received. Please note that your exhibit **MUST** fit within the allotted display space and may not encroach on adjacent table-top space. Exhibits or displays that are larger than the allotted six-foot table space will **NOT BE PERMITTED**. Exhibitors who do not have a full display and wish to place handouts only may register for the **MATERIALS ONLY** table.

USER GROUP MEMBERSHIP

Please note that all vendors who participate in the Vendor Fair must be paid members of the Midwest User Group. Your membership for 2010 **MUST BE CURRENT** in order for you to participate.

ATTENDANCE REQUIREMENTS

Each vendor company will be asked to limit their attendance to three individuals, including those who will be staffing the table in the Vendor Fair. The number of overall attendees is limited, and since the User Group has grown significantly, we need some assurance that there will be enough space for all the users who desire to attend.

REGISTRATION

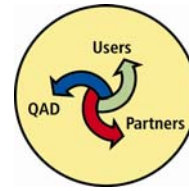
Enclosed is the **Vendor Exhibit Application** for the Fall Conference. Please note that the registration fee per person is in **ADDITION** to the fee for the display space.

1. Vendor Fair Table-Top Space: **\$500.00** full table top
(or \$75.00 materials only)
 2. Meeting Registration fees: **\$95.00** per person*
- * *This entire fee is applied toward food and conference material expenses.*

Please fill out the enclosed application and mail, fax or e-mail it to the Midwest User Group office **no later than September 19, 2010**; this is the last day you can register for table top display space.

The response to our Vendor Fair continues to be enormous. Each meeting we must turn vendors away even before the deadline for registration arrives. Spaces are assigned as registrations are received, so be sure to get your registration in as soon as possible. We look forward to having you join us in Dearborn this Fall!

Sincerely,
Jeff Shelton
Conference Coordinator



Midwest User Group

Fall2010 Conference

September 26-28

The Henry Hotel
Dearborn, MI



HOTEL INFORMATION

Sleeping Rooms have been blocked at the Henry Hotel and are available to conference attendees at a **discounted group rate**. Please be sure to reference the MFG/PRO Midwest User Group when making your reservations.

MWUG Conference Rate:

\$129/night (sgl/dbl)

Reservations: (313) 441-2000



Midwest User Group Fall2010 Conference

September 26-28, 2010

The Henry Hotel • Dearborn, MI

VENDOR EXHIBIT APPLICATION

EXHIBIT AREA:

Your Exhibit Fee includes a draped and skirted 6' x 3' display table ONLY. Please note that your exhibit MUST fit within the allotted table space and may not encroach on adjacent table top space. **Exhibits or displays that are larger than the allotted six-foot table space will NOT BE PERMITTED.**

EXHIBIT FEE: MWUG Vendor Members: \$500

Floor-Standing Displays are NOT permitted.

Registration fee for **exhibit personnel is \$95 per person**. Please note that exhibit registration is limited to **three persons per company**. Your company must be a **MWUG member** to participate. Payment must be made in full upon application to guarantee display space. Make checks payable to: *MFG/PRO Midwest User Group*. MasterCard, VISA and American Express also accepted.

CANCELLATION:

Cancellation of exhibit space after September 19, 2010 is not refundable. Any cancellation of exhibit space must be directed in writing to the Midwest User Group.

ADDITIONAL TERMS:

The exhibit space granted under the terms of this agreement is to be used exclusively by the exhibitor to present their products and services and is not to be sub-divided and/or shared with another company.

List any probable exhibitors and/or products you *do not* wish to be in close proximity to your display:

SHIPPING:

Displays shipped directly to the hotel should be received **no earlier than three days prior to the conference**. All materials shipped should be clearly labeled with your company name and addressed to: *The Henry Hotel 300 Town Center Drive, Dearborn, MI 48126 - HOLD FOR: MFG/PRO Midwest User Group Conference - September 26-28, 2010*

EXHIBITOR GUIDE

Company information to be listed in the program as follows:

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Site: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

E-Mail: _____

PRODUCT & SERVICE DESCRIPTION (60 words or less):

SPACE RESERVATION:

| | FEE: | TOTALS: |
|---|-----------|---------|
| Table Top (6' x 3' display space) | \$ 500.00 | |
| <u>OR</u> ..Materials Only (shared table) | \$ 75.00 | |

ATTENDEES:

| | | |
|----|----------|--|
| 1. | \$ 95.00 | |
| 2. | \$ 95.00 | |
| 3. | \$ 95.00 | |

Total Enclosed \$

Check Enclosed

Please charge my: VISA MasterCard AMEX

Card # _____ Exp. _____

Please make checks payable to: *MFG/PRO Midwest User Group*
and remit with completed application to:

MFG/PRO Midwest User Group
356 Montserrat Drive – Redwood City, CA 94065

FAX TO: 650.654.2075

E-MAIL: MidwestUserGroup@comcast.net

VENDOR PARTICIPATION RULES AND GUIDELINES

Based on feedback from the User Group Board we have established the following guidelines for Exhibitors. We must ask that all of these rules be adhered to.

1. Spaces in our Vendor Fair are limited. We have created more problems by trying to accommodate last minute registrations for the Vendor Fair. We cannot do this in the future. When the specified number of tables have been assigned we will not accept any more registrations – not even if you have a note from Pam Lopker!

We try to make the Vendor Fair a positive experience for both the meeting attendees and the vendors. We have seen in the past that trying to crowd more tables into the Vendor room results in pushing users out. This defeats the purpose.

2. We assign each vendor a space in the room based on the receipt of the registration form. We carefully keep track of receipt dates and times for all vendors in order to maintain fairness. A map is created as soon as we have the final layout from the hotel. Sometimes we don't have this information in enough time to get it to you before you arrive. In the event that you have not received a room map before arriving for set up, there will be a copy in the packet of materials that you receive when you register. Please set up your display at YOUR table.
3. You need to CHECK-IN when you arrive on the first day at the Vendor registration table. Any members of your firm that may be attending will also need to CHECK-IN. All fees for your exhibit and attendance are due prior to the start of the conference.
4. We have to make several commitments to the Hotel several days in advance of the meeting. We therefore request that you not make last minute changes to the number of people from your firm that will be attending. Walk-in registrants will be charged \$125.00 per person. Please remember you are **limited to THREE ATTENDEES** from your company.