

MAY 15–17, 2012 | PENNSYLVANIA CONVENTION CENTER, PHILADELPHIA, PA, USA

At the 2012 **Be Together: The Bentley User Conference** in Philadelphia, PA, USA, “Working Smarter, Together” isn’t just another trendy concept, it’s how we do business. By Working Smarter, Together, infrastructure professionals are empowered to design and build more intelligent infrastructure. And that’s where you come in.

Become a *Be Together* sponsor and have access to nearly 1500 top architects, engineers, constructors, geospatial and operations professionals, and CAD managers whose organizations represent 82 of ENR’s Top 100 Global Design Firms. Bentley users attend this event to learn about the latest software, hardware, and services used in the design, construction, and operations of infrastructure. At the end of the week, they head back to their organizations fortified with the knowledge and hands-on experience they have gathered in the LIVE Zone.

“Information Mobility” will be at the topical forefront of the conference. With a new LIVE Zone and new conference sessions being dedicated to it. We all know that being mobile and having the tools to access, update, and share secure engineering content on the go, no matter where you are or what mobile device you use, are key to successful projects. This new addition to the conference is sure to draw attendee interest.

Be Together sponsorship packages offer exhibitors an ideal way to engage the AECO community, get leads, and potentially make sales at minimum cost. Find out what last year’s sponsors had to say about Bentley’s LIVE Zone by viewing this short [video](#).

At the heart of the *Be Together* conference is Bentley’s LIVE Zone—the interactive exhibit and demonstration area where, as a sponsor, **your products** will be front and center. Here, the Bentley user community can experience, first hand, the power and value of your products. The LIVE Zone provides you with a tremendous opportunity to directly interact with key influencers and decision makers of today’s top infrastructure design, engineering, and construction firms, as well as with innovative owner-operators driving the industry.



The *Be Together* Conference encompasses the following areas of interest to the infrastructure community:

- Bentley Civil
- Bridge
- Building
- Communications
- Geospatial
- Geotechnical
- Plant
- Structural
- Utilities
- Water
- MicroStation
- Engineering Information Management (*including ProjectWise and AssetWise*)

LIVE ZONE CENTERS



KIOSK



Bentley’s LIVE Zone – an interactive exhibit and demonstration area that brings people and technology together in a series of dynamic zones – offers sponsors a **smart** and **cost-effective** way to exhibit products in customized kiosks. In the LIVE Zone:

- experts from Bentley partner organizations are colocated with Bentley product and professional services specialists to demonstrate the combined value of Bentley, Bentley channel partner, Bentley technology partner, and third-party developer offerings for visualization, integrated projects, information modeling, intelligent deliverables, and more;
- costly expenses associated with creating and shipping booths are eliminated through the use of kiosk’s personally branded by exhibitors to give attendees an engaging, complete experience that includes demos, corporate logos, and graphics.

Become a sponsor at *Be Together* and demonstrate, first hand, to the hundreds of Bentley users that crowd the aisles of the LIVE Zone, how they can benefit from your products.

SPONSORSHIP LEVEL	TECHNOLOGY*	ASSOCIATE	CONFERENCE	PREMIER
FEE	\$6,000	\$7,500	\$15,000	\$25,000
Before the Event				
Logo on the conference website with link to sponsor's website	X	X	X	X
Company profile posted with logo on the conference website	50 Words	50 Words	100 Words	100 Words
Logo displayed in promotional e-mails	X	X	X	X
E-mail to attendee list sent on sponsor's behalf by Bentley before the event			1	1
Video commercial posted on conference website	First 10 paying sponsors			
During the Event				
Logos included in LIVE Zone	X	X	X	X
Showcase product offerings and demos in the LIVE Zone	1	1	2	Multiple
Option to partner in Bentley presentations in seminar tracks				X
WiFi in LIVE Zone	X	X	X	X
Lead Scanners in LIVE Zone	1	1	2	5
Video promo option in LIVE Zone and around conference area			X	X
Advertisement in pdf brochure	1 page ad	½ page ad	1 page ad	2 page ad
Banner ads on conference website			1	1
Recognition in keynotes	X	X	X	X
Signage around the convention center	X	X	X	X
Registration passes	2	3	4	6
After the Event				
Logo on the conference website with link to sponsor's website for 6 months	X	X	X	X
Company profile posted with logo on the conference website for 6 months	50 Words	50 Words	50 Words	100 Words
E-mail(s) to attendee list sent on sponsor's behalf by Bentley after the event	1	1	2	3
All leads from LIVE Zones sponsored	X	X	X	X

* Technology Sponsorship Requirements: Sponsor's technology must be licensed by Bentley and be delivered inside Bentley products.
*Please note: The Technology sponsorship package is also available to BDN members.

EQUIPMENT/SERVICES SPONSOR NOTES

Sponsors/exhibitors of equipment/services will receive benefits commensurate with the value of their in-kind services in lieu of monetary contributions at the sponsorship levels described above. Equipment sponsors/exhibitors will provide turnkey support for their equipment – including, but not limited to, delivery, installation, operation, maintenance, materials, removal, and cleanup.

SPONSOR/EXHIBITOR SETUP TIMES AND ZONE HOURS

Sponsors are instructed to set up in their zone on Monday, May 14, between 4:00 p.m. and 6:00 p.m. Sponsor's attendance is required in their designated zone during the specific hours listed below, as attendees will be in the exhibit hall.

LIVE ZONE HOURS

- Tuesday, 5/15: 10:00 a.m. – 2:00 p.m. and 6:00 p.m. – 8:00 p.m. (Welcome Reception)
- Wednesday, 5/16: 10:00 a.m. – 2:00 p.m. and 6:00 p.m. – 8:00 p.m.

SPONSOR/EXHIBITOR BREAKDOWN

Wednesday, 5/16, 8:00 PM - 10:00 PM. All materials in the LIVE Zone must be cleared before 10:00 PM on Wednesday, May 16.

LEARN MORE!

For more information about sponsorship opportunities for *Be Together: The Bentley User Conference*, contact Christine Byrne at christine.byrne@bentley.com or call 203 805 0432. For additional information about *Be Together: The Bentley User Conference*, visit [here](#).