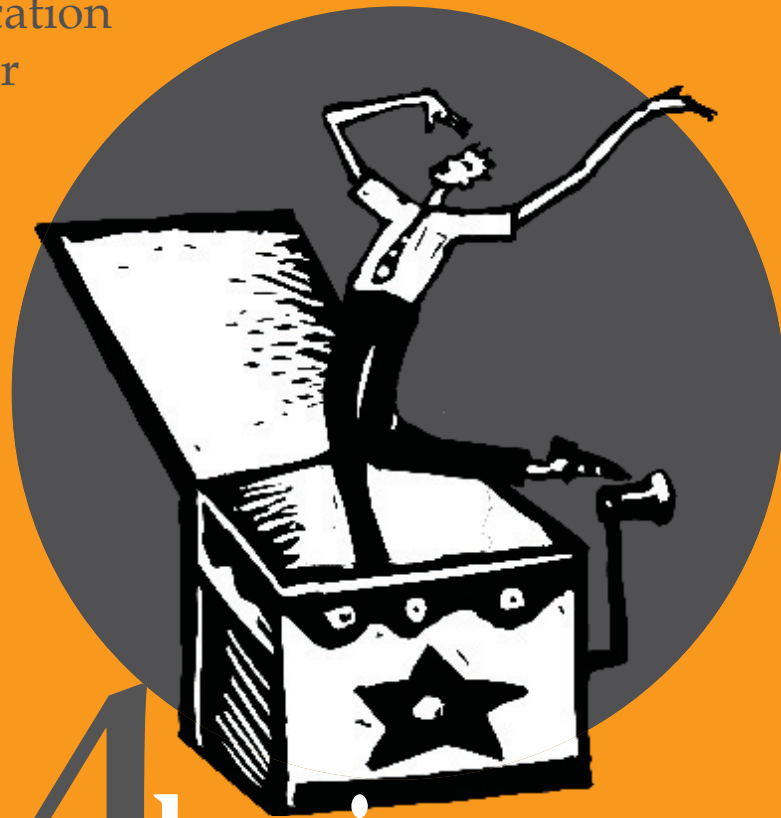


10 November 2009

www.AustinOpen4Business.com

AT&T Executive Education  
and Conference Center



3rd annual  
A U S T I N **open4business**

*“Good presentation and key points – really made me think about things fundamentally”*

*“The panelists were great – definitely good information”*

*“Very informative content – gave me very targeted information”*

Presented by: **BUSINESSDISTRICT**



Supported by:



Greater Austin Hispanic  
Chamber of Commerce  
Expanding Business Culture



# 10<sup>th</sup> November 2009

@ AT&T Executive  
Education and  
Conference Center



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## Keynote Speakers

Austin Open 4 Business has attracted outstanding Keynote Speakers for 2009:



**Jack McDonald**  
Chairman and CEO  
PerficientAustin  
Candidate for US Congress,  
Texas Congressional District 10



**Pike Powers**  
Fulbright & Jaworski  
L.L.P.

## Meeting a Real Need

The third annual Austin Open 4 Business conference will provide a forum for businesses to gain the knowledge and solutions they need to grow and succeed. It is a unique one-day event designed to provide high-impact growth strategies for business owners. The conference program features practical solutions business owners can implement immediately and offers a variety of ways to participate, including sponsorships, booth displays, track sponsorships, networking and marketing.

### What they said ....

Attendee Testimonials  
from  
Austin Open 4 Business  
2008

*“This is a great learning tool – please bring it back next year”*

*“Thought it was great. Good to hear validation that I’m moving in the right direction, but still have more to learn”*

*“Good presentation and key points – really made me think about things fundamentally”*

*“It’s always great to know all the options”*

*“Very informative content – gave me very targeted information”*

*“The panelists were great – definitely good information”*

Call 512.919.4563  
for more information or visit  
[www.AustinOpen4Business.com](http://www.AustinOpen4Business.com)

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## Conference Program

In addition to compelling keynote presentations Austin Open 4 Business 2009 features four targeted tracks:

- Sales & Marketing
- Business Funding/Finance
- Human Resources
- Sponsored Sessions

Each presentation will be led by a moderator who will facilitate interactive discussion.

**Sales & Marketing** – To drive revenue you need the best sales and marketing tools. This track will cover Building Top Notch Sales Teams, PR, Tips and Guidelines from a panel of Marketing and Agency Experts, Guerilla & e-marketing strategies.

