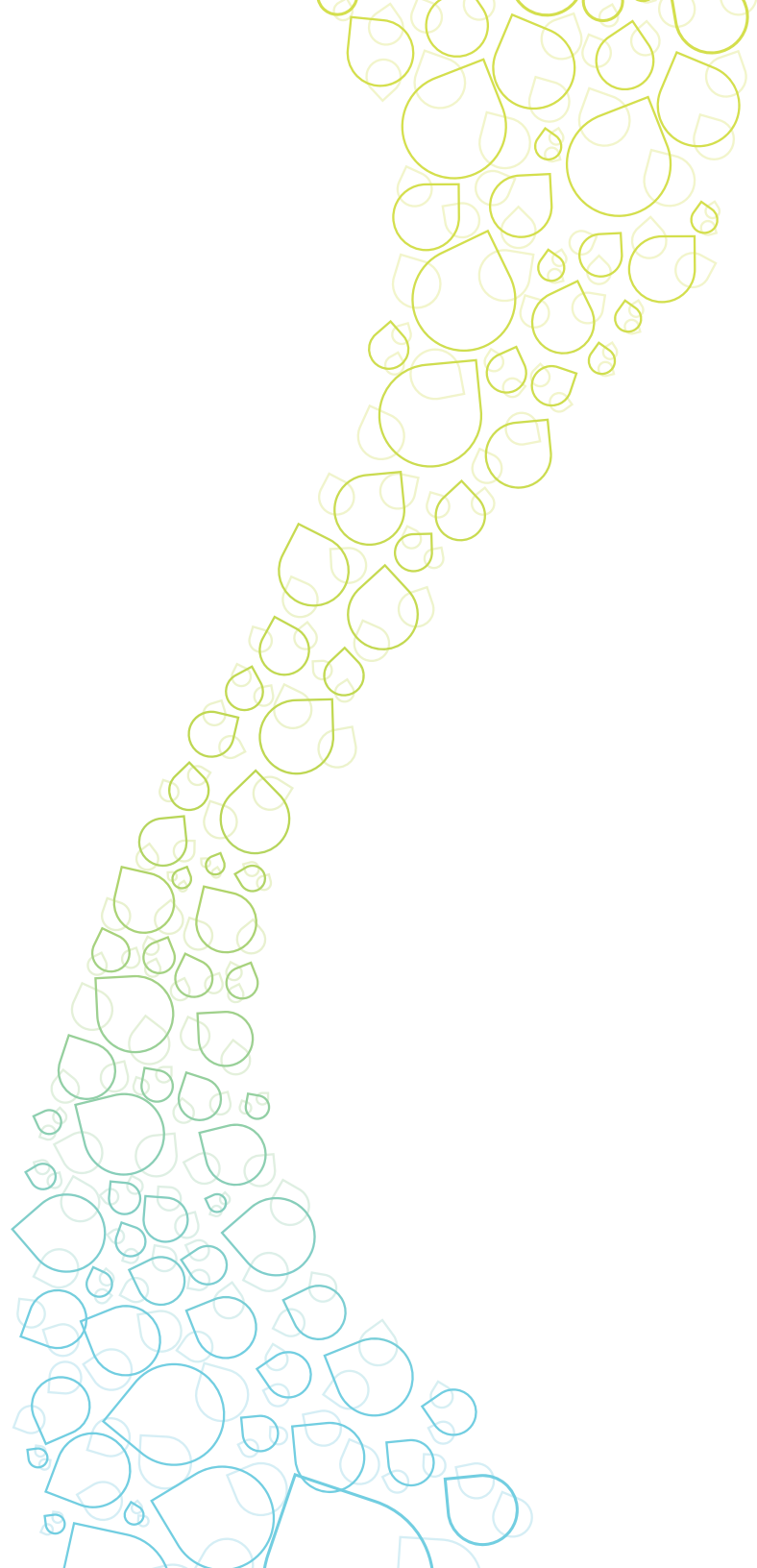


# planet PTC<sup>®</sup> LIVE

## Exhibit & Sponsorship Prospectus

June 3–6, 2012  
Rosen Shingle Creek  
Orlando, Fla., USA

[live.planetptc.com/USA](http://live.planetptc.com/USA)



## About PlanetPTC Live

PlanetPTC Live is the premier global conference dedicated to manufacturers that rely on Product Lifecycle Management solutions from PTC and its industry partners. This conference presents an ideal channel to build awareness of your product or solution set, showcase your technology and expertise, and meet with PTC users, product purchasing influencers and decision makers.

