

Sponsorship & Exhibitor Prospectus



Palm Springs Convention Center
Palm Springs, California
May 16-18, 2006



Sponsorship Contact:

Anto Budiardjo +1(972) 865-2247 antob@clasma.com
Richard Coppen +1(972) 865-2244 richard@clasma.com

Main +1(972) 714-0500 sales@clasma.com

www.builconn.com • www.m2mexpo.com

Synergistic Co-located Events

In its third year of partnership, the combination of BuilConn and M2M Expo provides synergistic and overlapping subjects surrounding the subject of connectivity of smart devices and the applications and business surrounding their mass adoption.

BuilConn: The Industry Summit for Building-IT Convergence

- 2006 is the 4th year defining building-IT convergence
- Focused on the adoption, application and business development of IP-centric building automation
- Evolving the subject of facilities becoming an integral part of today's enterprise systems

Audience

- Emerging industry and stakeholders of the use of IT technologies in buildings
- Integrators, consultants, architects involved with designing and implementing tomorrow's buildings
- IT industry players interested in leveraging their position to deliver building-IT convergence
- Building owners and operators wanting to leverage IT infrastructures to maximize facility effectiveness



Demographics

- Executive level (CEO, Presidents, Vice Presidents and divisional / area managers)
- Decision makers ready to procure building convergence products, services and solutions
- Technology experts from the various disciplines involved with intelligent buildings

2006 Conference Topics

- Solid value proposition strategies for building-IT convergence and intelligent buildings adoption
- Selling and buying processes of IT and enterprise building system solutions
- New technologies and standards for tomorrow's building systems
- Open roundtable discussions, workshops and demonstrations of new and relevant technologies

M2M Expo & Conference

- 3rd year defining M2M (Machine-to-Machine)
- The first and only M2M event reaching global issues, subjects with global players
- Held in partnership with Harbor Research, the thought leader in M2M and Pervasive Internet

Audience

- Technologists, product and component makers as well as system and service providers
- OEM adopters and industry experts from the breadth of M2M application segments
- Integrators, IT consultants and M2M-centric service providers
- Thought leaders in the evolution of M2M, Pervasive Internet and the second generation Internet



Demographics

- Executive-level stakeholders (CEO, Presidents, Vice Presidents and divisional / area managers)
- Strategic decision makers, with high-level buying authority
- Experts in device-centric technology from IT, Wireless, device management and applications

2006 Conference Topics

- Adoption strategies of device-centric service business models
- Strong case studies and success experiences from thought leaders in many segments
- Discussions on new and relevant technologies for M2M applications
- Roundtable discussions and workshops on technical and commercial subjects

New in 2006

Feedback

Clasma Events has undertaken substantial interviews and survey with the stakeholders in both building systems and M2M, and from this, have decided upon a number of objectives and areas that the 2006 event will focus for both BuilConn and M2M.

- Technology** As technologies evolve, the event will continue to be the home of innovation, product launches and a place where products, techniques, components, software and solutions are presented.
- Standards** For both M2M and building convergence to develop, standards are needed, and will drive wide adoption. The event brings together standard updates and discussions affecting smart devices.
- Value** Turning technology into business will continue to be a cornerstone of BuilConn and M2M. 2006 will focus on the measurement of value, the only credible purpose of smart devices.
- Leaders** As the emerging spaces of building-IT convergence and smart devices evolve, leaders will start to dominate as sponsors, speakers, thought leaders and participants.
- Education** New technologies and business strategies will be communicated in educational and workshop sessions at the event. This has been and will continue to be the significant value for attendance.
- Business** Focusing on the bottom line in the business of smart device connectivity is the bottom line of BuilConn and M2M Expo & Conference.

Content Focus

BuilConn

- IP-based controls development, products and adoption: Why, how, when and from whom?
- Detailed success stories of adoption of IT-centric building automation systems
- Presentations and discussions on new technologies & techniques in the convergence of building and IT
- Business development strategies surrounding building-IT convergence for the industry and owners

M2M Expo & Conference

- Uncovering the revolution behind the second wave of the Internet – device-based service models
- How new technologies will help the adoption of M2M around the world
- Strategies and lessons for getting buy-in within the complex corporate landscape
- Direct and in-depth application of M2M in key market segments of smart devices

Clasma Events will continue to work with vendors, adopters and other industry thought leaders to refine the content to be the most appropriate and up-to-date with the issues driving attendees of the event.

