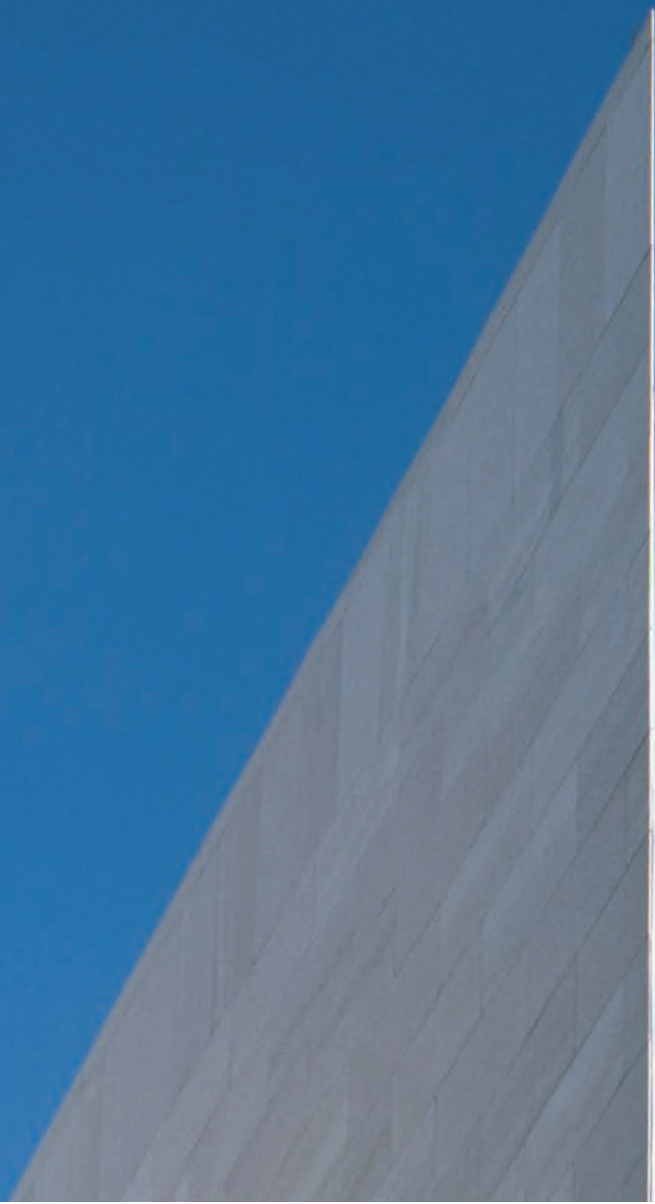


HR-XML Consortium  
Global Partnering & Integration Summit 2009



October 2–3, 2009  
Hyatt Regency McCormick Place  
Chicago, Illinois



## The HR-XML Consortium invites you to sponsor the Global Partnering & Integration Summit 2009

Join the top tier of human resource technology users and leaders as a sponsor of the **Global Partnering & Integration Summit 2009**. Reach a unique mix of global HR and IT experts, who come to the Summit for hands-on insights into the latest integration solutions and to network with other industry leaders. The Summit's content and attendee demographics offer unequalled opportunities to connect and collaborate with HR technology users whose influence extends throughout their company and the entire industry.

If you already plan to exhibit at the **HR Technology Conference and Expo** in early October, stay for the Summit to maximize the utility of your travel and trade show dollars while reaching a specific segment of the HR industry. The Summit immediately follows the HR Tech Conference, and shares the same great venue – Chicago's Hyatt McCormick Place. This savings on travel dollars makes each conference that much more valuable by giving you the opportunity to connect with more customers and build stronger relationships over the course of both conferences. You'll have the chance to reach customers who are looking for hands-on access to a highly specialized family of HR products, technologies, and solutions.



### Who is the HR-XML Consortium?

**The HR-XML Consortium, Inc.** is the recognized authority on and leading source of global interoperability standards for human resources management. The HR-XML Consortium (HR-XML) is an independent nonprofit organization driven by the needs of its members, which include HR service providers, software vendors, consultants, and other users and providers of HR systems and services.

