

OHUG™

Premier Partner Program and 2015 OHUG Global Conference Support Opportunities

A Letter to Our Partners

As the only user organization that encompasses all human capital management solutions from Oracle, OHUG (Oracle HCM Users Group) partners who take advantage of our Global Conference have enjoyed unparalleled opportunities for the sales and education of their products and services to Oracle HCM users through a number of exclusive venues: exhibits, receptions, sponsorships and in-person meetings.

Because of OHUG's unique relationship with Oracle, no other independent industry user group gives you the access you need to build brand awareness and demonstrate your HCM capabilities to America's largest provider of technological solutions, regardless of whether your products and services are formatted to incorporate E-Business Solutions, PeopleSoft, Fusion or Taleo software.

In 2015, we are excited to offer a variety of opportunities via our year-round program as well as during our Global Conference, which returns this year to the "Fun Capital of the World": Las Vegas, Nevada! The OHUG Global Conference gives members a venue to interact and collaborate with other Oracle HCM clients, vendors and Oracle thought leaders. This is the ideal event to reach your intended clientele.

In order to get the most out of our partnership, please review this year's prospectus to discover how your company can make the most of OHUG's many partnership opportunities.

Sincerely,

Amanda Strombeck
Manager of Partner Engagement



Accommodations

The Mirage Hotel and Casino, a three-star, four-diamond experience like no other on the Strip!



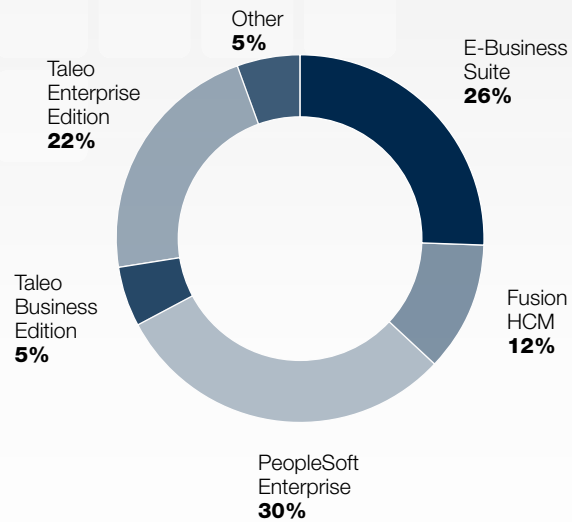
June 8–11, 2015

The Mirage • Las Vegas

Who Is OHUG?

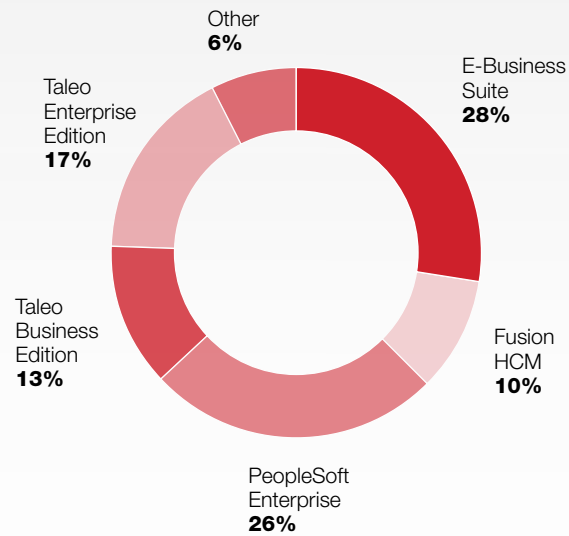
Membership

By Product Line

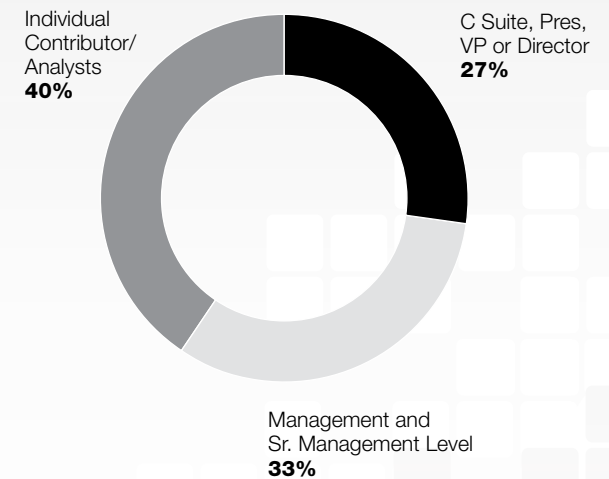


Conference Attendees

By Product Line



Buying Power



Exhibitors

What You Need to Know as an Exhibitor

Exhibit Package

Each 10' x 10' booth costs \$4,995 and includes the following:

- 8' back drape, 3' high side-rail draped dividers
- 6' draped table
- Two (2) side chairs
- One (1) company name identification sign
- One (1) wastebasket
- Two (2) complimentary full conference badges
- Two (2) complimentary exhibit-only badges
- OHUG post-show attendee list (Includes email addresses for those who opt in)
- Inclusion in Vendor Directory

If you need a 10' x 20' booth, the cost is only \$9,500, and includes four (4) full conference badges and (4) exhibit-only badges. Multiple linear booths are available by indicating the number of booths requested on the Exhibit Space Application.