PlanetPTC Live in Orlando is four days of in-depth learning, unique access and peer networking opportunities. The foundation of the event is a blend of classroom learning, training, real-world usage examples, best practices and structured networking that combines to optimize the attendee experience and takeaway usable knowledge. In addition, PlanetPTC Live features the most up-to-date developments direct from PTC, plus an exposition that provides access to PTC technical representatives, leading partners and third-party providers.





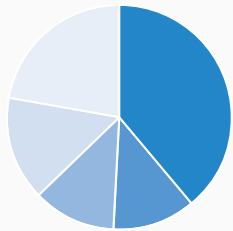
## Why Participate?

The unique and interactive program featured in PlanetPTC Live delivers valuable training, facilitates connections, and enlightens participants to industry-leading practices for how to best leverage the diverse PTC product suite. As a participating partner, your presence will not only provide these same benefits to members of your organization, but will also showcase your company as an industry leader, reinforce your brand position, and closely align your company as a key partner to PTC.

### KEY BENEFITS:

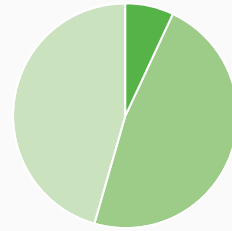
- Reach a dedicated community of 3,000 projected attendees that rely on PTC technology – from end users to managers to C-suite
- Strengthen relationships with existing customers and build qualified leads with new prospects
- Interact with PTC customers to better understand the challenges and business drivers for both them and their organizations
- Hear directly from PTC's product development team about the latest product roadmaps and see demonstrations of the latest enhancements and upgrades
- Build lasting relationships through face-to-face connections, which are more important than ever

## Attendee Profile



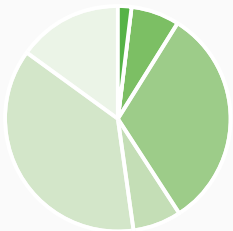
### ANNUAL COMPANY REVENUE

|                                |     |
|--------------------------------|-----|
| More than \$1 billion          | 39% |
| \$500 million to \$1 billion   | 12% |
| \$100 million to \$500 million | 12% |
| Less than \$100 million        | 15% |
| Unknown                        | 22% |



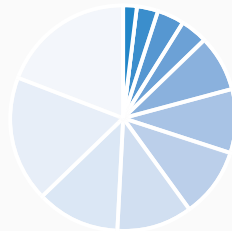
### PRIMARY PRODUCT INTEREST

|           |     |
|-----------|-----|
| Arbortext | 7%  |
| Creo      | 47% |
| Windchill | 45% |



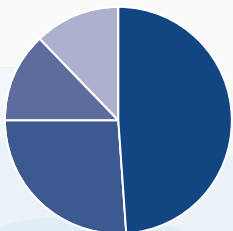
### JOB TITLE

|  |     |
|--|-----|
| CXO  | 2%  |
| VP/Director                                  | 7%  |
| Manager                                      | 32% |
| Consultant                                   | 7%  |
| End User                                     | 37% |
| Other (professor, student, journalist, etc.) | 15% |



### INDUSTRY

|   |     |
|---|-----|
| Architectural & Construction              | 2%  |
| Federal (Non-defense)                     | 3%  |
| Commercial Aerospace                      | 4%  |
| Energy & Utilities                        | 4%  |
| Other (Airlines, Retail, Education, etc.) | 8%  |
| Automotive                                | 9%  |
| Medical Devices                           | 10% |
| Consumer Products                         | 11% |
| Electronics & High Tech                   | 12% |
| Industrial Products                       | 18% |
| Defense                                   | 19% |



### DECISION-MAKING ROLE

|                        |     |
|------------------------|-----|
| Recommend              | 49% |
| Influence              | 26% |
| Approve/Final Decision | 13% |
| No Role                | 12% |