With active member organizations throughout the world, HR-XML provides its members with a global platform for information exchange as well as business and career development and networking. Through standards development, continuing education, and HR services certification, HR-XML empowers members to grow professionally while adhering to standards of excellence.

For more information about sponsoring this event, contact  
HR-XML Sales Manager Christy Spahn, at (312) 673-4865, or [christys@hr-xml.org](mailto:christys@hr-xml.org).  
Visit [www.partneringsummit.org](http://www.partneringsummit.org) for general information about the Summit.

# HR-XML Consortium Global Partnering & Integration Summit 2009

## What types of companies do the attendees represent?

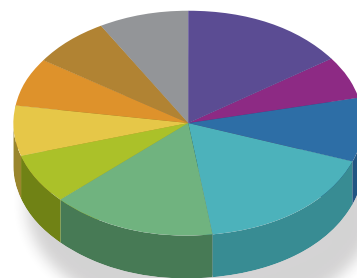
- Comprehensive HR Systems Providers
- HR Process Outsource Providers
- HR Vertical Solutions Providers
- Enterprise End-User Companies
- Technology Platform Providers

## Who will attend from these companies?

Based on attendance at past Summits, we anticipate the following attendee breakdown in 2009:

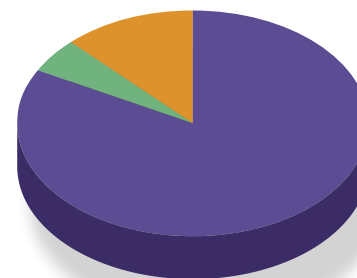
### By Position:

- President/CEO: 15%
- Vice President/COO: 6%
- CIO/CTO: 9%
- Director: 17%
- Product Manager: 15%
- IT Programmer/Developer: 7%
- IT Architect: 7%
- Business Analyst: 7%
- Sales and Marketing: 7%
- Other: 8%



### By Geography:

- United States: 83%
- Canada: 5%
- International: 12%



## Who should sponsor or exhibit?

- HCM Solution Partners (assessment, applicant tracking, background checking, compensation, performance management, HRIS, learning management)
- HR Outsourcing Partners (benefits, payroll, comprehensive HR business process outsourcing)
- Tools and Platform Partners (WS and SOA governance; WS security and identity management, middleware, enterprise services businesses, and application server vendors, developer and IDE tool vendors)
- Integration and Consulting Partners (HR system integrators, HR consulting)
- Content and Media Partners (compliance, competency, and HR information publishers)

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# HR-XML Global Partnering and Integration Summit 2009

## Sponsorship Opportunities

### Platinum Sponsor \$7,500

- One 6' tabletop exhibit space with tent card ID sign.
- Platinum level recognition, company logo, hyperlink, contact information and 50 word description on Summit website.
- Platinum level recognition, company logo, website, contact information and 50 word description in Summit Program.
- Platinum level recognition, company logo and hyperlink on promotional emails for the Summit.
- Platinum level recognition, company logo and hyperlink in Thank You email to all Summit attendees.
- Company logo and Platinum level recognition on signage throughout the event.
- Company logo and Platinum level recognition on A/V walk-in slides for Plenary Sessions.
- Verbal recognition of support in Plenary Sessions.
- Platinum sponsor ribbon to be worn on badges.
- Exclusive logo recognition on registration bag **or** badge lanyards. *Note: Exclusive recognition available on a first-come, first-served basis.*
- Sponsorship of opening cocktail reception.
  - Your company logo will be included on signage at food and drink stations at the reception. Additionally, your company will have the opportunity to provide a give-away item at the reception.
- One email blast or postal mailing to Summit attendees prior to conference. *Note: Sponsor to provide promotional messaging and to incur postage costs if applicable.*
- One email blast or postal mailing to Summit attendees after the conference. *Note: Sponsor to provide promotional messaging and to incur postage costs if applicable.*
- One full page, black and white advertisement for inclusion on the Summit Program.
- Opportunity to provide marketing collateral to be placed on general session chairs.
- Opportunity to participate in Passport to Prizes program
  - Your company will have the opportunity to be listed in a "passport" that all attendees will receive in their registration bag. Attendees will be advised to visit your exhibit to get their passport stamped. Once they have visited all of the Passport to Prizes participant exhibits and had their passport stamped, they will have the opportunity to enter a raffle for prizes provided by participating companies.
- Four complimentary Summit registrations

