

EXCHANGING IDEAS. CREATING SOLUTIONS.



Exhibit & Sponsorship Opportunities

2012 EMERSON GLOBAL USERS EXCHANGE
MAY 29-31, 2012 · DÜSSELDORF

Conference Information: www.EmersonExchange.org/emea



Exhibit & Sponsorship Opportunities

By Users, For Users

The Emerson Global Users Exchange is more than an industry-leading technical conference. It is a diverse community of manufacturing leaders committed to extracting the most from their automation investment and sharing their ideas and experiences with each other. This is a user community run by users, for users.

It's also a user community designed to include all process automation personnel, not just control system and software specialists. As plants become more integrated thanks to technology, it becomes increasingly important for all job functions to understand how to harness the rich diagnostic data that digital automation provides and use it to fundamentally change the performance of their facility.

This is the first conference in Europe and the user community is very enthusiastic about this event. We have had great response from users in submitting abstracts and many users have shown interest to attend in the last few months.

Why Exhibit?

The technology exhibits are rated one of the most popular events at Emerson Exchange year after year. Attendees consistently ask to experience live or hands-on demonstrations and want to understand the technology behind the products and services. They value the opportunity to have in-depth discussions with technology experts, and exhibitors benefit from the one-on-one interactions with highly qualified attendees.

To maximize your exposure, the exhibit hall will be open on both evenings. Since no competing activities are scheduled, attendance is high, giving you special

access to all of the conference attendees. Hors d'oeuvres will also be served alongside an open bar.

Qualified Attendees, Multiple Industries

Users of Emerson products, systems, and services cover a wide range of process control industries, including chemical, pharmaceutical, oil & gas, power, refining, pulp & paper, food & beverage, water & wastewater treatment, consumer products, metals & mining, and more.

Decision-makers attending Emerson Exchange include:

- Instrumentation Supervisors, Engineers, and Technicians
- Reliability Managers and Engineers
- VPs and Directors of Engineering
- Control Systems Managers, Engineers, and Specialists
- Production Operators and Supervisors
- Plant Management and VP Manufacturing
- Project Directors and Managers
- EPCs and OEMs

The exhibit spans circa 2500 m2 of technology exhibition space with live, hands-on demonstrations of Emerson's PlantWeb architecture, its technologies, and your complementary vendor solutions. Brands like Fisher®, Rosemount®, Micro Motion®, Mobrey®, Rosemount Analytical®, Bristol®, Roxar, Daniel®, DeltaV™, Ovation®, and AMS® Suite will make up the most comprehensive collection of Emerson technologies in one place.

With highly qualified technical experts in attendance and sold-out exhibit space each year at the US conferences, it's easy to see why attendees come to Emerson Exchange to find new technology and new solutions – and why exhibitors come to find new opportunities and customers.

“This conference is truly “run by users, for users” which makes the conference very productive. Emerson, from the very top of its management structure on down, has committed to be “more of a listening organization” and having end users run the conference provides a clear demonstration of this commitment.” ARC Report, December 2011

For more information on the conference visit www.EmersonExchange.org/emea

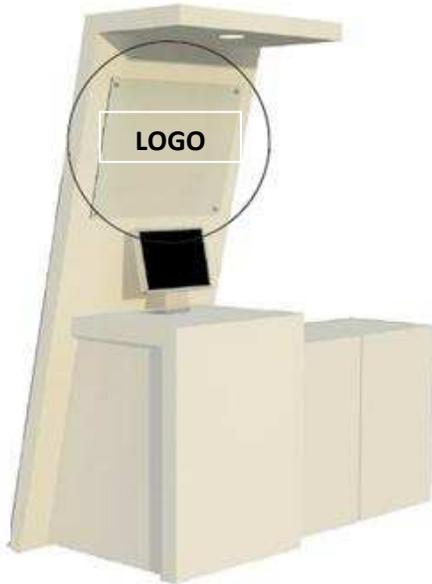


Exhibit Space

The Emerson Exchange exhibits continue to pull vendors right into the action by allowing you to reserve a standalone booth in the same exhibit hall as Emerson Process Management's display. Make your reservations quickly, as these spaces are assigned on a first come, first served basis and will sell out quickly.

