EXHIBITOR PROSPECTUS

POWERUp® 2020

April 20 - 23, 2020
Hyatt Regency Atlanta | Atlanta, GA
While Atlanta is sprawling with towering buildings made of glass and steel, it is truly a city in the forest, dotted with expansive green spaces. This urban oasis is a multi-cultural haven for residents and visitors alike, yet exudes Southern hospitality. Individuals from all walks of life add to the city’s charm and personality.

Atlanta began as a railroad terminus and remains a transportation hub, but with a 21st-century, global approach. Hartsfield-Jackson Atlanta International Airport is the busiest airport in the world, and 80 percent of the U.S. population lives within a two-hour flight. Visitors can roll into Downtown directly from the airport by riding Atlanta’s public rail system, MARTA.

The recently refreshed Centennial Olympic Park is Downtown’s centerpiece and is anchored by the Fountain of Rings, an everlasting reminder of the 1996 Summer Olympic Games. Next door, attractions surround Pemberton Place such as Georgia Aquarium, World of Coca-Cola and The National Center for Civil and Human Rights.

In Atlanta, chef-run restaurants dish up modern American cuisine in strikingly beautiful spaces. Among the cutting-edge eateries are cozy diners, cafés and bistros. The ethnic mom-and-pop restaurants along Buford Highway offer menus with lots of flavor. Locally-owned craft breweries sprinkle the city, creating an unofficial ale trail for visitors to enjoy.

Atlanta welcomes more than 1 million international visitors each year. Seventy-one countries have representation in Atlanta through a consulate or trade office, giving it a diverse economy. From arts and culture to music and cuisine, the city is full of multi-cultural opportunities for everyone.

Atlanta sits at the intersection of Southern charm, creativity and sophistication. It is easy to fall in love with this beautiful city – its world-class attractions, award-winning dining and hidden wonders – and be inspired by the city’s endless possibilities.

COMMON Celebrates 60 Years in Atlanta!

Join COMMON in Atlanta, Georgia for POWERUp 2020 - the annual meeting of the COMMON community and the largest user conference of its kind!

Not only will be part of our momentous celebration, but as a participant in the Expo, you’ll have access to hundreds of qualified buyers from your target market, all in one convenient location.

COMMON Exhibitors are able to meet with influential decision makers to:
- Generate new sales leads
- Interact with IT professionals from worldwide locations
- Build visibility in a competitive marketplace
- Strengthen customer relationships and add new customers
- Introduce new products and services
- Give product demonstrations
- Conduct market research
Reserve Your Exhibit Space Today

Exhibit Package
• 10’ x 10’ booth
• 8’ high back drape
• 3’ high side drape between exhibits
• 6’ draped table
• 2 chairs
• 700-character description in Online Session Guide and the Conference Guide
• 3 exhibitor badges per 10’ x 10’ booth
• Expo-only guest passes (for current and potential clients)

Pricing
• General Exhibitor = $3700
• Corporate Exhibitor = $3500 (Includes 1 full conference badge; must have active Corporate Membership)
• ELITE Exhibitor = $3100

ELITE Exhibitor Details
Besides the exhibit package, ELITE Exhibitors also receive the following:
• 1 full conference badge
• Company name and logo displayed on the COMMON website
• Identification as an ELITE Exhibitor on conference signage
• Recognition and a 50-character description in the on-site Conference and Expo Guide
• Additional exhibiting point for lottery in current calendar year (noncumulative, nontransferrable)
• Preferred advertising rate in COMMON CONNECT, our member e-magazine
• An ELITE Exhibitor must be a COMMON Corporate Member current on its annual dues. Additional ELITE fee required. Inquire for details.

Additional Benefits to Exhibiting

Exhibit Hall Guest Passes
Invite your prospects and clients to visit you in the Expo with an Expo-Only Badge, which is available to all exhibitors, compliments of COMMON. It’s a great way to solidify existing customer relationships and build new ones.

Expo Events
To support booth traffic and exposure to the Expo and our exhibitor partners, COMMON holds many of our events inside the Expo. Lunch on Tuesday and Wednesday is served inside the Expo, and evening Receptions on Monday and Tuesday are also held inside the Expo. With four different events, over three days, you have many opportunities to meet customers and generate leads.