### Gold Sponsor \$5,000

- One 6' tabletop exhibit space with tent card ID sign.
- Gold level recognition, company logo, hyperlink, contact information and 30 word description on Summit website.
- Gold level recognition, company logo, website, contact information and 30 word description in Summit Program.
- Gold level recognition, company logo and hyperlink on promotional emails for the Summit.
- Gold level recognition, company logo and hyperlink in Thank You email to all Summit attendees.
- Company logo and Gold level recognition on signage throughout the event.
- Company logo and Gold level recognition on A/V walk-in slides for Plenary Sessions.
- Verbal recognition of support in Plenary Sessions.
- Gold sponsor ribbon to be worn on badges.
- Sponsorship of attendee lunch at Summit.
  - Your company logo will be included on signage at food stations. Additionally, your company will have the opportunity to provide a give-away item at lunch.
- One email blast or postal mailing to Summit attendees after the conference. *Note: Sponsor to provide promotional messaging and to incur postage costs is applicable.*
- One half page, black and white advertisement for inclusion on the Summit Program.
- Opportunity to provide marketing collateral to be included in attendee registration bags.
- Opportunity to participate in Passport to Prizes program
  - Your company will have the opportunity to be listed in a "passport" that all attendees will receive in their registration bag. Attendees will be advised to visit your exhibit to get their passport stamped. Once they have visited all Passport to Prizes participant exhibits and had their passport stamped, they will have the opportunity to enter a raffle for prizes provided by participating companies.
- Three complimentary Summit registrations

For more information about sponsoring this event, contact  
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# HR-XML Global Partnering and Integration Summit 2009

## Sponsorship Opportunities *(Continued)*

### Silver Sponsor \$2,500

- One 6' tabletop exhibit space with tent card ID sign.
- Silver level recognition, company logo, hyperlink, contact information and 15 word description on Summit website.
- Silver level recognition, company logo, website, contact information and 15 word description in Summit Program.
- Silver level recognition, company logo and hyperlink on promotional emails for the Summit.
- Silver level recognition, company logo and hyperlink in Thank You email to all Summit attendees.
- Company logo and Silver level recognition on signage throughout the event.
- Company logo and Silver level recognition on A/V walk-in slides for Plenary Sessions.
- Verbal recognition of support in Plenary Sessions.
- Silver sponsor ribbon to be worn on badges.
- One quarter page, black and white advertisement for inclusion on the Summit Program.
- Opportunity to participate in Passport to Prizes program
  - Your company will have the opportunity to be listed in a “passport” that all attendees will receive in their registration bag. Attendees will be advised to visit your exhibit to get their passport stamped. Once they have visited all of the Passport to Prizes participant exhibits and had their passport stamped, they will have the opportunity to enter a raffle for prizes provided by participating companies.
- Two complimentary Summit registrations

### Exhibitor \$950

- One 6' tabletop exhibit space with tent card ID sign.
- Company name and hyperlink on Summit website.
- Company name and contact information in Summit Program.
- Exhibitor ribbon to be worn on badges.
- Opportunity to participate in Passport to Prizes program
  - Your company will have the opportunity to be listed in a “passport” that all attendees will receive in their registration bag. Attendees will be advised to visit your exhibit to get their passport stamped. Once they have visited all of the Passport to Prizes participant exhibits and had their passport stamped, they will have the opportunity to enter a raffle for prizes provided by participating companies.
- One complimentary Summit registration

*There are many opportunities to participate in a way that meets your needs at the Global Partnering & Integration Summit 2009.*

***If you don't see a bundled sponsorship package that meets your company's exact needs, please contact Christy Spahn, at (312) 673-4865, or [christys@hr-xml.org](mailto:christys@hr-xml.org) for a custom proposal.***

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# HR-XML Consortium Global Partnering and Integration Summit 2009

## Exhibit/Sponsorship Rules And Regulations

These Rules and Regulations are part of the HR-XML Exhibit and Exhibitor/sponsorship Application and Contract. Read carefully before signing the Contract for Exhibit and Exhibitor/sponsorship. After completing the Exhibit and Exhibitor/sponsorship Application and Contract, forward these Rules and Regulations to all parties involved with your participation in HR-XML events. HR-XML reserves the right to modify these Rules and Regulations, or any part of them, at any time for any reason. HR-XML shall not be liable to any exhibitor for any loss or damage resulting from such modifications. All applications are subject to review and approval by HR-XML.