Instructions for Requesting Exhibit Space

To request exhibit space for the 2015 OHUG Global Conference, please complete the application/contract. A 50 percent deposit must accompany all applications. Applications should be scanned and returned to Amanda Strombeck at astrombeck@ohug.org. If paying by credit

card, you will receive an invoice with credit card processing information. Checks are preferred and should be made payable to OHUG. Mail all check payments to: OHUG Exhibits, 8561 Solutions Center, Chicago, IL 60677-8005.

Exhibitor Qualifications

Products shown at the OHUG Global Conference 2015 are limited to those products that enhance and support the Oracle HCM products used by our attendees.

In order to exhibit at the OHUG Global Conference 2015, you must be an approved Oracle HCM partner or vendor. Once OHUG has confirmed your approval, your application will be processed. If you are unsure of your status, please contact OHUG at astrombeck@ohug.org or 312.673.4844.

Housing

OHUG has negotiated special discounted rates at The Mirage Hotel and Casino. Housing will be provided at this hotel on a first-come, first-served basis. Detailed housing information will be sent to you with future exhibit materials.

New!

Exhibitor Plus Package

\$6,500
(Limit to 10 companies total)

Includes Exhibit Package *plus*

- Passport to Prizes
- Either pre- or post show email sent to conference attendees



2014 Exhibitors

DIAMOND

Scout

PLATINUM

EiS Technologies

GreyHeller

Polaris

Talemetry

GOLD

Asurint

Capgemini

CSC

Deloitte

eQuest

IBM

MENTIS

More4 Apps

PwC

Smart ERP

SmashFly

EXHIBIT

Achieve Talent

Acuity

American Payroll Association

Applaud Solutions

ArcLight Consulting

AST Corporation

Astute

Back Track, Inc

BTRG

Burning Glass Technologies

Canon

Careerify

CedarCrestone

Corporate Screening Services

Dell

eSkill

eSkillz

eVerge

Exxor

Elastic

FutureStep

HireRight

Hitachi Consulting

Hrchitect

Infor, Enwison

Infosys

Intelenex

Kaba Workforce Solutions

KBACEWorkStrategy

KPMG

**85% of
exhibitors return
every year!**

Kronos

MHC Software

MIPRO

Newbury Consulting

OpenSesame

Orasys

PayChex

PEG Consulting

Phire

Pinkerton Global Screening

PRADCO

Runner Technologies

SeerTech

SimplyWork

Sterling Info Systems

Synergy Codeworks

TalentWise

ThinkTalent

Turbo Tax

Verified Person

Workforce Software



Exhibit Hall

2015 Exhibit Hall Schedule

(Tentative and subject to change)

Please Note: At this date, times are subject to change!

Sunday, June 7	
12:00 p.m. – 5:00 p.m.	Exhibitor Move-In
Monday, June 8	
8:00 a.m. – 4:00 p.m.	Exhibitor Move-In <i>All booths must be completely set up no later than 4:00 p.m. on Monday, June 8.</i>
5:30 p.m. – 7:00 p.m.	Exhibit Hall Opening Reception
Tuesday, June 9	
10:30 a.m. – 1:00 p.m.	Exhibits Open
11:30 a.m. – 1:00 p.m.	Lunch/Dedicated Exhibits
1:00 p.m. – 3:00 p.m.	Closed for Sessions
3:00 p.m. – 6:30 p.m.	Exhibits Open
4:30 p.m. – 6:00 p.m.	Exhibit Hall Reception
Wednesday, June 10	
10:30 a.m. – 1:00 p.m.	Exhibits Open
12:00 p.m. – 1:00 p.m.	Lunch/Dedicated Exhibits
1:00 p.m. – 2:30 p.m.	Closed for Sessions
2:30 p.m. – 5:30 p.m.	Exhibits Open
5:30 p.m. – 8:30 p.m.	Exhibits Move-Out
Thursday, June 11	
8:00 a.m. – 12:00 p.m.	Exhibits Move-Out <i>All booths must be completely dismantled no later than 12:00 p.m. on Thursday, June 11.</i>



