



USER2USER

MENTOR GRAPHICS INTERNATIONAL USER CONFERENCE

Sponsor and Exhibitor Invitation

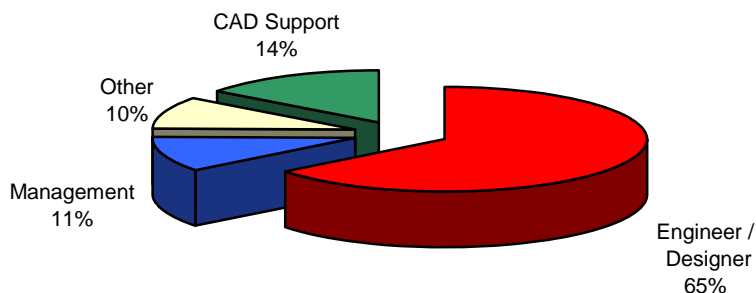
The 2008 Mentor Graphics International User Conference – User2User, celebrating its 5th year in a series of annual user events, is scheduled **November 4-6, 2008 at the Santa Clara Marriott**, Santa Clara, CA.

This event brings together users from around the world to participate in a highly-interactive, in-depth technical conference that draws upon the valuable experience of the Mentor User community and promotes the exchange of insights with each other, Mentor Graphics' technical leaders and executives, and Mentor Graphics' partners.

The 2008 conference features technical tracks in key technology and design areas, including: PCB, IC, FPGA, Functional Verification, Cabling and Electrical Distribution System Design, and Design for Test.

Attendance and Audience Profile:

- Attendance is anticipated to be 600+ at the 2008 conference
- All levels of attendees interested in the latest EDA technology trends and challenges



- The majority are Engineers and Designers – those directly using your tools as well!

Don't miss this opportunity to reach Mentor Graphics users at this exciting event!

Sponsorships are offered on a first-come, first-served basis. For more information, please contact:

Carol Woolman
Marketing Programs Manager
Tel: 503-685-0640
Fax: 503-685-1903
Carol_woolman@mentor.com



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Premium Sponsorships

Platinum Level (2 available)

\$10,000

- Booth space in Innovation Expo: 10' x 20'
 - Includes (2) 6 ft. tables, 10 amps of electric, 4 chairs
- Company name and logo displayed in all conference materials as Platinum Sponsor, including:
 - Conference guide (company description and logo on Sponsor page)
 - Conference registration home page
- Full page, color ad in conference guide, with premium position (inside front or back cover)
NOTE: Sponsors are responsible for creation and delivery of production-ready materials
- Sponsor banner in registration area for the duration of the show
- Company logo on U2U Registration page with a link to sponsor's website
- (3) Full Conference Guest Passes
- (10) Exhibitor Passes
- Sponsorship of one Food and Beverage function (Opening Night Reception)

Gold Level (3 available)

\$ 5,000

- Booth space in Innovation Expo: 10' x 10'
 - Includes 6 f.t table, 5 amps of electric, 2 chairs
- Company name and logo displayed in all conference materials as Gold Sponsor, including:
 - Conference guide (company description and logo on Sponsor page)
 - Conference registration home page
- Full page, color ad in conference guide
NOTE: Sponsors are responsible for creation and delivery of production-ready materials
- Company logo on U2U Registration page with a link to sponsor's website
- (1) Full Conference Guest Pass
- (8) Exhibitor Passes
- Sponsorship of one Food and Beverage function (Lunch)

Innovation Expo Exhibit Options

Wednesday, November 5th, 2008

Exhibitor Installation: 11:00 am – 4:30pm

Exhibit Hours: 5:30 pm – 8:30 pm

Exhibit Space Options:	10' x 10'	\$2,100
	10" x 20'	\$4,000

- (3) Exhibitor Passes per 10' x 10" space
- 6 ft. table
- 5 amps electric
- 2 chairs
- Company name and description in show guide and on Conference website
Demo descriptions must be approved by Mentor Graphics to participate

Advertising Options

File formats accepted: JPG for web banners, TIFF, EPS, or PDFs for print ads

Website Advertising

- Large Banner 120 pixels (w) x 600 pixels (h) \$2,000
- Small Banner 125 pixels (w) x 125 pixels (h) \$1,000

Conference Guide Advertising

- Full page, 4 color ad \$1,500

Sponsoring companies are responsible for providing all artwork.