Venue & Format

After three years of being held in downtown Dallas, Texas, and as a direct result of the feedback from our interviews and surveys, the 2006 event has moved to a new venue:

- The Palm Springs Convention Center and connected Wyndham Hotel & Resort in downtown Palm Springs, California
- The event will build upon the high level, summit, intimate and networking-based format of past years
- While the expo grows to reflect the growing space, content will continue to be the reason to attend
- The new venue has significant potential capacity for side meetings, workshops and socializing activities

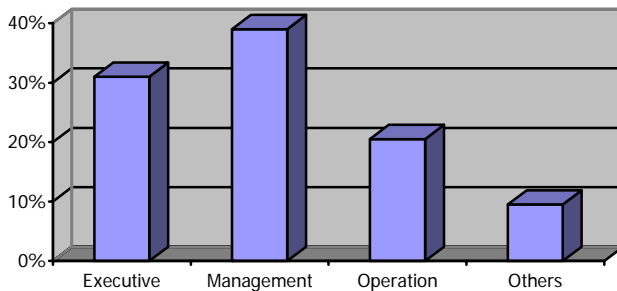
Clasma Events Inc.

Clasma Events Inc. was formed solely to organize and manage technology events around the area of smart connected devices, and the subsequent impact to industry and business.

Based in Dallas, with a network of associates and partners around the U.S. and across the globe, Clasma Events is a “virtual” organization, leveraging the power of the Internet for B2B-centric organization of events.

Quality Decision Maker Attendees

High Level Attendees



BuilConn has from its first event, attracted high level and decision making attendees.

Executive and Management represent a majority of attendees to all past events.

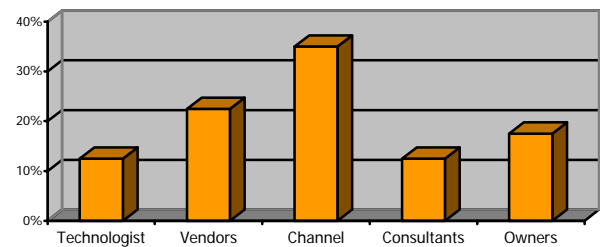
BuilConn / M2M Palm springs will continue this positioning, targeting executive and manager levels with valuable conference subjects and speakers.

BuilConn Demographics

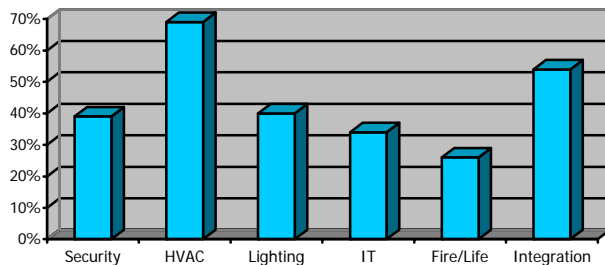
Building System Vendors, Channel & Owners

Initial BuilConn events have focused on technology and the channel. More recent events have attracted an increasing number of consultants and owners.

A focus of BuilConn 2006 will be placed on consultants and building owners and developers adopting IP centric technologies for buildings.



Building System Disciplines



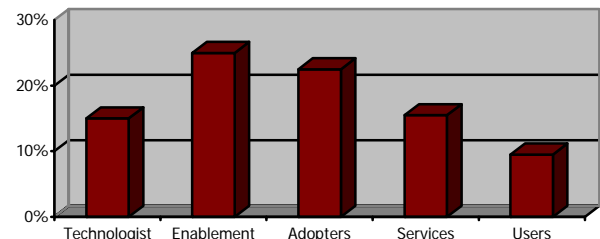
One of BuilConn's attractions is that it draws interest from a wide cross section of disciplines of building systems with Integration as the backbone of participation.

This spread of disciplines is a unique aspect of BuilConn. It is critical to BuilConn's vision of a fully integrated and converged building of the future.

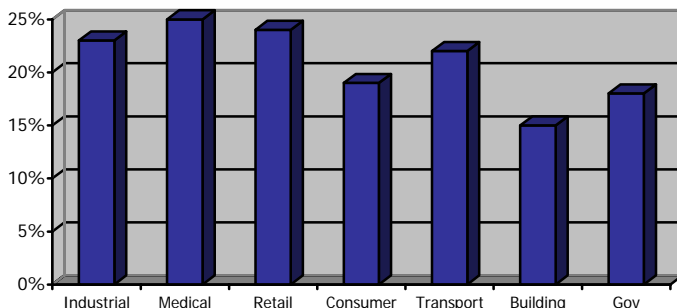
M2M Demographics

Technologies, Adopters & Services

From the initial M2M event in 2004, the M2M Expo & Conference has attracted a high level group of technologists and enablement professionals and increasingly adopters and service providers in the burgeoning M2M, smart connected device industry.



