



## Lync User Summit 2011

June 9-10 – Westminster, Colorado [www.lyncuserforum.com](http://www.lyncuserforum.com)

Westin Westminster - <http://www.westindenverboulder.com/>

### Highlights - Speakers

Lync User Forum Summit 2011 Expo highlights the rising importance of Microsoft Communications Solutions such as Lync Communications Server, Office365 and now Skype to businesses, organizations and institutions of all sizes. By all accounts, Lync will be a viable PBX-replacement, telecommunications, contact center, IVR, call center, remote/branch office, telecommuter, mobile, video, presence, IM-instant messaging, conferencing solution to nearly every other aspect of business communications. Speakers have been identified that can address present concerns, ongoing issues and the future outlook of Lync and other aspects of unified and contextual communications.

### Wednesday – June 8

5:00-7:00 PM Welcome and Meet-Greet Reception – Dinner-on-your-own

### Thursday - June 9

7:00	Registration Desk Open	
7:30-8:30	Breakfast in Exhibit Hall	
8:30-9:30		Strategic Session – <b>Microsoft-Skype - Hype, Boom or Bust?</b>
9:30-10:30	Coffee/Exhibits	
10:30-12:00		Session – <b>Lync Unauthorized Road Map</b> Dave Michels – Pindrop Soup
12:00	Lunch/Exhibits	
12:30-1:00		Corporate Presentation – <b>Lync Alarm and Management</b> Scott Scribner - Uncommon Solutions
1:00-2:00		Session – <b>Lync Best Practices</b> Mike Stacy - MVP
2:00-3:00	Coffee/Exhibits	
3:00-3:45		Session - <b>Security Implications for Edge Server</b> Rui Maximo - Microsoft
3:45-4:15		Corporate Presentation – <b>Lync Contact Center</b>
4:30-5:00		Corporate Presentation – <b>Lync Security and Compliance</b> Sarah Carter - Actiance
5:00	Cocktail reception in Exhibit Hall	

### Friday – June 10

7:00	Registration Desk Open	
7:00-8:00	Breakfast	
8:00-9:00		Session – <b>Total Business Communications Integration</b> <b>Lync - SharePoint Integration</b> Rui Maximo - Microsoft
9:00-10:00	Coffee/Exhibits	
10:00-10:45		Session – <b>Trends and Tools</b> Alan Percy
11:00-11:30	Coffee/Exhibits	
11:30-12:00		Session – <b>Future Outlook – Making Lync Mainstream</b> <b>Doug Green - Editor/Published PBX Trends</b>
12:00-12:30		Corporate Presentation - Open
12:30		Session – <b>Awards &amp; Adjourn</b>

[Click here for register](#)

Contact Tom Cross 303-594-1694 – [cross@gocross.com](mailto:cross@gocross.com)



### Corporate Presentations

- As you can see above, Lync User Forum has designated a limited number of sessions for corporate presentations. This is a great opportunity to present information about your company's products and services to a targeted audience of decision-makers. 30-minute corporate presentations are available for \$5,000.00 and includes: one 10x10 booth and two (2) free attendee registrations.

. Note: There are only two corporate presentations remaining.

### Exhibiting

Sponsorships provide excellent visibility and public relations as your name is put in front of seminar attendees. Meals, coffee breaks, certain activities, handouts, and other opportunities are available for sponsorship.

- 8'x10' carpeted booth up to 10'x30' **including**, limited power, side chair(s), carpet and move-in/out assistance.
- Online company logo and promotion
- One free conference pass per 8'x10' – additional attendees are 50% based on registration schedule \$495.00 per additional attendee and \$595 (discounted) for onsite registration.
- Free exhibit hall access provided for local customers.

There are 22 – 10'x10' booth spaces.

Fees are \$2,500 for one 8'x10' and \$3,800 for an 8'x20.'

### Marketing Tools

- Registered attendee lists provided after the event
- Company contact placed on seminar attendee list
- Magazine, newsletter, PR, blog and Lync User Forum website listings
- 25-50 words and logo in **weekly issue of the Lync User Forum newsletter going 2,000+ subscribers** newsletter for all paid sponsors.
- Ads (as needed) in Telecom Reseller News, Lync User Forum and others.
- Weekly promotion through FashPitch, blogs and other media.

### Optional sponsorships

- Wednesday Night Reception - \$1,000 plus hotel and beverage fees.
- Breakfasts - \$1,200
- Lunch - \$1,500
- Coffee Breaks - \$750
- Meeting Note Pads - \$1,000
- Other promotion ideas – let us know how we can help you, e.g. golf, mountain trips, etc.

### Venue-Audience

The Lync User Forum 2011 Summit will be held June 9-10 at the Westin Westminster <http://www.westindenvboulder.com/> in Westminster, Colorado. The exhibit hall will be next to the conference room and all beverages, coffees, lunches will be held in the exhibit hall. The goal is 200+ attendees focused on enterprise end users.