## Sponsorship Opportunities

|                                      | PLATINUM  | GOLD  | SILVER  |
|--------------------------------------|---|---|---|
| <b>Price</b>                         | \$25,000  | \$15,000  | \$9,500   |
| <b>Speaking Opportunity</b>          | One 45-minute breakout session in conference program. Content must be approved by PTC.  | One 40-minute breakout session in partner track. Content must be approved by PTC.   | One 20-minute breakout session in partner track. Content must be approved by PTC.   |
| <b>Exhibition Space*</b>             | <ul style="list-style-type: none"> <li>• 20'x20' island booth (400 sf)</li> <li>• Identification sign, waste basket, 500-watt electricity and badge scanner</li> <li>• Priority choice of booth location</li> <li>• Platinum turnkey booth upgrade available at cost</li> </ul> | <ul style="list-style-type: none"> <li>• 10'x20' booth space (200 sf)</li> <li>• Identification sign, 6' table, two chairs, 500-watt electricity, waste basket and badge scanner</li> <li>• Gold turnkey booth upgrade available at cost</li> </ul> | <ul style="list-style-type: none"> <li>• 10'x10' booth space (100 sf)</li> <li>• Identification sign, 6' table, two chairs, 500-watt electricity, waste basket and badge scanner</li> <li>• Silver turnkey booth upgrade available at cost</li> </ul> |
| <b>Full Conference Passes</b>        | Eight free full conference passes. Additional discounted event registrations can be purchased   | Six free full conference passes. Additional discounted event registrations can be purchased   | Four free full conference passes. Additional discounted event registrations can be purchased  |
| <b>Pre-conference Attendee List</b>  | Attendee list in Excel file to include name, title, company, address, phone and e-mail for opt-in attendees only. List provided two weeks prior to the event.   | Attendee list in Excel file to include name, title, company, address, phone and e-mail for opt-in attendees only. List provided two weeks prior to the event.   | Attendee list in Excel file to include name, title, company, address, phone and e-mail for opt-in attendees only. List provided two weeks prior to the event.   |
| <b>Post Conference Attendee List</b> | Attendee list in Excel file to include name, title, company, address, phone and e-mail for opt-in attendees only. List provided three weeks after the event.  | Attendee list in Excel file to include name, title, company, address, phone and e-mail for opt-in attendees only. List provided three weeks after the event.  | Attendee list in Excel file to include name, title, company, address, phone and e-mail for opt-in attendees only. List provided three weeks after the event.  |
| <b>Final Program Ad**</b>            | Full-page advertisement in prominent area of Final Program  | Half-page advertisement in Final Program  | N/A   |
| <b>Final Program**</b>               | <ul style="list-style-type: none"> <li>• Recognition as Platinum Sponsor</li> <li>• Logo next to company description</li> <li>• 100-word company and product description in Final Program</li> </ul>  | <ul style="list-style-type: none"> <li>• Recognition as Gold Sponsor</li> <li>• Logo next to company description</li> <li>• 75-word company and product description in Final Program</li> </ul>   | <ul style="list-style-type: none"> <li>• Recognition as Silver Sponsor</li> <li>• 50-word company and product description in Final Program</li> </ul>   |
| <b>Conference Bag**</b>              | <ul style="list-style-type: none"> <li>• Company logo on conference bag</li> <li>• One item inserted into the conference bag</li> </ul>   | One item inserted into the conference bag   | N/A   |

\* Limited quantities available at each sponsorship level. First-come; first-served.

\*\*Subject to specific deadlines and specifications communicated in advance.

**For more information, contact Dave Burnell at 1.312.673.4809 or [dburnell@planetptclive.com](mailto:dburnell@planetptclive.com).**