### 1. Nature of Exhibition

The objective of the HR-XML Global Partnering and Integration Summit is to initiate partnering opportunities to collaborate about interoperability of HR applications between sponsors, exhibitors and attendees. Tabletop displays are limited to literature regarding products and services that are complementary to human resource business strategy. HR-XML reserves the right to refuse placement of literature by any exhibitor/sponsor. HR-XML reserves the right to remove, at exhibitor/sponsor's cost, any merchandise, signage, etc., deemed by HR-XML as unsuitable for display at the HR-XML Global Partnering and Integration Summit. HR-XML does not represent that any space will be available to any applicant.

### 2. Eligibility

All exhibitors/sponsors must be in good standing with HR-XML. HR-XML reserves the right to revoke an exhibitor's/sponsor's privileges and terminate the exhibitor/sponsor agreement. If HR-XML terminates this agreement for reasons other than those set forth in section 3 (see below), then HR-XML will return to the exhibitor/sponsor all deposits or fees paid by such exhibitor/sponsor.

### 3. Payment Terms

To confirm exhibitor/sponsor participation, full payment must accompany the Application and Contract. If any exhibitor/sponsor fails to perform any other term or condition of the contract or fails to observe and abide by these Rules and Regulations, HR-XML reserves the right to terminate the contract immediately without refund of any monies previously paid.

### 4. Cancellation

If exhibitor/sponsor participation is canceled by the exhibitor/sponsor at any time, the exhibitor/sponsor will be responsible for the entire contracted exhibit/sponsorship fee. If cancellation is made at any time following the signing of the official exhibit and sponsorship contract, there will be no refund and exhibitor/sponsor participation contracted for must be paid in full. Cancellations must be directed in writing to HR-XML. HR-XML assumes no responsibility for including the name of the canceled exhibitor/sponsor or a description of their products in the

show catalog, brochures, news releases or any other materials concerning the event.

Any space not claimed and occupied by one hour before event start time may be resold or assigned by HR-XML without obligation on the part of HR-XML for any refund whatsoever unless special arrangements were made previously with HR-XML in writing. If any circumstances or event beyond the control of HR-XML causes cancellation of all or any portion of the event, HR-XML agrees to refund any portion of the registration fee for which HR-XML is reimbursed by insurance or another third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the event.

### 5. Prohibition of Selling Products and Taking Orders for Show Delivery

HR-XML provides demo space for exhibitor/sponsors to display and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Orders may be taken but transactions involving the exchange of product for payment are prohibited.

### 6. Food and Alcoholic Beverages

The serving of alcoholic beverages by exhibitors in any part of the demo area is strictly prohibited. All food and/or beverage service must be approved in writing by HR-XML and the host hotel's exclusive catering vendor. All associated fees are the responsibility of the exhibitor/sponsor.

### 7. Use of Space – General

All marketing activities of each exhibitor/sponsor must be confined to the exhibitor/sponsor's allotted tabletop exhibit. Exhibitor/sponsors are expressly prohibited from holding any activity that, in the sole opinion of HR-XML, creates a material adverse effect on attendance during the HR-XML Global Partnering and Integration Summit. This includes but is not limited to scheduling private functions, cocktail parties, hospitality suites, special events or any other activity that may encourage absence of attendees during HR-XML conference hours or HR-XML events. If clarification is needed for a specific activity, exhibitor/sponsors should submit a request for approval to HR-XML.

### 8. Special Visual and Audio Effects

Audio-visual and other sound and attention-getting devices and effects will be permitted only in specific locations and at an intensity that, in the opinion of HR-XML, does not interfere with the activities of neighboring exhibitor/sponsors. Operational equipment being demonstrated may not create noise levels objectionable to neighboring exhibitor/sponsors.