Fees for attendees are \$595.00 until the event and \$795 for onsite registration.

This is the tentative schedule and terms above subject to change without notice.

Questions or comments, please contact Tom Cross 303-594-1694 – [cross@gocross.com](mailto:cross@gocross.com)

## Application

Print name of sponsorship activities  
and other interests here \_\_\_\_\_

**We apply for the exhibits/sponsorships as indicated and do hereby agree to all terms and conditions, rules and regulations as explained in this application. Please note that fees are subject to increases and changes without notice.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print/Type Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Additional Attendee - Print/Type Name \_\_\_\_\_

Title \_\_\_\_\_ email \_\_\_\_\_

Additional Attendee - Print/Type Name \_\_\_\_\_

Title \_\_\_\_\_ email \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

## Payment

We accept via PayPal.com which accepts credit cards, bank transfers. Send payment to [cross@gocross.com](mailto:cross@gocross.com) or check to Techtionary Corporation – 2525 Arapahoe E-4-313 – Boulder, Colorado 80302.

## Hotel background information

We urge you to make your hotel reservations early <http://www.westindendenvrboulder.com/>, **mention LYNC USER FORUM** when making reservations for a **special rate**. Upon receipt of payment, we will include company name and, if space permitting, logo in weekly LYNC USER FORUM newsletter.

### 1. Application & Fees

Exhibit booth and sponsorship costs are listed in the events checklist within the Call for Exhibitors & Sponsors. A minimum advance payment fee of 50% of the total booth and/or sponsorship cost must accompany this application. When invoiced, the remaining balance shall be due and paid no later than the date of the event. Letters of agreement received less than 45 days prior to the event must be accompanied by 100% payment of event fees. Exhibitors and sponsors with outstanding balances due on any LYNC USER FORUM invoice at the time of the event under consideration may be prohibited from participating until payments are made. Said prohibition does not constitute cancellation for either party, hence no refund of advance fees. Letters of agreement will be accepted in order of receipt. In the case of conflicting, simultaneous submissions, LYNC USER FORUM reserves the right to determine the final assignment. If the requested booth/sponsorship is unavailable, the applicant will be advised of alternate selections available. If none of the alternate selections are acceptable to the applicant, the cancellation policy set forth below will apply. If there are no alternate selections of like size and/or cost available, the applicant will receive a full refund (no administrative fees imposed).

### 2. Cancellation Policy

Cancellation or rescheduling of the event by LYNC USER FORUM will result in a full refund (no administrative fees imposed) for any fees paid to LYNC USER FORUM by the sponsor or exhibitor. Cancellation by the sponsor or exhibitor must be received in writing and will result in a refund of received fees based upon the following schedule: Received 60 days or more prior to event start date: full refund; received 59 to 45 days prior to event start date: 50% Refund\*; received 44 days or less prior to event start date: no refund. There is a non-refundable administrative fee of \$200 per 8'x10' seminar booth, \$400 per 10'x10' equivalent conference booth, and the greater of \$100 or 20% of total sponsorship fees. Sponsors or Exhibitors who have not paid but cancel 61 days or more prior to the event start date are responsible only for the administrative fees as noted above; less than 60 days prior to the event start date are liable for 50% of their event fees plus administrative fees; less than 45 days are liable for the full event fee. Unpaid liabilities will be treated as an outstanding balance due, and the exhibitor or sponsor may not be allowed to participate in future LYNC USER FORUM events until payment is made. LYNC USER FORUM reserves the right to resell/reassign booth spaces and/or sponsorships upon receipt of written cancellation. Letters of agreement not fully paid by the event start date are subject to cancellation and/or re-assignment at LYNC USER FORUM's discretion, without refund and with liability for the balance due. If any booth space remains unoccupied at 6:00 p.m. on the MONDAY opening day of the event or any time thereafter, LYNC USER FORUM reserves the right to assign that space for any other use, without refund and with liability for the balance due.

### 3. Liabilities and Restrictions

LYNC USER FORUM may provide an unarmed security guard; however, LYNC USER FORUM assumes no responsibility or liability for loss or damaged equipment, equipment failure or non delivery of equipment. Exhibitor shall be fully responsible to pay for any and all damages to property owned by LYNC USER FORUM, the hotel, or its owners or managers, which results from any act or omission of exhibitor. Neither LYNC USER FORUM nor the hotel nor their agents or representatives will be responsible for any injury, loss or damage that may occur to an exhibitor or to an exhibitor's employees

or property from any cause whatsoever. Exhibitors shall obtain, at their own expense, adequate insurance against such injury, loss or damage and agree to name LYNC USER FORUM as additional insured. LYNC USER FORUM shall not be liable for any injury whatsoever to property of an exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The applicant assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to indemnify, defend and hold harmless LYNC USER FORUM, the hotel, and its owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees or independent contractors, acting within or without the scope of their authority. The applicant agrees to abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company. The applicant further agrees to abide by all LYNC USER FORUM exhibit and sponsorship guidelines hereby incorporated in this agreement.