## Sponsorship Opportunities (continued)

|  | PLATINUM  | GOLD   | SILVER  |
|--|---|--|---|
| <b>Logo on Signage**</b>                       | Company logo displayed above Gold and Silver Sponsors on all conference sponsorship signage   | Company logo displayed above Silver Sponsors on all conference sponsorship signage   | Company listing on all conference sponsorship signage   |
| <b>General Session Recognition</b>             | Company logo displayed on General Session welcome slide   | Company logo displayed on General Session welcome slide  | Company listing displayed on General Session welcome slide  |
| <b>Pre-Conference Promotions**</b>             | Logo and Platinum Sponsor recognition in: <ul style="list-style-type: none"> <li>• Pre-conference promotional materials</li> <li>• PlanetPTC event website, with link to sponsor website</li> <li>• Planet PTC Sponsor Marketing Kit; includes all you need to promote the event to your customers and prospects, and offer discounted registration rates</li> </ul> Use of PlanetPTC Live logo to promote event presence | Logo and Gold Sponsor Recognition in: <ul style="list-style-type: none"> <li>• Pre-conference promotional materials</li> <li>• PlanetPTC event website, with link to sponsor website</li> <li>• Planet PTC Sponsor Marketing Kit; includes all you need to promote the event to your customers and prospects and offer discounted registration rates</li> </ul> Use of PlanetPTC Live logo to promote event presence | Silver Sponsor Recognition within: <ul style="list-style-type: none"> <li>• Pre-conference promotional materials</li> <li>• PlanetPTC event website, with link to sponsor website</li> <li>• Planet PTC Sponsor Marketing Kit; includes all you need to promote the event to your customers and prospects and offer discounted registration rates</li> </ul> Use of PlanetPTC Live logo to promote event presence |
| <b>PlanetPTC Live Advertising and Webinars</b> | <ul style="list-style-type: none"> <li>• Up to six-month banner ad on PlanetPTC Live event website***</li> <li>• Promotion of one webinar (to be hosted by sponsor) to all conference attendees post-event</li> <li>• Opportunity to submit white paper/case study for publication on website</li> </ul>  | <ul style="list-style-type: none"> <li>• Up to three-month banner ad on PlanetPTC Live event website***</li> <li>• Opportunity to submit white paper/case study for publication on website</li> </ul>  | N/A   |
| <b>Badge Recognition</b>                       | Sponsor ribbons for badges  | Sponsor ribbons for badges   | Sponsor ribbons for badges  |

\* Limited quantities available at each sponsorship level. First-come; first-served.

\*\*Subject to specific deadlines and specifications communicated in advance.

\*\*\*All PlanetPTC Live event sponsor ads will be removed on September 1, 2012

**For more information, contact Dave Burnell at 1.312.673.4809 or [dburnell@planetptclive.com](mailto:dburnell@planetptclive.com).**

## Additional Marketing Opportunities

There are a number of additional marketing opportunities available to add on to your existing sponsorship package that will help your company stand out amongst the competition and leverage your company as an industry leader. Additional opportunities specific to the event venue will also be available soon.

| MARKETING OPPORTUNITY                |   | COST   |
|--------------------------------------|---|--|
| <b>Internet Café Sponsor</b>         | Sponsor will receive branded Internet Café structure and surrounding signage and custom desktop with sponsor logo and link to website on each system. Hardware and screen saver provided by sponsor   | \$12,000   |
| <b>Lanyards</b>                      | Sponsor company logo will be included on badge lanyard worn by all PlanetPTC Live attendees throughout conference. Lanyards are distributed at registration and are an extremely visible sponsorship opportunity. Lanyards must be worn at all times to be admitted into the conference   | \$9,500  |
| <b>Opening Reception Sponsor</b>     | Exclusive sponsor of Opening Reception on the exhibit floor, includes signage, logo napkins, listing in show guide, and VIP table.  | \$12,500 (exclusive)<br>(Shared opportunities also available)                  |
| <b>Mobile Show Guide Sponsorship</b> | For 2012, the Final Program will reside on a Mobile Show Guide App downloadable to all smart phones (iPhone, Android, Blackberry). The guide will contain complete and searchable session listings, agendas, event activities, sponsor listings, etc. Sponsorship options range from cross-App exposure to individual banner ads, pop-up ads, attendee push texts and more! Please contact us for special Mobile Show Guide packaging, information and pricing. | Price varies from \$1,000+   |
| <b>Conference Luncheon Sponsor</b>   | Exclusive sponsor of Conference Luncheon will receive recognition on signage at entrance and food stations, listing in show guide and VIP table.  | \$10,000 (exclusive for all three days)<br>\$4,000 /day (three days available) |
| <b>Mobile Phone Charging Station</b> | High-speed mobile phone charging station will be located in main registration area for attendee use onsite. Sponsor will receive branding at station as well as ability to deliver messaging via video, collateral, etc. as attendees wait for devices to charge.   | \$6,500 (exclusive)  |
| <b>Conference Notepad</b>            | Notepad with your logo produced by PTC will be inserted into each conference bag. Pens may also be provided by the sponsor.   | \$10,000 (exclusive)   |
| <b>Hotel Key Cards</b>               | Include your brand and message on all guest room key cards at Rosen Shingle Creek and receive thousands of daily impressions.   | \$10,000 (exclusive)   |
| <b>Hotel Room Drop</b>               | Place a flyer or item in hotel room of all conference attendees.  | Unlimited: \$3,000 (not inclusive of \$2-\$3 hotel per-room drop fee)          |
| <b>Coffee Cart</b>                   | Provide an extra cup of coffee to all PlanetPTC Live attendees. Sponsor will receive branding at coffee cart located near the general session room during a morning break.  | \$12,000   |
| <b>Conference Packet Insert</b>      | Maximize your investment by including your corporate literature in each conference bag! It is a great way to boost readership of your corporate message.  | Limited to 10 sponsors: \$1,500  |