### 9. Insurance and Security/Force Majeure

HR-XML will employ security guards and take reasonable precautions to safeguard the

exhibitor/sponsor's property. However, HR-XML 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 exhibitor/sponsor. HR-XML requires that each exhibitor/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 exhibitor/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 exhibitor/sponsor must be issued by an insurance company reasonably acceptable to HR-XML, include coverage of the indemnification obligations of the exhibitor/sponsor under these Rules and Regulations, and shall name HR-XML as additional insured.

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

Force Majeure: HR-XML will not be responsible for cancellation, postponement or other circumstances cause 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.

### 10. Transference of Exhibitor/sponsorship and Prohibited Uses

Exhibitors are prohibited from assigning or transferring any part of the exhibitor/sponsorships allotted to them to another company. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials that are not part of their regular products and services or that are not compatible with the character of HR-XML without a written request and approval from HR-XML. HR-XML reserves the right to terminate any portion of the exhibit that is not in accordance with these rules and regulations without prior approval.

### 11. Promotions, Contests, Printed Material, Etc.

Exhibitor/sponsors will be allowed to conduct any giveaways of branded company material at any time during the HR-XML Global Partnering and

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Integration Summit. Giveaways must be limited to exhibitor/sponsor's tabletop display area and exhibitor/sponsor must manage storage and shipment of giveaways independent of HR-XML show management. All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars and similar items must be submitted for approval to HR-XML before the conference. Sideshow tactics or other methods, including marketing material, considered by HR-XML to be objectionable are expressly prohibited at the event. Prizes, awards, drawings, raffles, lotteries or contests may be permitted in accordance with applicable state laws and prior written approval of HR-XML. Requests for approval of such activities must be submitted in writing to HR-XML three weeks before the opening of the event. Distribution of promotional material to event attendees' hotel sleeping rooms, public areas or in technical sessions is strictly prohibited without the prior written approval of HR-XML. Use of HR-XML hotel and conference-related facility communication systems to promote exhibitor/sponsors or their products is also prohibited.

#### **12. Use of HR-XML Name**

HR-XML is a trademark name belonging to the HR-XML Consortium. Exhibiting at or sponsorship of the HR-XML Global Partnering and Integration Summit does not entitle the exhibitor/sponsor to use the HR-XML name other than with reference to the exhibitor/sponsor's participation as an exhibitor/sponsor at the HR-XML Global Partnering and Integration Summit. Participation in the event does not imply endorsement or approval by HR-XML of any product, service or participant and none shall be claimed by any participant. HR-XML reserves the right to promote the exhibitor/sponsor in any conference materials related to the HR-XML Global Partnering and Integration Summit. If an exhibitor/sponsor objects to the use of its company name, it may request in writing to HR-XML Headquarters to be omitted from event materials.

#### **13. Intellectual Property Matters**

The exhibitor/sponsor represents and warrants to HR-XML that no materials used in or in connection with its demonstration infringe upon the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor/sponsor) or other intellectual property rights of any third party. The exhibitor/sponsor agrees to immediately notify HR-XML of any information of which the exhibitor/sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor/sponsor agrees to indemnify, defend and hold HR-XML and its agents and successors harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the

exhibitor/sponsor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, HR-XML shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of an exhibitor/sponsor.

#### **14. Press and Photography**

HR-XML reserves the right to control all media access and press activity during the events. Photography in the exhibitor/sponsor display area is strictly prohibited. Exhibitor/sponsors are strictly prohibited from allowing press and/or analysts at the event. Violation of this regulation will result in immediate expulsion from the event and appropriate legal action by HR-XML.

#### **15. Music Licensing**

Exhibitors are responsible for individual ASCAP/BMI music licensing fees or similar statutes as may apply outside the United States if applicable to the function. Music played and/or performed, whether recorded or live, will not be covered under HR-XML's ASCAP/BMI music licensing agreement.

#### **16. Americans with Disabilities Act/Similar Non-U.S. Statutes**

Exhibitor/sponsor shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold HR-XML harmless from any consequences of failing to do so.