OHUG Premier Program

OHUG Benefits	Diamond (2)	Platinum (10)	Gold
Pricing	\$50,000	\$25,000	\$15,000
Availability	2	10	N/A
Booth space in Exhibit Hall	Up to 20' x 20' booth	Up to 10' x 20' booth	10' x 10' booth
Full Conference Passes	8	6	4
Opportunity Credits (to be used toward the purchase of additional ala carte sponsorship opportunities)	\$25,000	\$15,000	\$5,000
First choice of Opportunity Credits redemption (based on availability)	•	N/A	N/A
Diamond partners will be exclusive sponsors of one of the following social networking events: Welcome Reception or Customer Appreciation	•	N/A	N/A
Logo inclusion recognizing sponsorship on all applicable conference materials	•	•	•
One targeted email message prior to Conference	•		
Logo inclusion and recognition as a sponsor in the On-Site Guide	One of three full-page, premium position ads (inside front cover, inside back cover, back cover) in On-Site Guide. Logo and 150-word company description.	Full-page ad in On-Site Guide Logo and 150-word company description	Half-page ad in On-Site Guide Logo and 100-word company description
Opening General Session acknowledgement	•	•	•
Exposure on conference sponsor page to include logo and sponsorship level recognition on OHUG website	•	•	•
Speaking opportunity	2	1	1
Electronic mailing list of pre-conference attendees (delivered one week prior) (available to Diamond and Platinum sponsors only)	•	•	N/A
Electronic mailing list of conference attendees (delivered post-event)	•	•	•
On-Site signage - sponsor signage in registration area	•	•	•
30 minute one-on-one meeting with the OHUG Board of Directors	•	N/A	N/A
Registration bag insert (insert provided by sponsor)	1	1	1
Ad placement in <i>OHUG HCM Insider</i>	12 months	6 months	3 months
Webinar Host	2	1	N/A
Year-Round Online Vendor Directory	•	•	•
Passport to Prizes	•	•	•



Sponsorship Opportunities At-a-Glance

Page	Additional Opportunities for Exhibitors	Price	Page	Additional Opportunities for Exhibitors	Price
9	Welcome Reception*	\$25,000	12	Post-It Notes®	\$3,000
9	Member Appreciation Event*	\$25,000	12	Highlighters	\$3,000
9	Conference Bags*	\$25,000	10	On-Site Guide Advertisement (Full Page)	\$2,500
9	Exhibit Hall Reception*	\$15,000	11	Visibility Signage (Meter Boards)	\$2,000
12	Executive Notebooks (with pens)*	\$15,000	11	Column Wrap	\$2,000
10	Mobile Application*	\$15,000	9	Pre-Show Mailing	\$2,000
10	Solutions Theater	\$10,000	11	Solutions Theater Presentation	\$2,000
10	On-Site Guide	\$10,000	12	OHUG HCM Insider E-Newsletter Lead Banner	\$2,000
10	Guest Room Key Cards	\$10,000	12	Blog Sponsorship/Guest Blogger	\$2,000
10	Reusable Water Bottles	\$8,000	10	On-Site Guide Advertisement (Half Page)	\$1,500
10	Badge Holders*	\$7,000	11	On-Site Daily Email	\$1,500
10	Badge Lanyards*	\$7,000	12	Webinar Host	\$1,500
10	Interactive Media Floor Display	\$5,000	9	Pre-Show Targeted Email Message	\$1,250
10	Directional Footprints	\$5,000	12	Sponsored White Paper/Position Paper	\$1,250
10	Charging Stations	\$3,500	11	Conference Bag Insert	\$1,000
11	Chair Drop (General Session)	\$3,500	12	Floor Decals	\$1,000
11	Mirror Clings	\$3,000	12	Web Banner	\$1,000
11	Gobo	\$3,000	12	Year-Round Email Blast Opportunity	\$1,000
11	Registration Monitor	\$3,000	12	Online Member Poll	\$1,000
11	Hotel Room Drop	\$3,000	12	OHUG HCM Insider E-Newsletter Side Banner	\$1,000
11	Breakfast or Lunch (daily)	\$3,000	12	Button Advertisement in OHUG Member Email Communication	\$500

* Denotes opportunities only available to Premium Partners



Sponsorship Opportunities

Grow Your Customer Base and Drive Sales

OHUG Headquarters is happy to work with you to help you manage the timing and to customize a package that is right for your company. To take advantage of one of our sponsorship opportunities, please contact Amanda Strombeck via email at astrombeck@ohug.org

Pre-Conference Advertising

Pre-Show Mailing **\$2,000**

Lay the groundwork for a successful event by getting your message out to conference attendees early with a preconference mailing list distributed to you four weeks from start of event. The list can only be used one time before this event for conference promotion only. Marketing piece subject to OHUG's approval; sponsor assumes costs of production and postage.

Pre-Show Targeted Email Message **\$1,250**

Your company can send one marketing communication to all registered conference attendees and OHUG members, via the OHUG email mailing list, subject to OHUG content approval.

On-Site Visibility

Welcome Reception* **\$25,000**

Monday, June 8, 5:30 p.m. – 7:00 p.m.

As the exclusive sponsor of the Welcome Networking Reception, the main event to kick off the OHUG Global Conference 2015 on opening day, your company logo will be displayed prominently throughout the event including on signage in the room and on napkins at each bar and food station at the reception. Your company will be promoted in the On-Site Guide and OHUG Daily Email as the exclusive sponsor of the reception. The Welcome Reception is a relaxed evening event offering attendees their first chance to mingle, network and learn about the conference structure while enjoying food and refreshments.

Member Appreciation Event* **\$25,000**

Wednesday, June 10, 6:00 p.m. – 8:00 p.m.

As the exclusive sponsor of the Member Appreciation Event, the main event to thank all of OHUG's attendees for their participation in the Global Conference, your company logo will be displayed prominently throughout the event including on signage in the room and on napkins at each bar and food station at the reception. Your company will be promoted in the On-Site Guide and OHUG Daily Email as the exclusive sponsor of the reception.