M2M Adoption Segments



The M2M Expo & Conference continues to attract attendees from a broad spectrum of segments to deliver two critical values of M2M

Firstly, success stories from many of these segments in adopting M2M philosophies and business models.

Secondly, to provide information on the value of cross-segment integration achieved by the adoption of M2M and Pervasive Internet technologies.

Supporting & Partner Organizations

Partners, Media & Associations Endorsers



Past Sponsors & Exhibitors



Past Attendees

Partial list of previous attendees of BuilConn and M2M Expo & Conference

- Access Control & Security
- ACCO Engineered
- ACS Controls, Inc.
- ActivMedia
- ActivMedia Robotics
- Adept Systems
- Adept systems, Inc.
- Advanced Building Solution
- Advanced Power Control
- AEM
- Aero Service Corporation
- Affiliated Engineers
- Aire Dynamics
- ALPS Controls, Inc.
- Althoff Industries
- American Auto-Matrix
- Appin Associates
- Applied Automation, Inc.
- Applied Marketing Concepts
- ARAS Systems Inc.
- ASHRAE Journal
- Atkinson Electronics
- Automated Building Sys
- Automated Buildings.com
- Automated Components
- Automated Control Sys
- Automated Energy
- Automated Logic
- AutomatedBuildings.com
- Automation Components
- B&B Electronics Manuf
- Belimo Aircontrols
- BIG-NA
- Biometric Corporation
- Bioscrypt
- BMA
- Bonneville Construction
- Bosch Security Systems
- Broadband Energy
- Building Control Group Inc.
- Business News Publishing
- CABA
- Carnegie Mellon University
- Carrier National Accounts
- CAZITech Consulting
- CBL Systems Corp.
- Chandler Medical Center
- Cimetrics, Inc.
- Circon Systems Corp.
- Clearview Management
- Climatec, Inc.
- Cohesive Automation, Inc.
- Comfort & Process Solution
- Comfort Systems USA
- Compliance Services Group
- Computrols, Inc.
- Concept Electric Ltd.
- ConTech
- Contemporary Control
- Control Contractors, Inc.
- Control Innovations
- Control Solutions
- Control Tech Supply
- Control Temp, Inc.
- ControlCo Automation Dist
- CGNA
- Controls Specialist
- Convergint Technologies
- Coral Engineering Ltd
- Crain Energy Inc.
- CSC
- CTI Products
- Cyrus Technologies, Inc.
- Delta Controls Inc.
- DFW International Airport
- Digi International
- Direct Energy
- Distech Controls, Inc.
- Douglas Lighting Controls
- Dupont
- Dust, Inc.
- EADS TELECOM
- Eaton Electrical
- Echelon Corporation
- Egan Automation, Inc.
- EL-MA Kurtalj
- Ember Corporation
- ENCO Systems, Inc.
- Encorp
- Energy Control Inc.
- Enertech Incorporated
- Engenuity Systems, Inc.
- Engineered Systems
- Entech Sales
- Envenergy
- Environmental Systems
- Equity Office
- Ertem
- ES Magazine
- eStructures
- Eutech Cybernetics Pte.
- Fastek
- Fatman Oy
- Federated Department Stores
- FieldServer Technologies
- FMC Technologies Inc.
- Frank M. Booth
- Frost & Sullivan
- Gilbarco Veeder-Root
- Gnanatek
- Graham Controls
- Gridlogix, Inc.
- Grundfos Management A/S
- GVI Enterprise Systems
- GVI Samsung
- Hagen Electric
- Harshaw Trane
- Hartman-EESI
- HID Corporation
- Hirsch Electronics
- Honeywell International
- HPAC Engineering
- Hubbell Building Automation
- I.E.C. Systems
- IBM
- IBS KOREA
- Iconics
- ICS, Inc.
- IEC Systems, Inc.
- Impact Facility Solutions
- Independent
- Inovonics Wireless, Corp.
- Intelli-Site, Inc.
- Invensys
- Jack Joyner Heating & Air
- JDL Business Services
- Kaiser Permanente
- KCSI
- KMC Controls
- Latin Press, Inc.
- Lennox Ind. Inc.
- Lightolier
- Lincoln Property Company
- Logic Solutions, Inc.
- LonMark International
- Loytec Americas, Inc.
- Maddox Air Conditioning
- Mamac Systems, Inc.
- Maximum Performance
- McKenney's, Inc.
- Microsoft Corporation
- Middleton Heat & Air
- Mitchell Silberberg Knupp
- NIST
- NJATC
- Nortec Industries Inc
- North Communications Ltd
- Nova Systems
- Novar Controls Corporation
- Novus Security Systems
- Ontario Air Systems
- Optimum Management, Inc
- Ortega InfoSystems, Inc.
- Padia Consulting
- Peter Beare & Associates
- Platts Research & Consulting
- Plexus Technology Inc.
- Polarsoft Inc.
- Precidia Technologies Inc.
- Pro Services
- Protection Service
- PSA Security Network
- PSI Security
- PureChoice, Inc.
- Ray Bernard Consulting
- Realcomm
- Reed Business Information
- Reliable Controls
- Richards Zeta
- Ross & Baruzzini
- Roth Bros., Inc.
- RSA Security
- Salient Systems
- Sass-Moore Service
- SDM Magazine
- Security International
- Security Magazine
- SecurityXML Ltd.
- SEMCO Integrated Systems
- SENTRE
- Service Sensus
- Setra Systems
- SFJATC
- Sida Corporation
- Siemens Building Technologies
- Smart Architecture
- Smart Controls, LLC
- Software House
- Southwest Research
- Spry Energy Systems
- Spry OSI, Inc.
- Staefa Control Systems
- Strata Resource, Inc.
- SYSTIMAX Solutions
- TAC Americas
- TCS/Basys Controls
- TD Industries Inc
- Technical Building Services
- Tekplan Solutions Texas
- Teletrol Systems Inc.
- Temperature Control Systems
- Temperature Engineering
- Teng Solutions
- The Hartman Company
- The Kele Companies
- The Watt Stopper, Inc.
- ThermalTech Engineering
- Today's Facility Manager
- Trane
- Tridium, Inc.
- TSC/Basys Controls
- U. S. Army CERL
- UES Controls
- UHL Company, Inc
- UNC Chapel Hill
- Universal Integrated Tech
- University of Alberta
- University of Cincinnati
- Veris Industries
- Videology
- Visimation
- Vision Systems Ltd
- W.C. Industries Controls
- WebGen Systems
- Western Building Services
- Wireless Innovations, Inc.
- Yamatake Corporation