**For more information, contact Dave Burnell at 1.312.673.4809 or [dburnell@planetptclive.com](mailto:dburnell@planetptclive.com).**

## Additional Marketing Opportunities (continued)

| MARKETING OPPORTUNITY           |   | COST  |
|---------------------------------|---|---|
| <b>Final Program Ad</b>         | Display your corporate message on advertisements in the Final Program.  | <i>Inside front cover: \$4,000<br/>           Inside back cover: \$4,000<br/>           Regular Full: \$2,000<br/>           Half-Page: \$1,200</i> |
| <b>Hand Sanitizing Stations</b> | Promote wellness and your organization at PlanetPTC Live with branding on four hand-sanitizing stations located throughout the conference.  | \$5,000   |
| <b>Passport to Prizes</b>       | Promote your presence in the PlanetPTC Live Solutions Expo, generate leads and drive maximum traffic to your booth. Your company's name will be placed on the passport card distributed to all attendees at registration. Sponsors are required to provide the prize for the drawing that will occur in the Solutions Expo. | <i>E-mail <a href="mailto:sponsors@planetptclive.com">sponsors@planetptclive.com</a> with your prize(s) for the raffle</i>                          |

**For more information, contact Dave Burnell at 1.312.673.4809 or [dburnell@planetptclive.com](mailto:dburnell@planetptclive.com).**

# 2012 Sponsorship Application

PLANETPTC LIVE | JUNE 3-6, 2012 | ROSEN SHINGLE CREEK, ORLANDO, FLA.



## COMPANY INFORMATION

(Please write clearly as this information is intended for publication)

Company: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## SPONSORSHIP LEVEL (SELECT ONE)

- Platinum \$25,000 USD
- Gold \$15,000 USD
- Silver \$9,500 USD

## ADDITIONAL MARKETING OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> Opening Reception Sponsor:                     | \$12,500 |
| <input type="checkbox"/> Coffee Cart:                                   | \$12,000 |
| <input type="checkbox"/> Internet Café Sponsor:                         | \$12,000 |
| <input type="checkbox"/> Hotel Key Cards:                               | \$10,000 |
| <input type="checkbox"/> Conference Notepad:                            | \$10,000 |
| <input type="checkbox"/> Conference Luncheon Sponsor (exclusive):       | \$10,000 |
| <input type="checkbox"/> Conference Luncheon Sponsor (one day):         | \$4,000  |
| <input type="checkbox"/> Lanyards:                                      | \$9,500  |
| <input type="checkbox"/> Mobile Phone Charging Station:                 | \$6,500  |
| <input type="checkbox"/> Hand Sanitizing Stations:                      | \$5,000  |
| <input type="checkbox"/> Hotel Room Drop (plus hotel per-room fee):     | \$3,000  |
| <input type="checkbox"/> Conference Packet Insert:                      | \$1,500  |
| <input type="checkbox"/> Final Program Ad (inside front or back cover): | \$4,000  |
| <input type="checkbox"/> Final Program Ad (full-page):                  | \$2,000  |
| <input type="checkbox"/> Final Program Ad (half-page):                  | \$1,200  |
| <input type="checkbox"/> Mobile Show Guide Sponsorship (price varies):  | \$1,000+ |
| <input type="checkbox"/> Passport to Prizes:                            | N/A      |

## PAYMENT INFORMATION

All applications must be accompanied by full payment. Booths will not be reserved if the full payment is not received. Checks should be payable to PTC Events.

