

Be Together

THE BENTLEY USER CONFERENCE

SHARPEN YOUR EDGE

Be Together: The Bentley User Conference enables architects, engineers, constructors, geospatial professionals, and CAD managers to “Sharpen Their Edge” by enhancing their skills and increasing their product knowledge. A crucial part of this learning experience is the networking and sharing of information that takes place in the conference’s LIVE Zone.

Back by popular demand, Bentley’s LIVE Zone – an interactive exhibit and demonstration area that brings people and technology together in a series of dynamic zones – offers sponsors a **smart** and **cost effective** way to exhibit products with customized kiosks:

- Experts from Bentley partner organizations will be collocated with a team of Bentley product and professional services specialists to demonstrate the combined value of Bentley, Bentley channel partner, Bentley technology partner, and third-party developer offerings for visualization, collaboration, modeling and analysis, intelligent deliverables, and more.
- With Bentley’s LIVE Zone kiosks, costly expenses associated with creating and shipping booths are eliminated. Exhibitors can brand their personal kiosk to give attendees an engaging, complete experience with demos, corporate logos, and graphics.

Be Together sponsorship packages offer exhibitors an ideal way to engage the AEC community, get leads, and potentially make sales at minimum cost. Watch what last year’s sponsors had to say about Bentley’s LIVE Zone, by clicking [here](#).



SPONSORSHIP LEVEL	PREMIER	CONFERENCE	ASSOCIATE	TECHNOLOGY*
FEE	\$25,000	\$15,000	\$7,500	\$3,000
Before the Event				
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 before the event	1	1		
Video commercial posted on conference website	First 10 paying sponsors			
During the Event				
Logos included in zone	X	X	X	X
Showcase product offerings and demos in the zone	Multiple	2	1	1
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 ads on conference website	1	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
After the Event				
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
Banner ads in <i>Be Current</i> Magazine	4	4	2	2
E-mail(s) to attendee list sent on sponsor’s behalf by Bentley after the event	3	2	1	1
Video commercial posted on conference website	First 10 paying sponsors			

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

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.

SPONSOR/EXHIBITOR SETUP TIMES AND ZONE HOURS

Sponsors are instructed to set up in their zone on Monday, May 23, between 10:00 a.m. – 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.

LIVE Zone HOURS

Monday, 5/23: 4:00 p.m. – 6:00 p.m.

Tuesday, 5/24: 7:00 a.m. – 8:00 a.m., 11:00 a.m. – 2:00 p.m., 5:00 p.m. – 8:00 p.m.

Wednesday, 5/25: 7:00 a.m. – 8:00 a.m., 11:00 a.m. – 2:00 p.m., 4:00 p.m. – 6:00 p.m.

Thursday, 5/26: 7:00 a.m. – 8:00 a.m., 11:00 a.m. – 1:00 p.m.

LIVE Zone PEAK HOURS

Monday:

- 4:00 p.m. – 6:00 p.m. (Registration)

Tuesday:

- 7:00 a.m. – 8:00 a.m. (Networking Breakfast)
- 12:00 Noon – 1:00 p.m. (Networking Lunch)
- 5:00 p.m. – 8:00 p.m. (Welcome Reception)

Wednesday:

- 7:00 a.m. – 8:00 a.m. (Networking Breakfast)
- 12:00 Noon – 1:00 p.m. (Networking Lunch)
- 4:00 p.m. – 6:00 p.m.

Thursday:

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

SPONSOR/EXHIBITOR BREAKDOWN

Thursday, May 26, 2:00 p.m. – 6:00 p.m. All materials in the LIVE Zone must be cleared before 6:00 p.m. on Thursday, May 26. No early breakdown is permitted.

LEARN MORE!

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

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

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



LIVE Zone Concepts