Event Outline

Plenary

The BuilConn and M2M Plenary have been defining sessions for both the buildings and M2M markets. From the very first event in 2003, to the combination of the two events in Europe, the level of speakers have been high and visionary, with carefully crafted subjects to ensure a successful event.

- Buildings centric presentations that define the agenda of building-IT convergence for the following year
- M2M subjects and strategies, from technology perspectives to business models of tomorrow
- Adopters and end users providing the plenary audience with clear view of what is required

Conference

Both the BuilConn and M2M conference tracks have for the past few years been a dynamic format for education, discussion, debate and at times, much needed controversy.

- Tracks structured to facilitate the growth of key and important subjects of the day
- Non-commercial policy removes the often seen sales talk – BuilConn & M2M are all about content
- Significant number of presenters and panelists from a broad spectrum, focused on open dialog
- Moderated sessions help guide sessions and facilitates Q&A and discussions with audience

Exposition

While the breadth of exhibitors is wide, they have always had a single common theme—the connectivity of smart devices for building systems and everyday things that make up this space.

- Technology vendors from communications, mixed with tools, middle ware, widgets and solutions
- Suppliers of solutions from a broad range of core and peripheral market segments
- Components, software, web servers, gateways and services for all smart device applications
- The exposition has been the central venue for valuable networking of attendees