Visa  MasterCard  AMEX Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## ACCEPTANCE

We, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this agreement governing PlanetPTC Live events.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

## RETURN THIS CONTRACT WITH PAYMENT TO:

FAX: 312.673.6801  
E-mail: sales@planetptclive.com

## MAIL CHECKS TO:

PTC Events  
8296 Solutions Center  
Chicago, IL 60677, USA

# Terms and Conditions



By signing this agreement you agree to these terms and conditions (this "Agreement"), for yourself and on behalf of the business entity ("Applicant," which, where applicable, also includes all of Applicant's employees, affiliates, independent contractors, officers, or directors) applying to become an exhibitor at an event (the "Event") organized by Parametric Technology Corporation directly or indirectly through one of its fully owned entities ("PTC").

## 1. ELIGIBILITY

Applicants must be companies who are current members of select Parametric Technology Corporation ("PTC") cooperative marketing programs. PTC may permit other companies to be Applicants in its sole discretion on a case-by-case basis. PTC reserves the right to reject any Applicant for any reason and no party will become an "Event Partner" (an Applicant whose registration and application have been accepted for the applicable Event) unless and until PTC provides written confirmation of acceptance. Companies producing products directly in competition to PTC products are not eligible to be Event Partners or to participate in the Event.

## 2. EVENT REGISTRATION

Event registration is on a first-come, first-served basis and availability of exhibition space at the Event is not guaranteed until the Applicant has been approved as an Event Partner and registration has been confirmed by PTC. Applicant must complete an Event Registration Form (the "Registration Form") by the published deadline in order to register for the Event. Registration cannot be confirmed until PTC receives payment in full. If Applicant's registration is initially rejected by PTC, the registration fee will be returned to the Applicant, and Applicant will not be entitled to attend the Event as an Event Partner.

## 3. EVENT PARTNER PROGRAM

Event Partners may be eligible to participate in PTC's Event Partner Program, as more particularly described in the Registration Form.

## 4. EVENT GUIDELINES

PTC may promulgate policies and rules for the orderly management of the Event Partner Program and the Event (collectively, "Guidelines") in its sole discretion. Such Guidelines may be amended by PTC from time to time and changes shall be effective upon notice (by email or otherwise) of the updated Guidelines to Event Partner. The Guidelines may include, but need not be limited to, guidelines on sign construction and placement, exhibit backdrops, space usage, lead collection, approved equipment and use, appropriate dress and exhibit hours.

PTC will assign space to an Event Partner in accordance with the Event Partner's registration, but PTC reserves the right to modify layouts to the extent necessary to meet the space requirements of the facility at which the

Event is being held and to accommodate all Event Partners who are entitled to space. An Event Partner may not share, sell, assign or sublease any portion of its space (including to an affiliated company) without PTC's prior written consent. An Event Partner's activities must be confined within the assigned space and must be in support of products or services directly related to the Event Partner's normal business activities. An Event Partner has the sole responsibility for any loss of its personal property at its space.

## 5. ENFORCEMENT OF GUIDELINES

If an Event Partner violates the Guidelines, in whole or in part, or engages in an activity that materially interferes with the rights of another Event participant, Event Partner must take immediate corrective action upon verbal or written notification by PTC. Continued violation of Guidelines after notification of the offense may result in Event Partner's ejection from the exhibition premises, the Event Facility, and permanent exclusion from future Events. (No notice is required in case of a serious violation of this Agreement or of the law.) PTC is not responsible for loss of Event Partner Program or Event benefits or privileges due to Event Partner's negligence or willful misconduct. No credit or refund shall be made for loss of Event Partner Program or Event benefits due to the failure by Event Partner to follow Guidelines or for loss due to enforcement of Guidelines.

## 6. PRIVATE EVENT

The Event is a private event open only to persons registered with PTC. Event Partner may not invite to its exhibit(s) any person who is not registered as an Event attendee. Shall the Event Partner host a sub-partner on his booth he should get a prior agreement from PTC.

## 7. EVENT FACILITY

The Event will be held at one or more suitable business Event facilities (together, the "Event Facility," as more particularly set forth in the Registration Form).

## 8. EXHIBIT CONTRACTOR

At its option, PTC may designate a third party as the official on-site exhibit contractor to provide services for the operation of the Event. Upon such designation, Event Partner must use the official exhibit contractor to perform on-site drayage, freight handling, cleaning and other services. Event Partner shall comply with all rules and guidelines established by the official exhibit contractor.

