



Be Together

The Be Communities **LIVE** Conference

May 17 - 20, 2010 -- Philadelphia, PA, USA

The Be Communities LIVE Conference will enable architects, engineers, constructors, geospatial professionals, and CAD managers who regularly exchange ideas virtually on the **Be Communities professional networking site** to connect, communicate, and learn from each other in person.

At the *Be Together Conference* this year the traditional exhibit hall will be replaced with the Be Communities LIVE Zone – an interactive experience that brings people and technology together in a series of dynamic zones. Top hardware, software, and other experts from Bentley partner organizations will be collocated with teams of Bentley product and professional services specialists to demonstrate – in hands-on sessions – the combined value of Bentley, Bentley channel partner, Bentley technology partner, and third-party developer offerings for visualization, collaboration, modeling, plotting, point clouds, and much more.



SPONSORSHIP LEVEL	PREMIER	CONFERENCE	ASSOCIATE	TECHNOLOGY*
COST	\$25,000	\$15,000	\$7,500	\$3,000
<i>Before the Event</i>				
Logo on the conference website with link to sponsor's website	X	X	X	X
Company profile posted with logo on the conference website	100 Words	100 Words	50 Words	50 Words
Logo displayed in e-mails	X	X	X	X
E-mail to attendee list sent on sponsor's behalf by Bentley two weeks before the event	1			
<i>During the Event</i>				
Logos included in zone	X	X	X	X
Physical presence in zones with sales and technical staff	Multiple	Two	One	One
Product offerings showcased in the zone for demos	X	X	X	X
Promotions in relevant agenda tracks	X	X		
User-facing presentations in zones	X	X	X	X
Option to partner in Bentley presentations in seminar tracks	X			
Video promo option in zone and around conference area	X	X		
Advertisement in on-site brochure	2 Page	1 Page	1/2 Page	1 Page
Banner adverts on conference website	1			
Receive all leads from zones sponsored	X	X	X	X
Recognition in keynotes	X	X	X	X
Signage around the convention center	X	X		
Number of Registration Passes included	6	4	3	2
<i>After the Event</i>				
Logo on the conference website with link to sponsor's website for 1 year	X	X	X	X
Company profile posted with logo on the conference website for 1 year	100 Words	100 Words	50 Words	50 Words
Full color advert(s) in one or two <i>Be Current Magazine(s)</i>	4 Pages	2 Pages	1 Page	1 Page
E-mail(s) to attendee list sent on sponsor's behalf by Bentley after the event	3	2	1	1

*Technology Sponsor Requirements: Sponsor's technology must be licensed by Bentley and be delivered inside Bentley products.



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EQUIPMENT/SERVICES SPONSOR NOTES:

Sponsors/exhibitors of equipment/services will receive benefits commensurate with the value of their in kind services in lieu of monetary contributions at the sponsorship levels described above.

Equipment sponsors/exhibitors will provide turnkey support for their equipment – including, but not limited to, delivery, installation, operation, maintenance, materials, removal, and cleanup.

LEARN MORE!

For more information about *Be Together: The Be Communities LIVE Conference*, contact Christine Byrne at christine.byrne@bentley.com or call 203-805-0432. For additional information about *Be Together: The Be Communities LIVE Conference*, visit www.bentley.com/BeTogether.

SPONSOR/EXHIBITOR SET-UP AND HOURS:

Sponsors are instructed to set-up in their zone on Monday, May 17, between 10:00 a.m. and 3:00 p.m. Sponsor's attendance is required in their designated zone during the specific hours listed below, as attendees will be in the exhibit hall. Sponsors may also man their zone during the off-hours when flow is lighter.

SPONSOR/EXHIBITOR HALL HOURS:

Monday, 6:00 PM – 9:00 PM

Tuesday, 7:00 AM – 7:00 PM

Wednesday, 7:00 AM – 7:00 PM

Thursday, 7:00 AM – 2:00 PM

SPONSOR/EXHIBITOR HALL PEAK HOURS/EVENTS:

Monday:

- 6:00 p.m. – 9:00 p.m. (Networking Reception)

Tuesday:

- 7:00 a.m. – 8:00 a.m. (Breakfast)
- 12:00 Noon – 1:00 p.m. (Lunch)
- 6:00 p.m. – 7:00 p.m. (Networking Reception)

Wednesday:

- 7:00 a.m. – 8:00 a.m. (Breakfast)
- 12:00 Noon – 1:00 p.m. (Lunch)
- 6:00 p.m. – 7:00 p.m. (Networking Reception)

Thursday:

- 7:00 a.m. – 8:00 a.m. (Breakfast)
- 12:00 Noon – 1:00 p.m. (Lunch)

SPONSOR/EXHIBITOR BREAKDOWN:

Thursday, May 20, 2:00 p.m. – 6:00 p.m. All materials in the Exhibit Hall must be cleared before 6:00 p.m. on Thursday, May 20. No early breakdown is permitted.

The Be Together Conference encompasses the following areas of interest to the infrastructure community:

- Roads and Bridges
- Structural
- Water
- Geospatial
- Utilities and Communications
- Building
- Plant
- Applied Research
- MicroStation and ProjectWise

ZONE CONCEPTS