Exhibitor Registration
Each exhibiting company receives three Exhibitor badges per 100 sq. ft. or booth space. Corporate and ELITE exhibitors also receive one complimentary Corporate Badge (full conference) for booth staff to share.

Lead Retrieval System
Lead retrieval is available for exhibitors, either via scanner or phone app, allowing you to scan each attendee’s QR code quickly for access to their contact information.

Exhibitor Access to Hall
Exhibitor badges allow access to the hall during installation, dismantling and Expo hours. Exhibitor badges do not allow access to educational sessions. To purchase a full conference badge, visit www.common.org

Expo Floor Plan
The floor plan can be found on pages 6 -7 of this prospectus. To view the current 2020 floor plan, including available booths, go to www.common.org/sponsorship
POWERUp 2020
Expo Floor Plan

Expo Days: April 20 - 22, 2020

Exhibit Schedule:
Monday, April 20: 5:30pm - 8:30 pm
Tuesday, April 21: 10:30am - 1:30pm
6:30pm - 8:30pm
Enhance Your Presence...ADVERTISE!

Advertising is great way to enhance your presence by making sure you get maximum exposure at POWERUp 2020. There are several avenues available to reach your target audience. Use one media platform, or several, to make sure attendees are aware of your presence and what you have to offer.

Registration Bag Insert
Add a promotional brochure or flyer to the attendee conference bag. This is another great way to generate attention and encourage booth visits.

Advance Program
Mailed to several thousand prospective attendees and posted online, the Advance Program provides recipients an overview of the event. *Inside front cover, full page ad, half page ad, inside back cover*

Conference and Expo Guide
Distributed to every attendee upon arrival, the guide is the main reference for the conference. *Inside front cover, full page ad, half page ad, inside back cover*

COMMON Conference Daily
Emailed daily to all attendees with conference updates, the Conference Daily is the go-to source for information. *Banner ads*

Online Session Guide
Receive a banner image and email banner when sponsoring the exclusive online location for educational session information. Attendees will see your message when visiting the guide and in the daily schedule emails received during the conference. *Banner ad*

Sponsored Email
Reach out to attendees before or after the conference with a dedicated email blast. *Custom HTML email*

More opportunities available... contact us.

Get Noticed...SPONSOR!

If you are ready to take your company to the next level, now is the time to secure your place as a sponsor. COMMON offers multiple opportunities to maximize presence and visibility, enhance credibility and generate more booth traffic by increasing attendee awareness of an exhibitor’s contributions to an event. Opportunities are available to get noticed before, during and after the conference:

- Registration Bags
- Badge Holders
- Water Bottles
- Cyber Lounge
- COMMON Cares 5K Run/Walk
- Conference T-shirts
- Welcome Reception
- Attendee Breaks
- CEF Closing Reception
- Educational Session
- Post-conference Webcast
- Pre-conference
- IT Executive Conference Lunch
- IT Executive Conference Insert

Customized
Looking for something different? We can help you put a custom program together. Perhaps you would like to put a branded item in every attendee’s bag. Maybe you want to have a welcome gift delivered to attendee rooms in the host hotel. Contact us, and we will work together to make the most of your POWERUp 2020 experience.

Included with every sponsorship:
- Company name and logo displayed on the Online Session Guide
- Identification as a Sponsor on conference signage
- Logo on the Acknowledgement page of the Conference and Expo Guide
- Sponsorship ribbon for booth staff badges
- Additional priority point for POWERUp 2021 booth selection
THANK YOU to our Supporters!

Questions, Anyone?
If you have any questions regarding POWERUp 2020, the Expo, or any other opportunities to partner with COMMON throughout the year, please contact us:

Wynn Burke
Conference & Expo Manager
312.279.0238
wburke@common.org

THANK YOU to our Supporters!

MORE OPPORTUNITIES THROUGHOUT THE YEAR

2019 Virtual Conference
July 23 - 24, 2019

2019 Fall Conference & Expo
September 9 - 11, 2019 | Indianapolis, IN

POWERcasts
Sponsored webcasts available through the year
...and more

Don’t miss your chance to partner with COMMON and connect to THOUSANDS of IT professionals from this community!

...and so many more!