The exhibition space consists of two floors – a ground floor and a balcony with great views on the ground floor. The ground floor of the exhibits is reserved for Emerson companies. The booths on the balcony are for exhibitors. Food and drinks will be provided during the exhibition.

Exhibit Booth



As an exhibitor, you can rent a booth. Emerson will provide the booth. The booth:

- 2 meters wide, 70 cm deep and height varies between 90 cm and 230cm
- Computer screen and electricity is provided (max 220V and 10 Amp)
- Logo area – 30 cm * 65 cm – please provide artwork for this in EPS format
- 24 hour security
- 150-word show guide listing with black and white logo (one per exhibitor)

Cost of the booth: 4,000 Euro (all inclusive, except staff registration)

Please ensure only light weight hand carry equipment can be presented as the balcony can only be reached by stairs or a small elevator (Max 250Kg). No internal transport devices are available.

Schedule

Registration

Monday, May 28th	12:00 – 22:00
Tuesday May 29th	08:00 – 20:00
Wednesday May 30th	07:30 – 20:00
Thursday May 31st	07:30 – 15:00

Set up

Monday May 28 th	08:00 – 20:00
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Mandatory Exhibitor training in the Exhibit hall

Tuesday May 29 th	Early afternoon
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Exhibit Hours

Tuesday May 29 th :	16:30 – 19:00
Wednesday May 30 th :	16:30 – 19:00

Tear down

Thursday May 31 st	13:00 – 20:00
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Exhibit Staff

As the conference has space limitation, you will only be allowed to register two participants. This is not included in the booth rental and these two staff members need to register through the normal registration route. Go to www.emersonexchange.org/EMEA to register.

NOTE: Exhibitors are invited to attend all of the meals, social functions, and workshops with the exception of Product Roadmaps; however, please understand that this is an event for Emerson users. As a courtesy to these attendees, we ask that:

- Exhibitors be the last to enter the workshops to ensure that there is ample seating for the users.
- Exhibitors refrain from participating in the question and answer sessions.
- Exhibitors refrain from promoting or selling their products during the workshops. This should be reserved for exhibit times.

We appreciate your sensitivity to these requirements.



Registration and Payment

Please contact Marleen.Kuipers@Emerson.com if you are interested to exhibit. You will then receive all necessary details by email.

Booth purchases must be made on or before March 16, 2012. Payments should be received no later than April 1st, 2012. Space will be reserved on a first come, first serve basis.

Giveaways and Premiums

Emerson Exchange sponsorships provide a multitude of powerful yet cost-effective opportunities to increase your company's brand presence among a highly targeted group of attendees. Participation in these sponsorships also provides opportunities for thought leadership that can successfully position your company's ideas and strategies in the minds of key decision makers.

All sponsorships are available on a first-come, first-serve basis. However, to maximize promotional opportunities please submit all sponsorship materials by April 15, 2012.



Customize Your Sponsorship

Emerson Exchange knows that increasing your return on investment for conference participation is important, so Emerson Exchange can customize a sponsorship to meet your specific needs. Ideas include, but are not limited to sponsorships of:

Sponsorship items
Cyber Café Sponsor
Pens
Conference Bag Insert Sponsor (A4)
Conference guide sponsor
– Inside front cover
– Inside back cover
– Full page in book
– Half page in book
2 x exhibition and 3 x lunches napkins

Whether you would like to combine sponsorships or you have an idea for an entirely new sponsorship that aligns with your brand objectives, Emerson Exchange can help. Contact Marleen.Kuipers@Emerson.com. We are ready to help you make this your best conference ever. Please note that all sponsors are required to have a booth in the exhibit area.

Conference Sponsorships

Cyber Café Sponsor

For pricing, please contact organization
EXCLUSIVE

This popular sponsorship lets your company gain name recognition each time an attendee logs onto the Internet in the Cyber Café. The Cyber Café is conveniently located to all conference activities to facilitate usage. Numerous PC stations will be available, as well as wired connections for those with laptops. The Cyber Café is used heavily throughout the conference by users frequently checking email, visiting the web sites, and conducting work online.

Sponsor is welcome to provide mouse pads or other gift items to Cyber Café users.

This sponsorship includes:

- Your splash screen as the default screen on all computers in the Cyber Café (includes screen savers)
- Your logo displayed on Cyber Café signage
- Acknowledgement as a sponsor on Emerson Exchange website, www.EmersonExchange.org/emea with a link to your home page
- Acknowledgement as a sponsor at the event
- (Optional) Opportunity to provide mouse pads or other work-related items at each station like notepads, pens, screen savers, etc.

