Exhibitor Guide

About the Conference

Thank you for exhibiting at our 2024 Users Conference! Our goal is always to provide our users with outstanding educational and networking experiences, and your sponsorship helps us do that, so thank you. We carefully plan our conference so that the information provided will be practical for attendees to take back to their utilities and use daily. We value our users' faith in Milsoft and our products and expect this goodwill to carry over to our business partners. Historically, the emphasis of our Users Conference has been on intimate product training sessions. Our conference's social and networking opportunities, for both customers and our staff members, have increased in importance. We have expanded these relationship-building opportunities to our exhibitors for several years now.

Why Milsoft Invites Competitors

We continue to realize the benefit of unconditionally supporting customer choice for software solutions that complement or even compete with our software. Our customers prefer options, and we serve them best when we support those choices. An evident and necessary outcome is that Milsoft welcomes a wide range of complementary and competing vendors to exhibit at our Users Conference.

The following information will help prepare you to leverage the benefits of exhibiting at our conference.

What to Expect

Our annual Milsoft Users Conference serves two primary purposes. First, provide our users with training and support for their Milsoft products. Our top product professionals lead these training sessions while giving our users unprecedented access to our developers and support staff during the conference. Our second objective is to provide face-to-face contact and build relationships between our users, Milsoft employees, and business partners. Knowing our customers is an integral part of Milsoft's corporate culture.

Product and Exhibitor Sponsored Training Sessions and Presentations

The primary purpose of the conference is training and education. Attendance at the product training and support sessions and the user and sponsor presentations *are optional for our users.* For Milsoft, this means providing education tracks on our solutions. For our exhibitors that have chosen a sponsorship level that includes a presentation, this means educating Milsoft users on their products or services. Each attendee independently chooses which sessions they will attend, so we never have any way of predicting attendance numbers. No pre-registration is required to attend any of the sessions.

Important Note: *Exhibiting Sponsors are NOT allowed to attend Milsoft Sessions or User Forums unless they request and get permission in advance. Exhibitors who are also Milsoft Customers Paying Support are the only exception to this rule. Please make your request formally known to Robert Berrios, Director of Marketing. If you'd like a pass to attend a Milsoft User Session, please contact Robert Berrios at: 325-428-8992 or robert.berrios@milsoft.com*

Meals and Breaks
As an exhibitor at our conference, you have the option of joining us for breakfast, lunch, and dinner on **day one** of the conference. On **day two**, we will provide breakfast and lunch, and on the **third and final half-day**, we will only provide breakfast. All food, except for dinner on day one which will be served at the Milsoft Social event, will be served at the Exhibitor Hall and catered by the hotel. You won't be disappointed!

Driving Foot Traffic to Exhibitor's Hall
All meal and break set-ups and beverage stations will be in the Exhibitor's Hall to maximize attendance.

Milsoft will hold two raffles for prizes. The first is the Exhibitor/Sponsor Visit raffle. To be included in the raffle, users must visit each exhibit space and have their card stamped over your company logo on a specially created sponsor's card by someone in your booth. The cards must have each company logo stamped to be eligible to participate in this raffle. The second raffle will be the Sponsor Solutions Attendance Card. This is only offered to exhibitors with a presentation included in their sponsorship level. (See "Sponsorship Levels" later in this guide.) For each sponsor session attended, the user will be provided with an entry form to complete and turn in. Naturally, the more exhibitor sessions our attendees visit, the higher the odds of them winning a prize.

Milsoft will host an ***Exhibitor Social Hour*** on Wednesday, June 5th, from 4 p.m.to 5 p.m. This will give customers more time to visit the exhibit floor and mingle with vendors.

Participation in all Activities is Key
You are welcome and encouraged to attend all general sessions and social events. Networking during these events will improve your chances of having users attend your sessions or exhibit. Before the conference, you should contact registered attendees who are your customers or prospects and ask them to present in your session. Over the years, we've seen that users like to attend other users' presentations.

Attend our Receptions
Each year, Milsoft hosts a reception that provides Milsoft employees and sponsors with an outstanding opportunity to mingle and contact our users. We will entertain our users for several hours in closed and intimate settings, which is ideal for forming valued relationships. The Milsoft special event takes place on the first day of the conference in the evening.

Confirm Your Conference Profile
Each logo on the sponsors' tab page is hyperlinked to our users' profiles and request-for-demo page. Please make sure the logo and value proposition meet your approval.

Use our Users Conference Website
Just about anything you need to know about our user conference can be found at our dedicated conference website, milsoftuc.com. Its adaptive response design allows you to use it easily on your mobile device. You can access conference details, registration information, scheduled activities, speakers, and a complete conference session schedule at your fingertips.

Please contact Robert Berrios, Director of Marketing, at 325-428-8992 or Christy Fayard, our Marketing Assistant, at 800-344-5647 for any needs you may have related to your participation in our conference. Once again, thank you for helping us make our conference a success.

Sponsorship/Exhibition Levels

There are only two exhibitor options this year. There is a 10K and 5K sponsorship level available.