Conference Bags* **\$25,000**

Gain valuable exposure in big numbers with your logo imprinted on the OHUG conference bag. With the myriad of items participants carry, it's an exceptional opportunity to feature your company on an event item that is heavily used. Includes:

- acknowledgement as a sponsor with your one-color logo imprinted on attendee bag (with OHUG logo)
- one promotional insert provided by you (8-1/2" x 11" or smaller) included in the bag

Exhibit Hall Reception* **\$15,000**

Tuesday, June 9, 4:30 p.m. – 6:00 p.m.

As the exclusive sponsor of the Exhibit Hall Reception, your company logo will be displayed prominently throughout the event, on signage in the exhibit hall and on napkins at each bar and food station. Your company will also be promoted in the On-Site Program and OHUG Daily Email as the exclusive sponsor of the Exhibit Hall Reception. Attendees can visit exhibitor booths to learn more about the companies in the Exhibit Hall and enjoy food and drinks with fellow attendees. Bar and food stations will be set up throughout the Exhibit Hall.

* Denotes opportunities only available to Premium Partners



Sponsorship Opportunities

(Continued)

Mobile Application* (Exclusive to one partner only) Be the exclusive sponsor of the OHUG mobile application. Attendees will have your company name in front of them as they browse to find sessions, build their personalized schedule and much more! This interactive tool makes all show information available before, during and after the conference! Includes sponsorship of the opening splash page, (1) banner ad and (2) push notifications.	\$15,000	Solutions Theater Be the exclusive sponsor of the brand new Solutions Theater in the Exhibit Hall. Demo presentations will take place in the theater from various exhibiting companies including yours. Help contribute towards providing more education to the OHUG Global Conference attendees. Recognition includes acknowledgement as a sponsor on onsite signage, on the exhibit hall floor plan and within the onsite guide.	\$10,000	Badge Lanyards* You'll see them everywhere at the OHUG Global Conference—lanyards. That's why your logo imprinted on them is one of the best ways to build brand awareness. Worn by all attendees, including exhibitors and sponsors, they provide high visibility that succeeds at getting your company noticed. Includes acknowledgement as a sponsor with your logo imprinted on all conference lanyards (with OHUG logo).	\$7,000
On-Site Guide Sponsoring the On-Site Guide is the best way to put your company's message in the hands of OHUG attendees. Attendees will refer to the On-Site Guide many times a day for conference information and education sessions. As a sponsor of the On-Site Guide, your company logo will be on the front cover of the guide. You will also receive a full-page advertisement in the program.	\$10,000	Guest Room Key Cards* Hold the key to reaching OHUG Global Conference 2015 attendees by including your company's logo and custom message on guest room key cards at The Mirage Hotel and Casino. Inclusive of all production and distributional costs.	\$10,000	Directional Footprints Create increased visibility and multiply booth traffic with this unique directional tool. Large footprints carry your company logo and are placed from the Exhibit Hall entrance to your booth.	\$5,000
On-Site Guide Advertisement <ul style="list-style-type: none">• Full Page \$2,500• Half Page \$1,500 Place your company advertisement in the official conference On-Site Guide and get "carried away" by notoriety while directing conference attendees to your booth.		Reusable Water Bottles Add your company logo to an item that demonstrates your environmental stewardship while offering a long shelf life for your brand. By sponsoring the OHUG reusable water bottle, you are ensuring that your company logo will be seen repeatedly each day of the conference and beyond.	\$8,000	Interactive Media Floor Display Display your company logo in an interactive media display. Your logo will be displayed Monday-Wednesday of the conference.	\$5,000
		Badge Holders* The conference badge is every attendee's ticket to the Exhibit Hall and education sessions. Insert your company name and logo (co-sponsored with the OHUG logo) on the badge holder that must be worn at all times and receive exposure every time attendees meet or enter sessions.	\$7,000	Charging Stations Give attendees the ability to charge their phones, tablets, and other portable devices with charging stations. This package includes 20 power strips placed on tables in the networking area located in the center of the exhibit hall. As a sponsor, you will receive dedicated signage recognizing your company and a callout in our conference onsite guide.	\$3,500

* Denotes opportunities only available to Premium Partners



Sponsorship Opportunities

(Continued)

Chair Drop (General Session) \$3,500

Reach out to all conference attendees by having a promotional piece of literature delivered to every chair at the General Session. Limit to three total. Chair drop content subject to OHUG's approval; sponsor assumes costs of production and shipping.

Hotel Room Drop \$3,000

Arrange to have your unique marketing message hand delivered to each attendee's hotel room. This is a great way to get your collateral material noticed. Room drop content subject to OHUG's approval; sponsor assumes costs of production, shipping, and hotel-related room drop charges.

Breakfast or Lunch (daily) \$3,000

Be the sole sponsor of the attendee breakfast or lunch hours and receive exposure via your company name on signage and the opportunity to place company collateral on the meal tables.