Pens Sponsor

EUR 2,250
EXCLUSIVE

Your company logo will be at everyone's fingertips with this pen while they take notes during and after the conference. They will be distributed in the conference bags at registration. Available in green, blue, or black.

This sponsorship includes:

- Pens and production with your logo imprinted on the barrel
- Acknowledgement as sponsor on Emerson Exchange website, www.EmersonExchange.org/emea with a link to your home page
- Acknowledgement as a sponsor at the event
- Graphic proof of pen to be sent at contract acceptance



Conference Bag Insert Sponsor

EUR 1,000 per page (limit 2 pages per vendor)

We can place your printed messaging in the conference bag for all attendees to read. What an excellent way to advertise your company's capabilities and solutions for the process automation industry.

This sponsorship includes:

- Printed A4 sheet placed in conference bag (sponsor supplied insert)
- Acknowledgement as a sponsor on Emerson Exchange website, www.EmersonExchange.org/emea with a link to your home page
- Acknowledgement as a sponsor at the event



Beverage Napkins

EUR 1,000 Technical Exhibition & Lunch

As one of the most visible branding opportunities available, the beverage napkins sponsorships enable your company to get maximum exposure during an important time when users are gathered together for live technology demonstrations from Emerson and complementary suppliers at the Technical Exhibition on Tuesday and Wednesday evenings.

Napkin sponsorships are also available for lunch on Tuesday, Wednesday and Thursday. This sponsorship allows you to get your company logo or message in front of all our customers.

This sponsorship includes:

- Napkins and production with your one-color logo imprinted above the Emerson Exchange logo
- Napkins placed near food and beverage reception areas in exhibit hall
- Acknowledgement as a sponsor on Emerson Exchange website, www.EmersonExchange.org/emea with a link to your home page
- Acknowledgement as a sponsor at the event
- Graphic proof of napkin to be sent at contract acceptance



Conference Guide Sponsor

Spread the word about your company with premier positioning in the conference guide. Every time users reference the guide, your sales message will reach them. No other marketing tool does a more cost-effective job of communicating your company's message. The guide is distributed to approximately 700 people. All advertisements must be submitted as high resolution PDFs with all fonts and images embedded following the size specifications in the chart. Deadline to receive art is April 1, 2012

This sponsorship includes:

- Acknowledgement as a sponsor on Emerson Exchange website, www.EmersonExchange.org/emea with a link to your home page
- Acknowledgement as a sponsor at the event
- Graphic proof of your advertisement

Ad Type	#Available	Full Colour Rate (Euro)	Specifications (cm)
Inside front cover	1	3000	Trim: 21 x 29.7 Bleed: 21.6 x 30.3 Live Area: 18 x 26
Inside back cover	1	2250	Trim: 21 x 29.7 Bleed: 21.6 x 30.3 Live Area: 18 x 26
Full page in book	2	2000	Trim: 21 x 29.7 Bleed: 21.6 x 30.3 Live Area: 18 x 26
Half page in book	2	1250	Trim: 21 x 29.7 Bleed: 21.6 x 30.3 Live Area: 18 x 26

Applications for Exhibiting

Eligibility to exhibit at the Emerson Global Users Exchange (Emerson Exchange) conference is based upon mutual approval of the user-driven Emerson Exchange Board of Directors and Emerson Process Management. All exhibitors must meet the following criterion:

- Vendors' products/services are complementary to offerings by Emerson Process Management
- The products and services of the vendor or its parent company do not compete with those of Emerson Process Management unless permission to exhibit is given in writing by the Emerson Exchange.

The Emerson Exchange reserves the right to decline and/or cancel any exhibitor's registration if, at any time before the conference, the exhibitor does not meet the above listed qualifications. In the event that a vendor's participation is cancelled due to these reasons, any paid-in registration fees will be promptly refunded. No other expenses incurred by the exhibitor will be refunded by the conference.

Exhibit Space

Exhibit Space will be assigned to exhibitors on a first-come, first-served basis, with preference given to members of Emerson's Alliance program.