**Business Funding & Finance** – Finance is at the core of every business. In this track Angel Investors and Industry Experts speak freely and honestly on the process of seeking investment capital, the options available, and the process of obtaining Investor Funding.

**Human Resources** – A key factor in growing a business is hiring the right people, managing them so they are happy and productive and offering the appropriate benefits. This track will provide information on issues such as Strategic Hiring and Employee Development, Counseling & Terminations Guidelines & Tips, Labor Updates, and Health Benefits.

**Sponsored Sessions** – An opportunity for companies with innovative products and services to directly address an audience of business owners and executives.

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*Senior executives and  
business owners attend  
Austin Open 4 Business.  
Job titles from past events  
include:*

**CEO**

**Owner**

**Founder**

**Principal**

**Director**

**President**

**CFO**

**HR Director**

**Sales and Marketing**

**Director**

**VP**

**Marketing Manager**

**Project Manager**

# MARKETING OPPORTUNITIES

To make sure your company gets its products, services and message in front of people who run their own businesses and are looking for ways to make them grow, we are offering a range of opportunities to participate in Austin Open 4 Business.

Call 512.919.4563  
for more information or visit  
[www.AustinOpen4Business.com](http://www.AustinOpen4Business.com)

## Title Sponsor

(1 available) \$10,000

- Exhibit booth
- Highlighted and detailed profile in conference directory
- Electronic copy of the full attendee list including full contact information
- Conference passes (10)
- Premium position for company logo and on conference web site
- Premium logo placement on email marketing pieces
- Banner placement available in conference room, exhibit hall and registration area
- Premium position for company logo on all conference print collateral
- Introduce morning/afternoon conference sessions

## Gold Sponsor

(2 available) \$5,000

- Exhibit booth
- Detailed profile in conference directory
- Electronic copy of the full attendee list including full contact information
- Conference passes (6)
- Preferential position for company logo and mention on conference web site
- Preferential logo placement on email marketing pieces
- Banner placement available in conference room, exhibit hall and registration area
- Preferential position for company logo on all conference print collateral

## Silver Sponsor

(3 available) \$3,000

- Exhibit booth
- Profile in conference directory
- Electronic copy of the full attendee list including full contact information
- Conference passes (4)
- Company logo and mention on conference web site
- Banner placement in conference room and exhibit hall
- Logo on all conference print collateral

## Bronze Sponsor

(5 available) \$1500

- Exhibit booth
- Listing in conference directory
- Electronic copy of the full attendee list including full contact information
- Conference passes (2)
- Company logo and mention on conference web site
- Banner placement available in conference room

## Exhibits \$750

The Expo is open from 9am to 5pm to all qualified business owners, entrepreneurs

and professionals. If your company targets the independent business market, Austin Open 4 Business is a great way to meet business owners and get new customers. An exhibit booth at the event includes:

- 8' x 10' booth area
- Company identification sign
- Draped table
- (2) chairs
- Listing in the conference directory
- Inclusion in conference marketing materials
- Electronic copy of the attendee list - perfect for follow-up

Booth cost is reduced to \$650 if you are a member of one of our supporting organizations. Sponsorships at Austin Open 4 Business offer an effective, high profile means of broadcasting your message and brand to the independent business community – before, during, and after the event.

**Registration Sponsor** \$750

**Lunch Sponsor** \$3,000 or 6 @ \$500

**Sponsored Session** \$2,500

**Track Sponsorship** \$2,000

**Badge Sponsorship** \$1,000

Email confirmation letter advertising \$500

Create Your Own Sponsorship

Be creative and tell us what works best for you, and we'll work with you to make it happen.

