



2010 EUROPEAN SPONSORSHIP PROGRAM



4th EUROPEAN HyperWorks Technology Conference

Versailles, France
October 27th - 29th, 2010



Regional EHTC 2010 sponsorship and exhibition opportunities

Since its inception in 2006, Altair's European HTC has grown into one of Europe's premier PLM technology events. Our ever growing multi-day, conference brought more than 500 industry professionals together in 2009, coming from a broad range of industry verticals including aerospace, automotive, biomedical, consumer goods, defense, electronics, heavy industry, marine and rail.

More than 100 thought-provoking keynote addresses and client presentations highlighted industry trends in enterprise simulation, showed how manufacturers are enabling innovation through simulation and turned last year's event into a conference not to be missed. Additionally the active participation of our partners in the technology showcase was very well received by our attendees and turned the conference breaks into a forum for hardware and software solutions and lively discussions.



This year's event will take place from October 27th (workshops, exhibition set up and welcome reception) until October 29th in Versailles, France. We are aiming to reach at least the same amount of professionals that visited the European HTC as last year.

As a valued partner, we invite you to take advantage of this significant, focused marketing opportunity by participating as a "Platinum" or "Gold" Sponsor or as an exhibitor. Your company will benefit from maximum exposure through all event communications before and during the conference and conference related promotional activities during 2010. In addition, your company will be prominently recognized and will be provided the opportunity to present and exhibit at this major event.

"I was very pleased with the level of energy and excitement at the EHTC. We met a number of high caliber potential ACUSIM users who are interested in both our basic fluids only as well as complex Fluid-Structure Interaction (FSI) solutions. ACUSIM's FSI solutions are considered the best-in-class solutions for solving coupled fluid flow and structural phenomena and have been adopted by multiple top structure code manufacturers."

Dr. Farzin Shakib, CEO of ACUSIM Software, Inc.

Why exhibit at/sponsor the EHTC 2010?

- Exhibit and present to more than 500 industry professionals from all over Europe.
- Meet customers, prospects and partners from a broad range of advanced manufacturing industries to create new business opportunities
- Establish new and strengthen important existing business relationships
- Increase the visibility of your company's solution within the European HyperWorks community
- Showcase your latest products and how they integrate with HyperWorks and benefit the product development process
- Gain a greater understanding of industry trends, needs and challenges from renowned keynote speakers and technology thought-leaders
- Network with fellow sponsors and exhibitors to drive more business through collaboration
- And more ...

Sponsorship opportunities include:

- Platinum sponsorship
- Gold sponsorship
- Exhibition
- Sponsor Plus Program



90% of last year's attendees would recommend the EHTC conference to their colleagues.



"The European HyperWorks Technology Conference was very valuable for FLUIDON. We could exhibit our solutions to the right audience, made interesting new contacts and had lively discussions with the attendees.

We are already planning our exhibition at next year's EHTC in Ludwigsburg." Heiko Baum, Managing Director, FLUIDON GmbH, Exhibitor 2008/2009

Platinum Sponsor

2 Max (including global sponsors)

15 000 €

- Recognition during welcome session
- Logo included on event invitation (if logo is provided in time)
- Logo included on conference proceedings book
- One page advert in conference proceedings book
- One page company and solution description in proceedings book
- Logo included on conference website
- Vendor presentation to the audience
- Sales collateral (two pages) included with registration pack
- Recognition in event media communications
- Exhibition space, centrally located, 6-8 m²
- Raffle and game during which all attendees should visit the different booths (please provide a question for the game)
- Sponsor fee includes free registration for sponsor attendees

Gold Sponsor

3 Max (including global sponsors)

10 000 €

- Recognition during welcome session
- Logo included on event invitation (if logo is provided in time)
- Logo included on conference proceedings book
- Short company description in proceedings book
- Logo included on conference website
- Sales collateral (single page) included with registration packet
- Recognition in event media communications
- Exhibition space, centrally located, 6-8 m²
- Raffle and game during which all attendees should visit the different booths (please provide a question for the game)
- Sponsor fee includes free registration for sponsor attendees

Exhibition

2 500 €

- Company name listed on conference invite and proceedings book
- Company name listed on event website
- Exhibition space, 6m²
- Recognition of all exhibitors during the welcome cocktail
- Raffle and game during which all attendees should visit the different booths (please provide a question for the game)
- Exhibition fee includes free registration for exhibitor attendees

In addition to your participation in the exhibition, the Sponsor Plus Program provides individual marketing opportunities to generate awareness and to differentiate yourself. This program allows partners to send company and product messages in a creative way and to leave a more lasting impression on conference attendees. If you would like to have your individual sponsoring program combined according to your needs we would be happy to make you a proposal. Please note some of these options are limited and many are available on a first come, first served basis.



“SPONSOR PLUS” MARKETING OPPORTUNITIES



"I had only a short insight at the second day, but the EHTC conference was very good with lots of information, lots of networking opportunities and useful information at the exhibition. For sure also worth a visit next year."