Cancellation of Booth Space

Any Exhibitor who cancels the contract, fails to show at the Exhibit area, or withdraws from the Exhibit after submitting the online registration and acceptance by Emerson Exchange agrees to pay the following cancellation charges to Emerson Exchange:

•If Exhibitor's written notice of cancellation is received by Emerson Exchange within five (5) business days of submitting the application, a full refund will be granted.

•If Exhibitor's written notice of cancellation is received by Emerson Exchange on or before March 16, 2012, a twenty percent (20%) refund of the fee due for the original exhibit space will be granted or refunded.

•If Exhibitor's written notice of cancellation is received by Emerson Exchange after March 16, 2012, no refund will be granted.

•All hotel room cancellations must be handled directly with hotel.

All notices of cancellation must be sent by email to [Marleen Kuipers](mailto:Marleen.Kuipers@emerson.com) at Marleen.Kuipers@emerson.com before the applicable deadline.

No notice is effective unless submitted to Emerson Exchange in a manner whereby proof of receipt by Emerson Exchange, such as certified mail with a return receipt, courier, or email by the deadline can be documented.

Failure to notify Emerson Exchange of cancellation and/or failure to pay exhibit fees may disqualify the Exhibitor from participation in future conferences.

Emerson Exchange may also assign or reassign the original exhibit space to another Exhibitor, eliminate the original exhibit space from the Exhibit, or allow it to remain vacant at Emerson Exchange's sole discretion without obligation to the Exhibitor.

Subletting Booth Space

No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted. Exhibitor may not display equipment or materials from other than its own firm or joint

Exhibitors' firm in said space, without the written consent of Emerson Exchange.

Sponsorships

Sponsorships will not be accepted until full payment is received by Emerson Exchange. All promotional copy, communications and/or logos must be submitted to Emerson Exchange for prior approval. Acceptance of sponsorship will not occur until notification is made by Emerson Exchange. If sponsorship is not accepted, Emerson Exchange will promptly refund payment. Emerson Exchange reserves the right to modify sponsorship deliverables. Sponsorships are non-transferable, non-cancelable and non-refundable.

Joint/Shared Sponsorships

Any joint or shared sponsorship will require a contract and shared sponsorship addendum signed by all participating companies. Based on the final agreed upon deliverables, an additional fee may be applied.

Indemnity and Limitation on Liability

Exhibitor agrees to hold and save harmless Emerson Exchange; the owners, operators, and managers of the Exhibit facility; and the respective officers, agents and employees of each (collectively referred to as Exhibit Management) from any and all claims of liability, damage, or expense resulting from any injury to or death of any person, including Exhibitor's employees, agents, and contractors, occurring within Exhibitor's Exhibit Space or resulting directly or indirectly from any actor omission of Exhibitor or



any loss of, damage to, or theft of any property. An omission of Exhibitor includes any failure of Exhibitor to comply with any of the terms and conditions of this Contract; any of the Conference and Exhibit Rules and Regulations; any Rules and Regulations of the Exhibit Facility; and any local laws. Exhibitor agrees to indemnify each and every member of the Exhibit Management group for any and all costs and liabilities incurred in defense of any such claim, including all expenses, attorney's fees, and any judgments awarded or settlement amounts agreed to. It is agreed that Exhibit Management shall not be responsible for any loss, damage, or theft of any property of any persons, including the Exhibitor and its employees, agents, and contractors, while in transit to or from the Exhibit Facility, while in the Exhibit Facility or otherwise.

Except for cancellations and withdrawals as set forth above, the Exhibitor is responsible for total rent for exhibit space irrespective of the reason for such cancellation and withdrawal, including cancellation and withdrawal by the Exhibitor because of failure of Exhibit to arrive for any reason or cancellation by the Exhibit Management or the result of strikes, lock-outs, act of God, terrorism, inability to obtain labor or materials, government action of whatsoever nature, war, civil disturbance, fire, unavoidable casualty or other causes, whether similar or dissimilar, beyond the control of Emerson Exchange. In the event of cancellation by Emerson Exchange as a result of the a foresaid causes, the Exhibitor expressly waives such liability and releases Emerson Exchange from all claims for damages and agrees Emerson Exchange shall have no obligation to Exhibitor. Exhibitor is a

tenant of Exhibit space only and not an agent, employee, partner or joint licensee of or with Emerson Exchange. Exhibitor agrees that it is solely responsible for its costs of doing business and agrees to hold Emerson Exchange harmless from any obligations incurred by the Exhibitor as a result of the Exhibitor or with the Exhibit Facility, service contractors, or other persons or companies and to indemnify Emerson Exchange for any costs or liabilities incurred in defending any such claims against Emerson Exchange, including attorneys' fees, expenses, and any judgments awarded or settlement amounts agreed to.