Mirror Clings \$3,000

Place your message or logos in a spot attendees are sure to see - on the mirrors lining the meeting space walls! List your booth number to drive traffic to your booth in a prime location between the exhibit hall and general session. Image area for clings approx 9' high x 16' wide. Artwork to be provided by the sponsor, OHUG to produce, print and install.

Gobo \$3,000

Place your company logo GOBO on a wall in the exhibit hall Monday - Wednesday. This is not an exclusive opportunity and is limited to one GOBO per company.

Registration Monitor \$3,000

Sponsor one of (2) registration monitors in a prime location. The Rotunda will be visited by all attendees and ensure they see your logo when they go to pick up their badge. Include display of company logo on monitor. Limit to two companies.

Solutions Theatre Presentation \$2,000

Includes one educational, non-commercial 15-minute speaking opportunity in the Solutions Theater in the Exhibit Hall which includes one full conference registration badge for presenter only, not transferable and standard AV (podium mic, wired lavalier mic, screen and data projector). Additional AV is the responsibility of presenting company.

Visibility Signage (Meter Boards) \$2,000

Drive prospect traffic to your booth with two full-color, double-sided signs, each measuring 3' 2" wide by 8' tall (working area 38" x 87"). This gives you a chance to communicate four separate, high impact messages. Simply supply your artwork in electronic format. One sign will be placed in a high traffic area of the meeting space and the other in a high traffic aisle on the floor. There is no limit on the number of signs purchased. Signs will be placed by OHUG in random order.

Column Wrap \$2,000

Advertise your company on a column wrap in the Rotunda. Sponsor wrap will cover one designated column in the high traffic rotunda area of the meeting space which is where conference registration will take place and is directly outside of the entrance to the exhibit hall. Artwork to be provided by the sponsor, OHUG to produce, print and install.

On-Site Daily Email \$1,500

The On-Site Daily Email is an attendee's go-to electronic resource for conference and schedule updates. Use this newsletter to emphasize your brand position with attendees each day. Your company logo, message and ad will be displayed on the front page.

Conference Bag Insert (One per company) \$1,000

Showcase your company's latest innovation, drive traffic to your booth or provide an exclusive offer to event attendees by sponsoring an insert in the registration bag. Simply provide pre-assembled marketing collateral and OHUG will do the rest. All inserts must be pre-approved by OHUG. Sponsor is responsible for costs of production and shipping. Limit 1 per company.

Sponsorship Opportunities

(Continued)

Floor Decals **\$1,000**

Increase your visibility where attendees walk daily and remind attendees how and where to locate you inside the Exhibit Hall. Floor decal can be custom designed by your company. Limit 1 per company.

Promotional Items – Custom Sponsorships

Reinforce your brand daily with attendees by creating customized promotional items that are used in each session. Select from the items below or suggest your own — we'll work with you to match your company's needs.

- Executive Notebooks (w/pen): \$15,000
- Post-It Notes®: \$3,000
- Highlighters: \$3,000

Year-Round Sponsorship

OHUG HCM Insider E-Newsletter

- **Lead Banner:** Your company will have sponsorship as a lead banner ad in one monthly newsletter. \$2,000
- **Side Banner:** Your company will sponsor one side banner ad in the monthly e-newsletter (one month). \$1,000

Button Advertisement in OHUG Member Email Communication **\$500**

Feature a button advertisement in an OHUG email communication sent to all OHUG member contacts. Ad consists of sponsor logo, hyperlinked to your preferred URL.

Year-Round Partner Engagement Program via OHUG Website

Blog Sponsorship/Guest Blogger **\$2,000**

Sponsor a monthly blog on topic(s) of your choice as long as they align with the OHUG mission and vision.

Webinar Host **\$1,500**

OHUG has hosted more than 2,000 webinar registrants during the past year. Sponsor an educational webinar to access these professionals and additional OHUG members. Draw attention to your solutions and their applications through this convenient learning opportunity.

Note: Content must be educational in nature (e.g., co-presentation with a customer, case study or white paper presentation) and approved by the OHUG Education Committee.

Sponsored White Paper/Position Paper **\$1,250**

Sponsor a white paper or position paper online on a topic that aligns with the OHUG mission and vision.

Web Banner **\$1,000**

Post your company's web banner for year-round exposure to OHUG membership and receive high visibility on high-traffic pages, including the OHUG home page and conference pages.

Targeted Email Message **\$1,000**

Use a dedicated email message to OHUG membership to deliver your company information directly to prospects' inboxes. Just send OHUG the content for your message and we will send it on your behalf.

Note: OHUG will work with your company on timing for your message and will do its best to accommodate your request. OHUG reserves the right to prioritize and schedule email blasts in accordance with OHUG programs and communications plan. Content is subject to OHUG approval.

Online Member Poll **\$1,000 for One Month**

Gain valuable information from OHUG members by hosting a website or HCM Insider member poll. Your company may conduct a poll during the month of your choice. All responses gathered from the poll will be sent directly to your company when the poll closes.

Note: Content subject to OHUG approval.



Code of Ethics and Professional Conduct

Policy

It is the policy of OHUG to establish a code of ethics and professional conduct.