#### 4. Location of Exhibits

All measurements and booth layouts shown on the floor plan are as accurate as possible, but LYNC USER FORUM reserves the right to make such modifications and change booth assignments as may be necessary to adjust the floor plan at any time to meet the requirements of the city, hotel or LYNC USER FORUM.

#### 5. Eligible Exhibits

All exhibits must be related to communications technology products and services. LYNC USER FORUM has the sole right to determine the eligibility of any company or product for inclusion in the event. Registered exhibitors shall not assign or sublet any part of the booth space, and shall not advertise or display any goods other than those manufactured or distributed in the regular course of its business. Use of booth space is restricted to the organization whose name appears on the exhibit application.

#### 6. Booth Standards

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space should be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. Exhibit booths will be sold in increments according to the official floor plan. The standard equipment provided to the exhibitor by LYNC USER FORUM may consist of a cloth backwall 8 feet high and side dividers 3 feet high, plus a sign featuring the exhibitor's company name. No construction or built-up exhibit, including signs, shall exceed the overall height of the backwall, unless approved by LYNC USER FORUM. Display boards and other equipment more than 3 feet in height must not extend more than 3 feet out from the booth backwall in regular aisle locations. No part of an exhibit should be more than 12' in height without express written approval from LYNC USER FORUM. Twenty-four hour general security and general aisle cleaning are NOT provided.

#### 7. Regulations

All materials in the exhibit area must be fire proof and/or conform to all fire department regulations. Exhibitors will abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company.

#### 8. Booth Personnel

The exhibit area is open to registered attendees of the conference and personnel of exhibiting companies (minimum age 16). Everyone must obtain a name badge to gain entrance to the exhibit area. The term "representative" refers to all employees or greeters assigned booth duty during the normal hours of the exhibits. All registered representatives must wear the official LYNC USER FORUM exhibitor's badge while working in the booth. Exhibitor badges for all representatives shall bear the company name of the contract exhibitor.

#### 9. Entertainment & Food

The exhibitor agrees NOT to sponsor group functions such as sporting events, tours, film showings, speeches or other activities during the convention and exhibition hours that would in any way interfere with delegate attendance at regular LYNC USER FORUM activities or entice visitors away from the exhibition. The exhibitor must clear with LYNC USER FORUM staff any intended group functions. In-booth food and drink preparation is prohibited.

#### 10. Circulation & Solicitation

Distribution by the exhibitor of any printed matter, souvenirs, or other articles must be confined to the space assigned. No undignified manner of attracting attention will be permitted. All aisle space belongs to LYNC USER FORUM. No exhibit or advertising matter will be allowed to extend beyond the space allotted to the exhibitor. Exhibitors may not enter other booth areas, nor remove any materials there from except after proper self-identification and receipt of explicit permission from the affected exhibitor. In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.

#### 11. Photographs, Films, Sound Devices and Lighting

No photographs or videotapes shall be taken in the exhibit hall without the prior consent of LYNC USER FORUM or the subject exhibitor. If moving pictures, loud speakers or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Equipment will be permitted only if tuned to conversational level and if not objectionable to neighboring exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. LYNC USER FORUM reserves the right to restrict the use of glaring lights or objectionable lighting effects.

#### 12. Sponsorships

Sponsorships will be reserved on a "first-come, first-served" basis, based on the receipt of a properly executed application and advance payment fee from a vendor requesting sponsorship of specific event. Sponsorships will not be advertised in LYNC USER FORUM printed material unless proper funds are received prior to publication of the material. Sponsorship of an event includes the right to provide material for LYNC USER FORUM to distribute in registration packets at that specific event. All material to be placed in registration packets must be delivered to the hotel/seminar site no later than the Thursday preceding the Sunday registration for that event. Sponsorships will be listed in the event agenda and will be prominently noted at the event. Sponsors of coffee breaks will be recognized by an LYNC USER FORUM official at the time of the coffee break but no time will be made available for speaking. Sponsors of all other functions will be given an opportunity to speak during that function or at an appropriate time. The presentation should be brief and not require audio visual equipment. LYNC USER FORUM may provide a microphone and podium. LYNC USER FORUM establishes sponsorship rates based upon estimated attendance and the average cost of events. LYNC USER FORUM does not warrant attendance at a specific event, nor does the LYNC USER FORUM assume any liability for failure of equipment, delivery, or similar conditions. LYNC USER FORUM recognizes that on occasion additional vendor representatives may wish to be present during the time frame of their sponsored event, such as a lunch or dinner. An event registration fee is not required for those vendor representatives (limit 5 people) IF their presence at the LYNC USER FORUM seminar/conference is limited primarily to the function that the vendor is sponsoring.