Governing Documents and Laws

Exhibitor expressly understands and agrees to be bound by the following:

- All terms and conditions contained in this Exhibit space contract;
- The Exhibit Code of Conduct, including any amendments which may be issued;
- The Conference Code of Conduct, including any amendments which may be issued;
- The master lease between Emerson Exchange and the Exhibit Facility;
- The rules and regulations outlined in the Exhibit Facility Guidelines;

Copies or pertinent extracts of the above documents can be obtained from Emerson Exchange or are available for inspection during the conference during normal business hours. Such documents are made an integral part of this Contract by reference as if set forth in full in the Contract.

Applicant will provide copies of the Code of Conduct and other pertinent material to all personnel who will be attending the conference. Applicant is further

charged with the knowledge of, and agrees to comply with, all local, laws, regulations, and codes pertaining to health and safety and promotions, marketing, and advertising, including activities constituting a lottery, applicable to Applicant's Exhibit. Compliance is Applicant's sole responsibility. This Contract will be interpreted and governed by German Law.

Exhibitor Event Conflicts

Exhibitor will not schedule any receptions, hospitality suites, social functions, exhibits, product demonstrations, technical seminars, training sessions, or any other event or function for attendees (or potential attendees) inside or outside of the exhibit facility during the Conference and Exhibition hours.

Surrender of Space

If not cancelled as provided in this contract, Exhibitor's license for the booth space expires at the earlier of deadline for move-out or actual vacation of the booth space. Exhibitor will surrender the space occupied by Exhibitor at the expiration of the license in the same condition as it was at the commencement of occupation. Exhibitor assumes sole and total responsibility for any damage to the Exhibit Hall due to construction, use, or dismantlement of Exhibitor's Exhibit and will reimburse Emerson Exchange for any charges assessed by Exhibit Hall caused by Exhibitor paid by Emerson Exchange, including charges for failing to vacate the premises in a timely manner. Failure by Exhibitor to occupy exhibit space shall result in forfeiture of all monies paid. Upon due notice to Exhibitor of such cancellation, Emerson Exchange will have the right to take possession of the Exhibitor's



space, remove all persons and properties of the Exhibitor, and hold the Exhibitor accountable for all risks and expenses incurred as a result of such re-entry and removal.

Rules of Conduct/Violations

Emerson Exchange reserves the right to restrict or evict Exhibits or Exhibitors which become objectionable because of noise, behavior, operational methods, rules violations, or any other reason and may prohibit or evict any Exhibitor, which in Emerson Exchange's sole opinion, may detract from the general character of the Exhibit or Conference as a whole. In the event of such restriction or eviction, Emerson Exchange will not be liable for any refunds or expenses of the Exhibitor, or damage caused by Exhibitor.

If Emerson Exchange must engage an attorney to collect any amounts due under this Agreement, Exhibitor agrees to pay all reasonable attorneys' fees and expenses incurred by Emerson Exchange.

Amendments

If any unforeseen event renders it necessary, Emerson Exchange may amend these Terms and Conditions and those documents included by reference. All amendments will be published and each Exhibitor shall be bound thereby. Any other changes in these terms and conditions and rules and regulations must be in writing and signed by both parties.

Security

General area security will be provided by in the exhibit hall by Emerson Exchange; however, each exhibitor is responsible for the security of its own equipment at all times.

General

- No food or beverage may be brought into the hotel for use in the Exhibit Hall.
- No signs, posters, or any other types of communication advertising or promoting exhibits will be allowed on any floors of the hotel or

convention center without express written permission from Emerson Global Users Exchange, the representatives of the Hotel Maritim and, and/or representatives of the applicable hotels.

- All exhibit materials and giveaways must be approved by the Emerson Exchange Exhibits Committee prior to the conference.

- Products to be displayed in the exhibit hall must not compete with those offered by Emerson Process Management.

Exhibitor Registration

All attendees of the exhibiting company must register as Exhibitors and not as Users for the Conference.