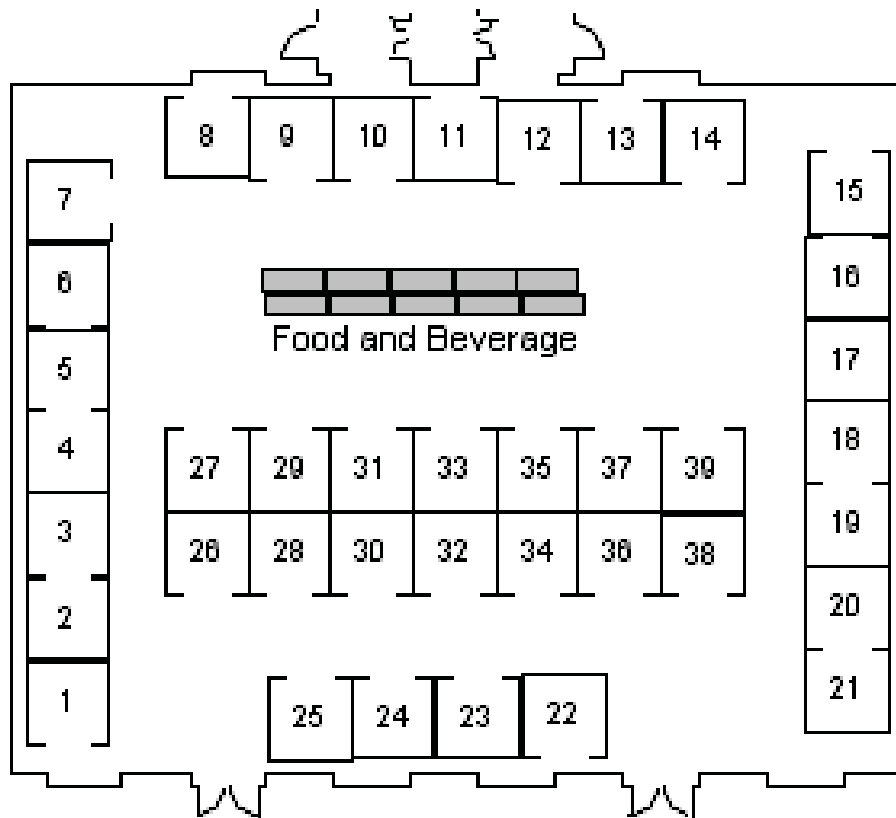
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[www.AustinOpen4Business.com](http://www.AustinOpen4Business.com)



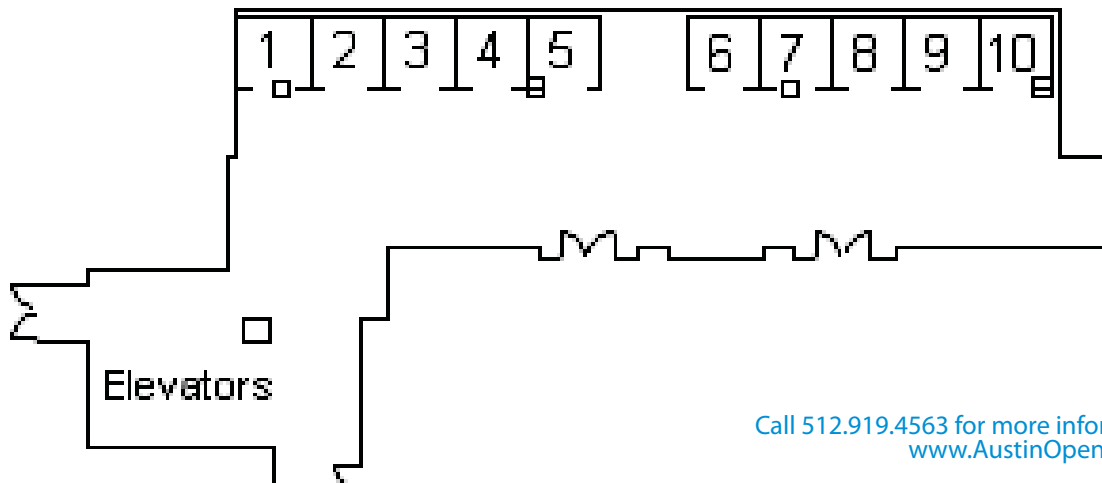
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# Austin Open 4 Business 2009 Floorplan

November 10<sup>th</sup> at the AT&T Executive Education and Conference Center



Ballroom Prefunction



Call 512.919.4563 for more information or visit:  
[www.AustinOpen4Business.com](http://www.AustinOpen4Business.com)

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**Sponsor / Exhibitor Application**

This application for sponsorship and/or exhibit space at the Austin Open 4 Business Conference will become a binding contract upon acceptance by show management based on the rates and rules governing the conference and general information contained in the Marketing Opportunities Prospectus, which constitutes a part of the contract. Please complete separate applications for each event in which you are participating.