#### **17. Distribution of Marketing Material**

HR-XML reserves the right to cease distribution of any materials at the HR-XML Global Partnering and Integration Summit which HR-XML in its sole discretion determines are contrary to the best interests of HR-XML, its members, HR-XML Global Partnering and Integration Summit. All marketing activities of each exhibitor/sponsor must be confined to the exhibitor/sponsor's allotted tabletop display area. The exhibitor/sponsor agrees that if HR-XML determines that an exhibitor/sponsor is marketing outside of its allotted space, the exhibitor/sponsor will lose the privilege of exhibiting at the event. In addition, HR-XML reserves the right to immediately remove all exhibitor/sponsor materials if a violation occurs during the conference without issuing a refund. Distribution of promotional material to attendees' hotel sleeping rooms, public areas or in educational sessions is prohibited without prior written approval of HR-XML. Use of HR-XML hotel and conference-related facilities communication systems to promote exhibitor/sponsors, their products/services or any other of their activities are prohibited during official event dates.

#### **18. Authority of Management/Enforcement of Rules and Regulations**

HR-XML shall have the power to adopt and enforce all show attendance Rules and Regulations with respect to the kind, nature and eligibility of exhibitors/sponsors adopted by it or set forth herein. HR-XML has the power to enforce all rules and regulations. Show management's decision on such matters shall be final. The exhibitor/sponsor acknowledges that its failure to comply with the Rules and Regulations set forth herein will cause harm to HR-XML. The exhibitor/sponsor agrees that if HR-XML determines that a material violation has occurred, the exhibitor/sponsor will lose the privilege of exhibiting/sponsoring at this and future HR-XML events. In addition, HR-XML reserves the right to immediately remove all exhibitor/sponsor materials without issuing a refund if a violation occurs during the conference. All final decisions regarding the enforcement of event policy are the responsibility of the HR-XML Show Management.

#### **19. General**

All matters and questions not covered by the Rules and Regulations are subject to the decision of HR-XML. These Rules and Regulations may be amended at any time by HR-XML, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by HR-XML to exhibitor/sponsors that may be affected.

#### **20. Exhibitor/sponsor's Liability and Hold Harmless**

Exhibitor/sponsor releases HR-XML, its contractors and their respective directors, officers, employees, agents and members from any claims, liabilities, losses, damages, costs or expenses relating to or arising out of any injury to any personnel of exhibitor/sponsor or to any other person or any loss of or damage to any property of exhibitor/sponsor or any other property where such injury, loss or damage is incident to, arises out of or is in any way related to exhibitor/sponsor's participation in the event. And the exhibitor/sponsor shall be responsible for any such injury, loss or damage and any expenses relating thereto. Exhibitor/sponsor shall indemnify, defend and hold harmless HR-XML and its contractors, and their respective directors, officers, employees, agents and members from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of exhibitor/sponsor's participation in the event, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting directly from the sole negligence of either HR-XML or its contractors. The terms of this provision shall survive the termination or expiration of this agreement.

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Global Partnering & Integration Summit 2009



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Chicago, Illinois

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401 N. Michigan Avenue  
Suite 2200  
Chicago, IL 60611  
USA

# HR-XML Consortium Global Partnering and Integration Summit 2009 Exhibit and Sponsorship Application

Hyatt Regency McCormick Place, Chicago, Illinois  
October 2–3, 2009

## Company Information:

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

ZIP: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

- Platinum Sponsor: \$7,500**  
Choice of:  
Registration Bag Sponsor **OR** Lanyard Sponsor  
(circle one; available on a first-come, first-served basis)
- Gold Sponsor: \$5,000**
- Silver Sponsor: \$2,500**
- Exhibit: \$950**

## Payment Information:

Check made payable to HR-XML Consortium

Credit Card:  Visa  MasterCard

Total Amount Due: \$ \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_

SIGNATURE (AUTHORIZES PAYMENT): \_\_\_\_\_

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 and the Terms and Conditions governing exhibition and/or sponsorship of the HR-XML Global Partnering and Integration Summit 2009.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

### Please return to:

**Mail:** HR-XML Consortium, Inc.  
PO Box 15623  
15623 Collections Center Drive  
Chicago, IL 60693  
Attn: Christy Spahn

**Fax:** (312) 644-0575  
Attn: Christy Spahn

For more information about sponsoring this event, contact  
HR-XML Sales Manager Christy Spahn, at (312) 673-4865, or [christys@hr-xml.org](mailto:christys@hr-xml.org).  
Visit [www.partneringsummit.org](http://www.partneringsummit.org) for general information about the Summit.