## 9. PUBLICATION OF THIRD PARTY INFORMATION

Event Partner is prohibited from publishing, disseminating, or displaying information of, from, or regarding third parties with products competitive to those of PTC in any presentation or display at the Event without the written permission of PTC.

## 10. LEAD COLLECTION

Event Partner may collect names and contact information from Event attendees, but may only use such information or contact such attendees for Event Partner's own Event-related follow-up (and not for lead aggregating or sharing or competitive marketing purposes, such as offering alternatives to PTC products for sale or use). In any case, Event Partner must state, in writing, the purpose for the name collection, and must limit its use of such information to the purposes indicated at the Event.

## 11. DRESS CODE

The dress code for all PTC functions and events, except for exhibit hall set-up and removal, is business casual attire. Persons dressed inappropriately may be asked to leave the exhibition premises.

## 12. CANCELLATION BY PTC

PTC reserves the right to cancel an Event Partner's Event registration if PTC determines that the Event Partner is no longer eligible to participate in the Event or the Event Partner Program. If PTC cancels a Partner's registration, or, for reasons beyond its reasonable control cancels the Event or for such reasons is unable to conduct the Event, Event Partner shall be entitled to refunds of fees paid as follows:

If the Event is cancelled 120 days or more before the scheduled start date (the "Start Date"), then Event Partner shall be entitled to a refund of all fees paid except for a non-refundable processing fee of

Two Hundred Dollars (\$200.00 US) per Event Partner (the "Processing Fee");

If cancelled upon 60 to no more than 120 days notice Event Partner shall be entitled to a 75% refund of all fees paid, less the Processing Fee;

If cancelled upon 15 to no more than 60 days notice Event Partner shall be entitled to a 50% refund of all fees paid, less the Processing Fee; and

If cancelled upon less than 15 days notice, Event Partner shall be entitled to a 20% refund of all fees paid, less the Processing Fee.

Event Partner shall not be entitled to any other compensation in the event of cancellation of a planned Event or cancellation of an Event Partner's registration for any reason.

## 13. TERMINATION OF AGREEMENT BY EVENT PARTNER

In the event any Exhibitor must cancel all or part of the exhibit space contracted for herein, the Exhibitor must do so in writing via certified mail, return receipt requested to Show Management.

Cancellation 120 or more days ahead of exhibit hall opening results in a 50% refund. Cancellation between 120-90 days from exhibit hall opening results in 25% refund. Cancellation fewer than 90 days from exhibit hall opening

## Terms and Conditions (continued)

results in no refund. This also applies to reduction in space.

### 14. RESPONSIBILITY

Event Partner assumes responsibility and agrees to indemnify, defend, and hold harmless PTC and the Event Facility and their respective officers, directors, employees and agents against any claims or expenses arising out of Event Partner's attendance at or participation in the Event, including its activities at the Event in the exhibit hall and otherwise at the Event Facility. Event Partner acknowledges that it is Event Partner's responsibility to maintain insurance covering Event Partner's property and personnel at the Event.

### 15. INSURANCE AND SECURITY

PTC will employ security guards and take reasonable precautions to safeguard the sponsor's property. However, PTC assumes no liability whatsoever for loss or damage, through any cause, of goods, hand carried items or other materials owned, rented or leased by the sponsor. PTC requires that each sponsor maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the sponsor's participation in the event in an amount not less than \$1 million dollars for personal injury, death or property damage in any one occurrence. Such insurance maintained by the sponsor must be issued by an insurance company reasonably acceptable to PTC, include coverage of the indemnification obligations of the sponsor under these Rules and Regulations, and shall name PTC as additional insured. Each sponsor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its demo space and display materials as the sponsor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the sponsor's insurance company of any right of subrogation as to any claims against PTC. Certificate of Insurance must name PTC as co-insured. PTC shall be named as an additional insured on sponsor's insurance policies and sponsor shall provide to PTC Certificates of Insurance indicating this status.

### 16. FORCE MAJEURE

PTC will not be responsible for cancellation, postponement or other circumstances caused by, based on or relating to situations beyond its control, including but not limited to: acts of God, (e.g., rainstorm, flood, wind, damage by the elements, earthquake, tornado, other natural disasters, etc.), terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities, or third-party responsibility.