Payment: Fifty percent (50%) of the total sponsorship and/or exhibitor fee (\$350 for 10 x 10 booths) must be received by the Austin Open 4 Business Conference with this signed application. If your company fails to meet the payment terms, the Business Growth Conference reserves the right to reassign exhibit space. Cancellation penalties will be assessed in accordance with Item 12 in the Rules Governing the Event included in this document. The remaining balance is due by Oct 9, 2009.

Please fax completed form to: (512) 233-2771

Make checks payable to: The Propaganda House, LLC - P.O. Box 341300, Austin, TX 78734

YOUR NAME (PRINT OR TYPE)	
TITLE	
COMPANY (AS YOU WANT IT TO APPEAR IN LITERATURE)	
STREET ADDRESS 1	
STREET ADDRESS 2	
CITY/STATE/ZIP	
PHONE	
FAX	
WEBSITE	
AUTHORIZED SIGNATURE	DATE
EMAIL	
TRADE SHOW CONTACT EMAIL	
ACCOUNTING CONTACT EMAIL	
P.O. # _____ OR CREDIT CARD INFO ON NEXT PG.	

**10x10 Exhibit Space Package**

Please select your 3 top booth choices.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Select Sponsorship Options**

Title Sponsor (1 available)	\$10,000
Gold Sponsor (2 available)	\$5,000
Silver Sponsor (3 available)	\$3,000
Bronze Sponsor (5 available)	\$1500
Exhibits	\$750
Registration Sponsor	\$750
Lunch Sponsor	\$3,000
Lunch Sponsor (6 available)	\$500
Sponsored Session	\$2,500
Track Sponsorship	\$2,000
Badge Sponsorship	\$1,000
Email confirmation letter advertising	\$500

**Total** \_\_\_\_\_

Credit Card Information: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
Name on Card	Expiration Date
Card #	Billing Address (if different from above)

1. General Matters. Management's obligation to hold the event is conditioned upon the Facility making available the space applied for by the Management on the dates specified. Management has the sole right to determine the eligibility of any company or product for inclusion in the Event. Management makes no representation or warranty, express or implied, regarding the number of persons who will attend the Event.

2. Assignment, Use of Space. Management shall assign to each Exhibitor space for the period of the Event. Management reserves the right to withdraw its acceptance of this application and to cancel the Exhibitor's participation in the Event if it determines that the Exhibitor is not eligible to participate. Exhibitor may not assign or sublet its exhibit space or any part thereof (so called "booth-sharing"). Decisions of Management regarding use of exhibit space shall in all instances be final and binding.

3. Relocation: Floorplan Revisions. Management reserves the exclusive right to revise floorplans and/or move assigned Exhibitors as it deems necessary.

4. Occupancy, Payment Defaults. All participation costs must be paid when due, and in any event in full prior to Exhibitor's move-in. If Exhibitor fails to occupy its contracted space, fails to pay any or all fees in a timely manner, or fails to perform, meet or observe any term or condition set forth herein, it shall not be relieved of the obligation of paying the full cost of its participation in the Event and Management, at its discretion, may cancel this agreement and Exhibitors' participation in the Event and reassign the exhibit space. If the Exhibitor tenders the exhibit fee after such reassignment, Management may assign to it such other exhibit space, if then available, which Management deems appropriate. Exhibitor shall not be entitled to any refund of any part of any fee and shall remain liable for payment of all fees set forth in this agreement subject only to the applicable cancellation schedule herein.

5. Installing, Exhibiting and Dismantling. Hours and dates for installing, exhibiting and dismantling shall be those specified by Management. All displays must be fully set up by the opening of the Event and be open for business during all Event hours. When vacated all exhibition space shall be left in good order.

6. Contractor Services and Information. Management shall select and/or approve each contractor to provide support and facilities services. Management assumes no responsibility for failure of performance by, or the conduct of, any contractor or subcontractor or its employees.

7. Photography. Exhibitor is prohibited from taking any type of photograph or video of the Event without Management's consent. Exhibitor agrees that Management may take photographs or video of the Exhibitor's booth space, exhibit and exhibit personnel.

8. Taxes & Licenses. Exhibitor shall be responsible for obtaining all licenses, permits, and approvals under local, state or federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with the Event.