Purpose

To ensure the highest standard of professional conduct and honorable behavior of members.

Procedure

As a member of OHUG, the Oracle Human Capital Management User Group, I pledge myself to the highest standard of professional conduct and honorable behavior in my relationships with other members, my employer, fellow employees, vendors, community and other stakeholders of OHUG.

Furthermore, I join with OHUG to commit to:

- Demonstrate respect for all persons.
- Professional conduct, in all my activities, which is not only legal but ethical.
- The long-term success of all stakeholders in terms broader than simply financial measures.

Ethical Principles

Our ethical principles represent the shared values that are the foundation for all that we do. These ethical principles are:

- Treat all individuals with dignity and respect.
- Act with the highest level of honesty and integrity.
- Create and foster an environment of fairness.

- Promote positive leadership and lead by example.
- Maintain loyalty to the institution that employs me, and pursue its objectives in ways that are consistent with the public interest.

Guidelines

In working to maintain the highest standards of ethical and professional conduct, I pledge to:

- Serve all members of OHUG impartially and provide no inappropriate privilege to any individual member.
- Act in the best joint interests of OHUG, Oracle and the customers of Oracle, and refuse to engage in activities that detract from these joint interests.
- Maintain the confidentiality of information of a privileged or private nature entrusted or known to me by virtue of my office or position.
- Refuse to engage in activities for personal gain that may conflict with the interests of OHUG or my employer.
- Communicate internal and external statements in a truthful and accurate manner.
- Refuse to engage in, or tolerate discrimination on the basis of race, gender, age, sexual preference, ethnicity or religious affiliation.
- Cooperate in a spirit of collegiality with other members and work with them in the advancement of the profession of information technology.

Obligations of Members

It is the obligation of all OHUG members to actively participate in the user group. Active participation shall include one or more activities such as:

- Participation in committees and Special Interest Groups.
- Attendance at user conferences.
- Attendance at business meetings and other key meetings of the organization.
- Contribution of experience, information and advice when requested.



Exhibit Space Application

2015 OHUG Global Conference | June 8-11

Exhibit Dates: June 8-11, 2015 | The Mirage Hotel | Las Vegas



To request exhibit space for the Exhibit Showcase at the OHUG Global Conference 2015, please complete and sign the official space application/contract form. All applications should be submitted directly to Amanda Strombeck at astrombeck@ohug.org.

SPACE ASSIGNMENTS

Please indicate your first four choices for booth space on the application. The date/time stamp of receipt of all applications will be the determining factor for the order in which our online space assignment procedures will be conducted. Instructions and schedule of call-in times will be sent to all exhibitors the week of February 2. If a company is not available for the call, OHUG show management will use the space application as a guide for assigning the best possible space at the time of the assignment.

NEW: For 2015, OHUG will be implementing a priority point system. Priority points for the 2015 Online Space Selection will include points accrued from the 2013 and 2014 OHUG Global Conferences. 1 point will be awarded for each year a company has participated in an OHUG event (2013 and 2014 only) and points will also be awarded for sponsorship spend. The more sponsorship dollars spent with OHUG, the more priority points a company can earn. In the instance two companies have the same number of priority points, priority will be based on contract received date.

COMPETITORS

If specifically requested on the space application, OHUG will make every effort to keep competitors at least 20 feet from each other's exhibits; however, OHUG cannot guarantee that this will be possible in all circumstances, nor will OHUG review all applications for assignments made after the initial space assignments in February.

COMPANY INFORMATION

For coordinating all exhibit booth information.

Company Name _____

Company Address _____

City _____ State _____ ZIP _____

Primary Contact Name _____ Title _____

Primary Phone _____

Email Address _____ Web Address _____

BOOTH CHOICES

Please designate your booth location choice.

1st Choice _____

2nd Choice _____

3rd Choice _____

4th Choice _____

OHUG cannot guarantee these will be available at the time of your assignment.

Competitors _____

BOOTH RATES

Booth assignments will be made at a later date and are based on your top booth space choices.

Booth Rate* – \$4,995 per 100 square feet

Total Due: \$ _____

PRODUCT INFORMATION AND DESCRIPTION

Products shown at the OHUG Global Conference 2015 are limited to those products that enhance and support the Oracle products used by our attendees. What Oracle solutions/services does your product support? (please be as specific as possible)

PAYMENT INFORMATION

A 50 percent deposit must accompany all applications. Applications submitted after January 30, 2015 must be accompanied by full payment.

Mail check with copy of application invoice to: OHUG Exhibits, 8561 Solutions Center, Chicago, IL 60677-80015

Total Due \$ _____

Check/Check Number: _____
Make check payable to OHUG in U.S. funds. Include copy of application or invoice.

Credit Card (**Please do not provide credit card information on this contract.**)
Upon receipt of this contract, OHUG will email an invoice with credit card processing information.

SPONSORSHIP APPLICATION

To apply for participation as a supporter of OHUG 2015, complete, sign and return this form. Once we receive your application, we will issue an invoice within 14 days. OHUG reserves the right to determine the eligibility of any advertiser for inclusion in this program. All sponsorship applications will be accepted on a first-received, first-considered basis. However, the higher sponsorship levels of Diamond, Platinum and Gold have first choice, followed by companies who sponsored in 2014.