Marketing Opportunities

Lanyards <i>Sponsoring company provides the lanyards</i>	\$5,000
Internet Sponsorship	\$3,000
Hanging Banners <i>Sponsoring company to provide banners. Call for locations and sizes.</i>	\$1,000
Espresso Cart (per day)	\$3,000
Breakfast (3)	\$3,000
Conference bags (includes U2U logo and company logo) <i>Sponsor to provide bags</i>	\$2,500
Morning Break (3)	\$1,500
Afternoon Break (2)	\$1,500
Pens (includes U2U logo and company logo) <i>Sponsor to provide pens</i>	\$1,500
Inserts in conference materials	\$1,000
Room drops <i>Additional costs based on number of drops</i>	\$1,500
Hotel keys <i>Sponsor responsible for production</i>	\$1,500

Sponsoring companies are responsible for providing all artwork.

Deadlines

Sponsorships are offered on a first-come, first-served basis. Sign up deadline is..... **Sept. 1, 2008**

Exhibitor content deadline (100-word abstract + company logo) for show guide, website... **Sept. 15, 2008**

Payment due with contract unless otherwise agreed upon.

Event Sponsorship and Product Showcase Registration and Payment Form

Mentor Graphics Corporation User2User

Important: Payment must accompany this form. Sponsorships are not confirmed until payment is accepted. You will receive telephone or e-mail notification of your sponsorship confirmation within 48 hours of receipt of registration and payment. Sponsorship opportunities are offered on a first-come, first-serve basis. Please make your sponsorship selection and fax this completed Registration Form to 503-685-1903 no later than September 1, 2008.

Company Name: _____ (“Sponsor”)

Primary Sponsorship Contact (logistics/planning): _____

Address: _____ Mail Drop or Suite: _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Additional Badges: _____

**Please provide names as you wish them to appear on Event badges*

Signature of Authorized Representative: _____ Date: _____

**By signing above Sponsor accepts and agrees to the Event Space and Promotion Terms and Conditions provided with this Registration Form*

Name and Title of Authorized Representative: _____

EVENT SPONSORSHIP AND PAYMENT OPTIONS

Please indicate the sponsorship package of choice:

Sponsorship Packages

- Platinum Level \$ 10,000
- Gold Level \$ 5,000

Innovation Expo Exhibit Options

- 10' x 10' Booth \$ 2,100
- 10' x 20' Booth \$ 4,000

Advertising Options

- Website:
- Large Web Banner \$ 2,000
- Small Web Banner \$ 1,000
- Conference Guide:
- Full Page \$ 1,500

Marketing Opportunities

- Lanyards \$ 5,000
- Hanging Banners \$ 1,000
- Internet \$ 3,000
- Espresso Cart \$ 3,000
- Breakfast \$ 3,000
- Conference Bags \$ 2,500
- Morning Break \$ 1,500
- Afternoon Break \$ 1,500
- Pens \$ 1,500
- Insert into Conference Materials \$ 1,000
- Hotel Room Keys \$ 1,500
- Room Drops \$ 1,500

Method of Payment:

- Check (payable to “Mentor Graphics Corporation”)

Mail checks to:

U2U 2008
Mentor Graphics
8005 SW Boeckman Rd.
Wilsonville, OR 97070

- Purchase Order (fax with form to 503-685-1903)

Purchase Order No: _____

Purchase Order Contact: _____

Phone Number: _____

- Credit Card

Visa MasterCard AMEX

Account Number: _____

Amount: _____ Exp. Date: _____

Cardholder Name: _____

Cardholder Signature: _____

Credit Card Billing Address: _____

Mentor Graphics User2User

SPONSOR AGREEMENT

EVENT SPACE AND PROMOTION TERM AND CONDITIONS

Sponsor's corporate logo may be featured on Mentor Graphics' selected Event signage and show guide depending on the type of sponsorship chosen. To ensure each Sponsor has the opportunity to maximize their exposure, Mentor Graphics sets guidelines for the Event area to allow Sponsors to have comparable experiences. Exhibit space is not guaranteed until Mentor Graphics accepts Sponsor's completed registration form and the required payment.