9. Cancellation of the Event. If for any reason beyond Management's control (e.g. fire, flood, casualty, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, acts of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state or Federal law or act of God), the Event or any part thereof, is prevented from being held, or the Facility becomes unavailable, unfit for occupancy or substantially interfered with, Management may cancel the Event. In such event, Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue thereof, and Exhibitor waives claims for damage arising therefrom. Upon any such termination, Management may refund to Exhibitor no more than a prorated amount of Exhibitor's total cost of participation paid after deducting all expenses and reasonable compensation to Management. In no case shall the amount of any refund exceed Exhibitor's total cost of participation actually paid.

11. Postponement of the Event. If for any reason Management determines that the location or dates of an Event should be changed, no refund will be due to Exhibitor, and Management will assign to Exhibitor, in lieu of the original space, such other space that Management deems appropriate, and Exhibitor agrees to such space under the terms of this agreement. Management shall not be financially liable or otherwise obligated in the event that the Event is relocated or postponed.

12. Exhibitor Cancellation. If Exhibitor desires to cancel this Agreement, Exhibitor may only do so by giving written notice thereof to Management. In such event, Exhibitor shall be liable to the following cancellation fee: 60% of the total cost of participation if such cancellation is effective more than 120 days prior to the scheduled opening of the Event, and 100% of the total cost of participation if such cancellation is effective within 120 days prior to the scheduled opening of the Event. Payment of the cancellation fee must be received by Management within 15 days after cancellation. The effective date of any cancellation shall be the date Management actually receives Exhibitor's written notice as specified above. Exhibitor understands that this cancellation fee has been incorporated into this Agreement as a valid pre-estimate of damages Management will sustain which will not be capable of precise determination, and is considered to be liquidated and agreed-upon damages suffered as a result of Exhibitor's cancellation, and is not a penalty. Subsequent reassignment of canceled exhibit space shall not affect this cancellation assessment.

13. Copyrighted Materials. Exhibitor shall not violate any copyrights with respect to writings, music or other materials used by it at the Event and assumes sole liability and responsibility for the use and display of all copyrighted materials at the Event, and shall obtain any and all licenses therefor. Exhibitor shall indemnify and hold harmless Management, any association owner or sponsors, the Facility, and their respective officers, directors, employees, agents and representatives, from and against any and all actions, causes of action, claims, demands, liabilities, losses damages, costs and expenses, of whatever nature and kind, which anyone/or each of them shall sustain, incur or become subject to, involving, arising from or relating to, Exhibitor's breach of any of its obligations contained herein or the use of copyrighted materials at the Event.

14. Limitation of Liability; Indemnity. Neither Management nor the Facility, nor any of its officers, agents, employees or other representatives, shall held liable for, and each is hereby released from damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Event, licensing and/or use of exhibition space hereunder, or failure of Management to make available the exhibit space or hold the Event, however caused, including that caused by Management's or any Facility's, or officers', agents', employees' or other representatives' negligence. Exhibitor shall indemnify, defend and hold harmless Management and the Facility their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorney' fees and expenses of any kind which might result or arise from its participation in the Event, its licensing and/or use of exhibition space hereunder or any action or failure to act on the part of Exhibitor, or its officers, agents, employees or other representatives. Exhibitor understands that neither Management nor the Facility, nor its affiliates, maintains insurance covering Exhibitors liability or property, and Exhibitor is advised to obtain, at sole expense, insurance for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property others. Exhibitor shall provide evidence of such insurance to Management and the Facility upon request. It is understood all property of the Exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the Facility, and neither Management nor the Facility assumes any responsibility therefor. In no event shall Management be liable to Exhibitor for incidental, consequential, special or indirect damages, including lost profits, even in Management has been apprised of the possibility of such loss.

15. Damage to Facility. Exhibitor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property.

16. Amendment and Interpretation. Management shall have full power in the enforcement and interpretation of all terms, conditions and rules, and the power to make amendments and set further terms, conditions, and rules as it deems necessary and the best interests of the Event. The connectives "and" and "or" shall be construed both conjunctively and disjunctively, the term "including" shall mean including without limitation, and words in the singular shall include the plural, and the words in the plural include the singular.

17. Agreement to Terms, Conditions and Rules. Exhibitor agrees to observe and abide by the foregoing terms, conditions and rules, those contained other Exhibitor documentation and by such additional terms, conditions and rules made by Management from time to time for the efficient and safe operation of the Event, all of which constitute a part of this Agreement. The rights of Management under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Management.