Acceptance of this application is at the sole discretion of OHUG. If an application is denied, any money submitted to OHUG will be returned within thirty (30) days and the association shall have no further obligation with respect to this application.

Cancellation Policy: No sponsorship cancellation refunds will be granted due to ongoing promotions.

Sponsorship 1 _____

Sponsorship 2 _____

Sponsorship 3 _____

Sponsorship 4 _____

ACCEPTANCE

Please sign below if you have read and accept the rules and regulations as stated in the OHUG 2015 Rules and Regulations:

Signature (Exhibitor Authorized Agent) _____ Date _____

Please Print Name (Exhibitor Authorized Agent) _____

Return this application with payment to astrombeck@ohug.org.

Questions? Contact: Amanda Strombeck, Manager of Partner Engagement,
Phone: 312-673-4844 astrombeck@ohug.org.

Terms and Conditions

These Contract Conditions/Rules & Regulations are part of OHUG Global Conference 2015 Application & Contract for Exhibit Space. By signing the Application & Contract for Exhibit Space, Exhibitor agrees to abide by these rules and regulations. After completing the Application & Contract for Exhibit Space, please forward these Rules & Regulations to the person(s) in charge of your exhibit at OHUG Global Conference 2015.

1. NATURE OF EXHIBITION

OHUG's objective is to showcase products and services that support our members' business information technology strategies. Exhibitors include companies that offer products and services that complement Oracle offerings, such as: networking, IP telephony, security, wireless and mobile computing.

2. ELIGIBILITY

OHUG reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of OHUG, compatible with the general character and objectives of OHUG. Application for space is not an assurance of eligibility. All applications are subject to review and OHUG reserves the right to refuse any application for any reason deemed appropriate by the OHUG Global Conference 2015 Committee, OHUG's Board of Directors or headquarters staff.

OHUG reserves the right to revoke exhibit privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of OHUG or its sponsors.

OHUG reserves the right to remove, at Exhibitor's expense, any merchandise deemed by the Board of Directors as not suitable for display at OHUG Global Conference 2015. OHUG reserves the right to revoke a company's exhibit agreement should the company's products and/or services be considered ineligible by the terms listed above.

3. EXHIBIT INFORMATION

Each 10' x 10' booth space will be set with an 8' high back drape, 3' high side dividers and a 7" x 44" one-line identification sign. Each 10' x 10' will also receive (2) full and (2) Expo only badges with their booth. Additional badges may be purchased. All exhibits are to be kept intact until the closing of OHUG Global Conference 2015. No part of an exhibit shall be removed during the exposition without special permission from Show Management. **Any Exhibitor who begins the dismantling of their display before the close of the show will lose their company's priority status in future OHUG Conference and may altogether lose the privilege of exhibiting.** All freight must be removed from the Facility/Hotel by 12:00 p.m. June 11. If exhibits are not removed by this time, Show Management has the right to remove exhibits and charge the expense to the Exhibitor.

4. BOOTH RENTAL RATES AND PAYMENTS

Space will be charged at the following rates.

Rental Rate: \$4,995 per 100 square feet

To request exhibit space for the Exhibit Hall at the OHUG Global Conference 2015, please complete and sign the official space application/contract form and return to astrombeck@ohug.org. Payment should be submitted directly to: OHUG Exhibits, 8561 Solutions Center, Chicago, IL 60677-8005.

5. CANCELLATIONS AND REFUNDS

If space and/or sponsorships are canceled by the Exhibitor prior to January 30, 2015, the Exhibitor will incur an administrative fee as listed below. For space reduction, a cancellation fee applies to all cancelled partial space.

Date of Notice	% of Cost for Canceled space
On or before January 30, 2015	50%
After January 30, 2015	100%

If space is reduced, Show Management will make allocations of space guided by requirements of individual exhibitors, and reserves the right to rearrange the floor plan and/or relocate any exhibit if deemed advisable in the best interest of the show. If space is canceled by the Exhibitor, Show Management has the right to resell the space and retain all revenue collected. **ALL NOTICES OF CANCELLATION OR REDUCTION MUST BE RECEIVED IN WRITING.**

OHUG, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Also, OHUG may relocate any exhibit at any time with the understanding that, if the Exhibitor does not agree with such relocation, the deposit and/or full payment for exhibit space will be refunded. Any space not claimed and occupied for which no special arrangements have been made prior to 4:00 p.m., June 8 (opening day of the show), may be resold or assigned by OHUG without obligation on the part of OHUG for any refund whatsoever.