### 17. LIMITATION OF LIABILITY

In no event shall PTC's liability exceed the amounts actually paid by and/or due from applicant or event partner in the twelve (12)

month period immediately preceding the event giving rise to such claim. In no event shall PTC be liable to anyone for any indirect, punitive, special, exemplary, incidental, consequential or other damages of any type or kind (including loss of data, revenue, profits, use or other economic advantage) arising out of, or in any way connected with the event, including but not limited to the use or inability to attend the event, even if the party from which damages are being sought have been previously advised of the possibility of such damages.

### 18. RELATIONSHIP OF PARTIES

Event Partner and PTC are independent contractors. Nothing herein, or in the Event Partner Program or Event, shall be deemed to constitute either party as the representative, agent, partner or joint venturer of the other.

### 19. THIRD PARTY INTERACTIONS

In connection with the Event and your participation in the Event Partner Program, you may enter into correspondence with, purchase goods and/or services from, or participate in promotions of advertisers or sponsors showing their goods and/or services through the Event or otherwise. Any such activity, and any terms, conditions, warranties or representations associated with such activity, is solely between you and the applicable third party. PTC and its licensors shall have no liability, obligation or responsibility for any such correspondence, purchase or promotion between you and any such third-party. PTC does not endorse any sites on the Internet that are linked through PTC's web site. PTC provides such links, if any, only as a matter of convenience, and in no event shall PTC or its licensors be responsible for any content, products, or other materials on or available from such sites. You recognize that certain third-party providers of software, hardware or services may require your agreement to additional or different license or other terms prior to your use of or access to such software, hardware or services.

### 20. REGIONAL USER GROUPS

Regional User Groups ("RUGs") are independent, autonomous organizations that operate in cooperation with PTC. PTC is not responsible for RUGs or their activities. Membership in the Event Partner Program does not entitle the Partner to any services or privileges from any RUG.

### 21. DISCLOSURE

Upon acceptance, PTC may disclose that an Event Partner is an Event Partner.

### 22. PAYMENT

PTC reserves the right to cancel Event Partner's registration without notice for lack of payment as required by this Agreement or the Registration Form. PTC is not responsible for any damages, direct or indirect, resulting from such a cancellation unless otherwise set forth in the Registration Form. Unless otherwise set forth in the Registration Form, all purchase

orders are no more than 30 days payable. Special offers or promotions may require payment within a different or shorter fixed period of time. All payments and purchase orders must be submitted within the time frames set forth in the Registration Form.

### 23. OTHER ACTIVITIES

In the interest of insuring the success of the Event and avoiding dilution of the benefits of exhibiting and sponsorship to all Event Partners, an Event Partner may not extend invitations, call meetings or otherwise encourage absence of other Event Partners or attendees from the Event or the Facility during the official hours of the Event or any function sponsored in connection with the Event by PTC or its official sponsors without prior notice to and approval by PTC.

### 24. GENERAL RELEASE AND INDEMNIFICATION

As a condition of its participation in the Event, each Event Partner releases, and agrees to indemnify and hold harmless, PTC and its officers, directors, members and agents, including its event management firm from any and all loss, damage, claim or expense (including reasonable attorneys' fees) that arise out of or relate to the Event Partner's participation in the Event, other than claims relating to material breach by PTC of its obligations under the Event Partner Agreement.

### 25. GENERAL

This Agreement shall be governed by Massachusetts law and controlling United States federal law, without regard to the choice or conflicts of law provisions of any jurisdiction, and any disputes, actions, claims or causes of action arising out of or in connection with this Agreement or the Event must be subject to the exclusive jurisdiction of the state and federal courts located in the Commonwealth of Massachusetts. No text or information set forth on any other purchase order, preprinted form or document (other than a Registration Form, where applicable) shall add to or vary the terms and conditions of this Agreement. If any provision of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, then such provision(s) shall be construed, as nearly as possible, to reflect the intentions of the invalid or unenforceable provision(s), with all other provisions remaining in full force and effect. The failure of PTC to enforce any right or provision in this Agreement shall not constitute a waiver of such right or provision unless acknowledged and agreed to by PTC in writing. This Agreement, together with any applicable Registration Form, comprises the entire agreement between you and PTC and supersedes all prior or contemporaneous negotiations, discussions or agreements, whether written or oral, between the parties regarding the subject matter contained herein.