** ***Under no circumstances are two exhibitors allowed to share one space that is not the same legal entity.*** *Two exhibitors may be in the same space only if both have registered separately and have paid for their sponsorship but still want to be in the same space or if they are legal entities of one corporation. If there are mitigating circumstances and you are unsure if you qualify for multiple sponsors in one space, please get in touch with Robert Berrios at 325-428-8992 or email at robert.berrios@milsoft.com.*

GOLD 10K Sponsorship Level Includes:
• ***Day One Welcome Reception:*** Milsoft's Welcome Reception is attended by over 400 users and guests. Our customers have become accustomed to the good times and camaraderie shared at this event. Our 10K sponsors will be recognized during the opening general session. The reception site will have signage, cups, and napkins, including your company logo.
• ***UC Conference App****: milsoftuc.com is an adaptive response design. We will include your logo on the application's images.
• ***10' x 20' Peninsula Booth Space:*** Included with this space are a skirted table, two chairs, pipe and drape, and signage. **Electric must be ordered from show services.** The hall is carpeted so you can order carpet, but it's not necessary.
• *****Presentation to Milsoft Solution User Session:*** Your sponsorship will include a co-presentation opportunity with Milsoft or a Milsoft customer using your product or services. Your presentation will *be included in a formal Milsoft solution session* and will

be considered part of the training for that solution. *The strategy of partnering with Milsoft or a Milsoft customer to present to Milsoft users is a vast departure from previous vendor presentations that were done apart from the Milsoft sessions. We canceled the "vendor only" presentations offered previously due to inconsistent attendance.*
Exclusion: *Vendors that offer competing solutions to Milsoft User Session Core solutions, such as EA, OMS, GIS, IVR, and CIS will not be eligible for this sponsorship level. If you have any questions about this, please contact Robert Berrios at 325. 428.8992 or email at robert.berrios@milsoft.com.*
• ***Recognition in Pre-Conference and On-Site Publicity:*** Milsoft sends several email blasts to users leading up to the conference. We will make sure that your sponsorship is recognized and well-published. The additional branding includes special email blasts related to Exhibitor Presentation Scheduling. On-site, there are numerous signs and banners that will include your logo.
• ***Recognition During General Session:*** During opening remarks to all conference attendees, your logo will be displayed prominently on two giant screens while our CEO personally thanks our sponsors. During these few moments, he will encourage users to participate directly with our exhibitors and express gratitude. It's a unique appeal, but he understands the hard work and investment you all make to attend marketing events.
• ***Includes Complimentary Conference Registration:*** This package allows up to 5 staff members from your company to exhibit. <u>Additional staff members may be added for a cost of $500 each.</u>

SILVER 5K Sponsorship Level Includes:
• ***UC Conference App:*** milsoftuc.com is an adaptive response design. We will include your logo on the images on the application.
• ***10' x 10' Booth Space:*** Included with this space are two chairs, pipe and drape, and signage. **Electric must be ordered from show services.** The hall is carpeted, so you can order carpet, but it's unnecessary.
• ***Recognition in Pre-Conference and On-Site Publicity:*** Milsoft sends several email blasts to users leading up to the conference. We will make sure that your sponsorship is recognized and well-published. This includes special blasts related to Exhibitor Presentation Scheduling. On-site, there are numerous signs and banners that will include your logo.
• ***Recognition During General Session:*** During opening remarks to all conference attendees, your logo will be displayed prominently on two giant screens while our CEO personally thanks our sponsors. During these few moments, he will encourage users to participate directly with our exhibitors and express gratitude. It's a unique appeal, but he understands the hard work and investment you all make to attend marketing events.
• ***Includes Complimentary Conference Registration:*** This package allows up to 3 staff members from your company to exhibit. Additional staff members may be added for a cost of $500 each.

Booth Set-Up Details

Booth Installation Times:
Set-up begins Monday, June 3rd at 12 p.m. to 7 p.m.
* We'd appreciate all exhibitor's set-ups being completed before the conference kick-off at 8 a.m. on Tuesday, June 4th.

Exhibit Hours:
Day 1: Tuesday, June 4th, 8 a.m. to 4 p.m.
• Breakfast at 7 a.m. and lunch at 12 p.m.
Day 2: Wednesday, June 5th, 8 a.m. to 4 p.m.
• Breakfast at 7 a.m. and lunch at 12 p.m.
Day 3: Thursday, June 6th, 7 a.m. to 11 a.m.
• Breakfast at 7 a.m. and lunch at 12 p.m.
Teardown: Thursday, June 6th, 11 a.m. to 2 p.m. *You can start teardown earlier, but remember that the event itself will not end until 11 a.m., and there is still considerable attendance in the sponsor's hall until then.*

What's in Your Booth Space:
1. Two chairs
2. One Table
3. Carpeting is in place because it's taking place in a ballroom. You can place your order through show services if you still require or want your own color.
4. Milsoft will have free Wi-Fi available for basic web browsing. Request a dedicated connection if you are doing critical demonstrations pushing large data sets.

What's Not Included:
1) **Electric.** Please order your electric service from Inspire Solutions (pg. 39, scan the QR code, enter the password and search for Milsoft) and anything else you desire that's not included from the designated Show Services Provider.
2) **Dedicated Wi-Fi.** You'll have access to Wi-Fi but if you are pushing big data or require speed to highlight your demonstrations, consider dedicated Wi-Fi.