6. BOOTH CONSTRUCTION RULES

Exhibitors must abide by all of the facility rules and regulations of Mirage Resort and Casino. A detailed list of all Mirage rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in "Guidelines for Display Rules and Regulations" (2011 Update) apply. To obtain these rules and regulations prior to March 2015, please contact OHUG's Tradeshow Manager at exhibit@ohug.org. The Mirage has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

7. ASSIGNMENT OF SPACE

OHUG may at its discretion accept or reject any Application for Exhibit Space and reserves the right to relocate or reassign exhibit space at any time. Space assignments are scheduled to begin on February 10, 2015. Application and a 50% deposit must be received by January 30, 2015 in order to participate in the first round of the OHUG Online Space Selection. Applications received after this date will be assigned on a first-come, first-served basis. The primary consideration in the assignment of space to exhibitors shall be in the best interest of OHUG. Space determinations are also contingent upon a receipt of Application; the size of exhibit space requested; physical layout and characteristics of the Exhibit Hall; and compatibility of exhibitors. Please keep a copy of the application for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by OHUG Show Management at its discretion.

8. OHUG PRIORITY POINTS

A priority point system has been established to equitably assign space to exhibitors. All points are accrued based on the previous two calendar years (2013 and 2014) for the company's participation in OHUG Conference exhibit space and Conference sponsorships.

OHUG Global Conference Priority Point System (points accrued only for 2013 and 2014)

- 1 point for each year participated
- 5 points for sponsorship spend \$50,000+
- 4 points for sponsorship spend \$25,000 - \$49,999
- 3 points for sponsorship spend \$15,000 - \$24,999
- 2 points for sponsorship spend \$5,000 - \$14,999
- 1 point for sponsorship spend \$4,999 or less

In the instance two companies have the same number of priority points, priority will be based on contract received date.

9. INSURANCE AND LIABILITY

Neither OHUG, its members, officers, representatives or employees, nor the conference Facility/Hotel, nor General Contractors representatives, or employees, will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit contract. It is understood by the Exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each Exhibitor shall assume the risk of any such injury, loss or damage. The Exhibitor, by signing the Application & Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify OHUG and

Terms and Conditions

its members, officers, representatives, and employees from any and all claims for any such loss, damage, or injury. OHUG reserves the right to modify these Contract Conditions/Rules and Regulations, or any part of them, if ordered to do so by an authorized Government official and OHUG shall not be liable to any Exhibitor for any loss or damage resulting from such modifications.

Perimeter guard service will be furnished, but the furnishing of security personnel shall not be deemed to affect the non-liability of OHUG and its members, officers, representatives, and employees; the official service contractors; the Conference Facility/Hotel, its officers, representatives and employees; nor to modify in any way the assumption of risk and release provided for above. If insurance is desired, it must be placed by the Exhibitor. It is recommended that Exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after exhibit hours.

In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for OHUG to hold the show at the time and place provided in the Application & Contract for Exhibit Space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

It is recommended that Exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury. If for any reason beyond OHUG's control, OHUG Global Conference 2015 must be cancelled, shortened, delayed or otherwise altered or changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of OHUG or its event manager SmithBucklin, or their respective directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to OHUG for space in the exhibition, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

10. PROHIBITION OF SELLING PRODUCTS AND TAKING ORDERS FOR SHOW DELIVERY

OHUG provides exhibit space for Exhibitors to display and demonstrate products on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Sales transactions involving the exchange of products for payment are prohibited.

11. USE OF SPACE – GENERAL

All marketing activities of each Exhibitor on the Exhibit Hall floor must be confined to the Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in aisles. The Exhibit Hall should be viewed as a place of business; business casual attire is appropriate. Booth personnel must be modestly and appropriately clothed. If clarification is needed on a specific activity, please submit it to OHUG for approval.

12. USE OF OHUG NAME

OHUG is a tradename belonging to the Oracle HCM Users Group. Participation by an Exhibitor in OHUG Global Conference 2015 does not entitle the Exhibitor to use such names other than with reference to the Exhibitor's participation as an Exhibitor. Participation in OHUG Global Conference 2015 does not imply endorsement or approval by OHUG of any product, service, or participant and none shall be claimed by any participant.

13. AUDIO VISUAL AND SOUND REGULATIONS

Audiovisual and other sound and attention getting devices and effects will be allowed by OHUG if the Exhibit Manager determines that they do not interfere with activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

14. PHOTOGRAPH AND TELEVISION COVERAGE

Arrangements for taking photographs and/or television coverage must be made with OHUG Show Management. All other activities are prohibited.

15. RAFFLES/GIVEAWAYS

All prize giveaways must be kept to the confines of each Exhibitor's booth. It is the responsibility of the Exhibitor to follow through with winners on in-booth prize giveaways.

16. CONFLICTING EVENTS

Exhibitors are prohibited from scheduling private functions, cocktail parties, hospitality suites, special events or otherwise encouraging the absence of members, exhibitors or attendees during OHUG conference hours, or the hours of OHUG sponsored events.

17. AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities

Act (ADA) and shall hold OHUG harmless from any consequences of exhibiting companies who fail in this regard.

18. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to OHUG that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify OHUG of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold OHUG, its agents, successors and assigns harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, OHUG shall not be liable for 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.

19. GENERAL

All matters and questions not covered by the regulations are subject to the decision of OHUG. OHUG may amend these regulations at any time, 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, OHUG will give written notice to such Exhibitors as may be affected by them. Any Exhibitor not abiding by the Rules and Regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.