Sponsor agrees to the following:

Payment Terms and Schedule: 100% of Sponsor's total fees are due with the signed registration form.

Availability and Assignment of Space: Mentor Graphics will assign the exhibit space. Mentor Graphics may, at its sole discretion, accept or refuse any application for space, reassign space or rearrange the floor plan and/or relocate any exhibit at any time before or during the Event. Mentor Graphics does not guarantee that space will be available to any applicant. If space is not available, Mentor Graphics will maintain a waiting list in the order of the date of receipt of each signed Sponsorship Packet and payment. Mentor Graphics will return or refund all payments received from any applicant for whom space is not available.

Exhibit Space: All exhibits must be contained within the designated area assigned to each Sponsor.

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the Event exhibit area without permission from the proper building authority.

No company identification may be placed outside the area of Sponsor's assigned demo space (i.e. on posts, pillars, walls, tables, ceilings, etc.).

Attention-getting devices such as flashing, strobe, or rotation lighting are prohibited.

Sound must be restricted to the demo area and must not interfere with nearby stations. Noise projecting from immediate demo space is prohibited.

Setting Up and Dismantling of Exhibits: Set-up of all displays must be completed by 4:30pm on the afternoon of the applicable Event.

The show stations may be dismantled no sooner than 8:30pm on the day of the Event and must be completely moved out by 11:00pm.

Staffing of Exhibit Space: All stations must be continually staffed during show hours. Demo station personnel must remain at their stations during show hours.

Shipping: Mentor Graphics will not be liable for any loss or damage to items shipped. This does not include shipping from or to any Event where a Sponsor's corporate location is a destination or point of origin.

Cancellation: There will be no refund of any fees paid to Mentor Graphics, even in the event of Sponsor's cancellation. Any sponsor failing to occupy contracted space is not released of the obligation for full payment of the rental of such space. If demo space is not occupied one half hour prior to show opening, the space is forfeited without a refund.

Badges: All demo personnel must be identified to Mentor Graphics prior to the Event. Badges will be provided and must be worn at all times.

Distribution of Promotional Materials: Distribution of promotional material is allowed in the location of Sponsor's booth space. Sponsors may not conduct any demonstrations or activities that result in obstruction of aisles or prevent ready access to neighboring sponsor space.

Termination: Mentor Graphics reserves the right to prohibit and/evict Sponsors whose presentation is deemed offensive by Mentor Graphics. In the event of such prohibition or eviction, Mentor Graphics shall not refund any fees to Sponsor.

Indemnification/Limitation of Liability: Sponsor agrees to hold Mentor Graphics and the Event venues harmless for any and all claims, suits, or rights to damages for any and all destruction, loss of, or damage to equipment that may be sustained at any Event. IN NO EVENT SHALL MENTOR GRAPHICS OR THE EVENT VENUES BE LIABLE FOR ANY PROPERTY DAMAGE, LOSS OF EQUIPMENT, PERSONAL INJURY, LOSS OF PROFITS, INTERRUPTION OF BUSINESS, OR FOR ANY OTHER DAMAGES WHATSOEVER (INCLUDING WITHOUT LIMITATION DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, LOST PROFITS, OR LOST SAVINGS) HOWEVER CAUSED, WHETHER BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE) OR ANY OTHER LEGAL THEORY, EVEN IF MENTOR GRAPHICS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Sponsor shall indemnify Mentor Graphics, the Event venues and any affiliates and subsidiaries of each, for any complaints, suits or liabilities resulting from negligence of the Sponsor in connection with the Sponsor's use of its assigned Event space.

Entire Agreement: This represents the entire agreement between Sponsor and Mentor Graphics relative to its subject matter, and supersedes all prior and contemporaneous oral or written understandings, statements, representations or promises.

Please direct any questions regarding these Terms and Conditions or the Sponsor program to:

Event Contact: Carol Woolman
Marketing Programs Manager
Tel: 503-685-0640
Fax: 503-685-1903
Carol_woolman@mentor.com