Hartmut Chladek, IN-PROSIM GmbH

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| <p>1. Name Badge Sponsor (one only)
Present your company with your logo (together with the Altair logo) on the conference name badges and gain continuous visibility to all conference attendees.</p> | 1 000 € |
| <p>2. Registration Pack Insert
Distributed to every conference attendee at registration giving you the opportunity to include information from your company (all materials must be approved by Altair Engineering and sent to the venue before the conference).</p> | 1 500 € |
| <p>3. Gala Dinner Sponsor
As our Gala Dinner sponsor you will have the opportunity to introduce your company during a 5-10 minutes welcome address before the dinner. In addition your company logo will be included on our menu cards or within the table decoration.</p> | 7 000 € |
| <p>4. Sponsor of lunches
You may open one lunch with a short address and your company logo will be included in the table decoration within the exhibition area.</p> | 3 000 € |
| <p>5. Sponsor of coffee breaks
Your company logo will be included in the table decoration of the coffee break tables within the exhibition area.</p> | 1 500 € |
| <p>6. Welcome reception (Oct. 27th 2010)
As the sponsor of our welcome reception you may give a 5-10 minutes address to all attending visitors of the welcome reception and your logo will be included in the table decoration. The welcome reception will take place within the exhibition area.</p> | 5 000 € |
| <p>7. Syllabus Full Page Ad
Receive continual exposure by placing an ad in the HyperWorks Conference Syllabus (proceeding booklets). This syllabus is the attendees' reference guide to all event details. Place an ad and be seen over and over!</p> | 1 500 € |
| <p>8. Give away sponsor
Jointly with Altair, you may sponsor a welcome gift. Both logos will be exposed on the giveaway. Alternatively you may also purchase and deliver a giveaway with your logo only. The giveaways will be handed out with the registration pack. Possibilities: pens, block notes, maps, T-shirts, ... please talk to us about what works best for you.</p> | 1 500 € |



“SPONSOR PLUS” MARKETING OPPORTUNITIES



9. Sponsor of gift for feedback sheet raffle (one only)

Please prepare a gift for the winner, value app. 200 €.

Provide the gift for our feedback sheet raffle. Your logo will be included within the feedback sheet, and you may add up to four questions to our feedback sheet. The raffle will take place after the final presentation on Oct. 29th. You will have the opportunity to be on stage with the winner to hand out the gift.

10. Sponsor of gift for exhibition raffle and game (up to three)

Please prepare a gift for the winner, value app. 200 €.

Provide the gift for our exhibition raffle and game. Your logo will be included within the game sheet, you will have the opportunity to be on stage with the winner to hand out the gift.

11. Host your own User's Conference in conjunction with the European HTC on October 27th

In 2010 the European HTC offers Altair's partners for the first time to host their user conferences in conjunction with the European HTC. Profit from the joint marketing opportunities and an already selected and booked location plus catering for coffee breaks and lunches. All you have to do is set a program for the day and invite your customers. Your event will be advertised in conjunction with the European HTC in all invites to the European HTC, on our website, in the European HTC ads, and in all European HTC email communication to our customers.

If you would like to host your user's conference at the European HTC on October 27th, please let us know as soon as possible and before May 30th, 2010. Depending on the amount of attendees you are aiming for, we will make you an individual offer for your event.

12. General

We would be happy to create your individual sponsorship package for you and combine these opportunities that guarantee you the best visibility. Please talk to us. Get further information from the organization team at: ehhc@altair.com or call your local Altair office. If you would like to be listed as a sponsor or exhibitor in our official invite, we will need your registration and logo by May 30th 2010.

"With the EHTC'07 Altair had already set a high quality standard for conferences, especially regarding technical interest and organization. The EHTC '08 more than confirmed our expectations. It offered major opportunities to discuss and interact with other renowned experts in the field of simulation, optimization and product design. I am definitely looking forward to participating in the next EHTC."

Anthony HAHNEL
Renault, Attendee
2007 and 2008



2009 Sponsors and Exhibitors:

Platinum

- SUN

Gold

- Bull
- Software Cradle
- Fluidon
- HP
- nCode
- Magna
- Metacomp

Exhibitors

- Acusim
- Dynamore
- Exstream
- First Technology
- Intes
- IBM
- Nafems
- PEC
- solidThinking
- Samtech
- Virtual Dimension Center
- Microsoft
- TASS





Sponsor/Exhibitor Application Form

Please fax back to: **+49(0) 6421 9684359 or + 33 (0) 1 41330991**

_____ (Company name as it should appear in event materials) would like to register for the following sponsorship/exhibition at the 4th Annual European HyperWorks Technology Conference in Versailles from Oct. 27th - 29th, 2010:

Platinum Sponsor

Gold Sponsor

Exhibitor

Sponsor plus opportunity: _____

Please contact us and create an individual sponsorship package for us.

Sponsorship for all approved applications are reserved on a first-come, first-served basis UPON RECEIPT OF PAYMENT.

Name of the participants

If you would like to register additional attendees, not included in the selected package, an additional fee of 150,00 € will be charged for each participant.

First Name	Last Name	Position

Participation:

Sponsoring/Exhibition fees	Euro VAT
Sponsor Plus Options	Euro VAT
Total fees	Euro VAT

We would like to be invoiced according to:

100% of the fee should be invoiced after registration.

50% of the fee should be invoiced after registration, the second 50% two weeks before the event.

Company Name: _____

Billing address: _____

Email: _____

Signature: _____

Print Name: _____

Date: _____

Send to:

EHTC Sponsoring

Fax: +49 (0) 6421 9684359 or + 33 (0) 1 41330991

Email: ehtc@altair.com