Key Information

| | |
|------------------------|--|
| Event start | Morning of Tuesday, May 16 th , with Pre-conference sessions |
| Welcome reception | Evening of Tuesday, May 16 th Tuesday and Wednesday Evening Receptions are open to all attendees |
| Exhibit opens | May 17 th Starts after conclusion of Plenary until end of evening Reception May 18 th Starts after Plenary, concludes after lunch |
| Plenary | Mornings of Wednesday May 17 th and Thursday May 18 th Open to all attendees |
| Conference Sessions | May 16 th – Pre-Conference Sessions & Workshops May 17 th – May 18 th – Main Conference Sessions |
| Industry Award Gala | Evening of May 18 th (venue TBD) Entrance by Ticket, provided in your package or purchased individually for \$100 |
| Breakfast & Lunch | Provided to attendees with Conference & Exhibitor passes (not Expo Pass holders) |
| Exhibit setup/teardown | Setup May 15 th and 16 th up to mid-afternoon Teardown after lunch on May 18 th |
| Online Registration | Opens January 15 th , 2006 Early bird discount up to March 31 st Pre-registration registration up to April 30 th |
| Onsite Registration | Starts evening of Monday May 15 th |
| Hotel Block rate | \$145 plus tax and resort fee |
| Transportation | Complimentary shuttle from Palm Springs Airport to the Wyndham \$10 taxi ride from Palm Springs Airport for other hotels in the Downtown area |
| Pre-Event Options | Mother's Day is Sunday May 14 th Opportunity to earn brownie points by bringing spouse to Palm Springs |
| Post-Event Options | Friday-Sunday May 19 th to 21 st Ideal time for golf in one of more than 100 of the best courses in the U.S. |

Sponsorship

Stand out from the crowd Increase booth traffic • Be recognized as a leading player

A number of sponsorship packages and options are available to increase your visibility at the event.

Platinum Sponsor

Platinum sponsors receive maximum exposure in both events' marketing campaigns on the Web, via email updates, and additional promotion during and after the event. Booth space location will be a premium 400 sq ft space at the heart of the networking activities.

Other Platinum benefits include number of complimentary passes to the various events held throughout the Conference and a spread advertisement (2 full pages) in the Conference Handbook & Expo Guide.

Gold Sponsor

This sponsorship level is for those companies desiring a significant presence. Gold sponsors receive significant exposure throughout marketing campaign, multiple media channels as well as during and after the event.

Highlights of Gold Sponsorship include a 300 sq ft prime location by the networking activities, a large number of passes to the various events held throughout, and a full-page, four-color advertisement in the Conference Handbook & Expo Guide.

Silver Sponsor

Increase your visibility and be recognized leader as a Silver Sponsor. This value-added exhibit package is the perfect way to maximize your budget and promote your products and services to key decision makers.

Highlights of this package include a 200 sq ft booth space, complimentary passes and participation in both events' pre- and post-marketing efforts.

Custom Sponsorship Packages

For those companies having specific marketing and budgetary needs, Clasma Events can create specific custom sponsorship packages to suit. Custom packages will receive the benefits of sponsorship levels above according to the level of investment made. **Contact Clasma Events to discuss your needs.**

Additional Opportunities

Make the most of your participation by sponsoring additional activities during the three-day event.

| | | |
|-----------------------|--|---|
| Track Sponsor | Position your company to a subject at the event by sponsoring a track. Your logo will be presented on the web and agenda, you will make a short introduction at the start of the day | \$ 5,000 / day |
| Plenary | Sponsor the plenary session where Keynotes will be presented to all attendees. Your logo will be presented and you will be recognized at the general session | \$ 10,000 / day |
| Lunch Sponsor | Be recognized as the sponsor of the conference lunch at the event. Your logo will be displayed at the lunch event and promotional material and conference book | \$ 10,000 / day |
| Conference Bag | Sponsor the conference bag with your logo | \$ 5,000 Exclusive \$ 2,000 Joint |
| Badge Holders | Sponsor the badge holder | \$ 5,000 |
| Color Ads | Place a color ad in the conference book | \$ 2,000 Full page \$ 1,200 Half page \$ 750 Quarter page |
| Other Options | Contact Clasma Events to explore other logo placements and sponsorship opportunities to suite your needs | \$ Call |

Sponsorship & Exhibit Options

| | Sponsorship Details and Pricing | Platinum Sponsor | Gold Sponsor | Silver Sponsor | Premium Space | Standard Space |
|---------------|--|------------------|-----------------|-----------------|----------------|----------------|
| Expo | Sponsorship Space Provided (sq ft) | 400 | 300 | 200 | 100 | 100 |
| | Space location/type | Island | Peninsula | Corner | Corner | In-line |
| | Number limited | Yes | Yes | No | No | No |
| | Additional Space (per 100 sq ft) | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 |
| Promo | Literature in handout (pieces) | 4 | 2 | 1 | - | - |
| | Logo on Web Home page | Static | Static | Rotating | - | - |
| | Space in Conference Book | 2 Pages | 1 Page | Half Page | Quarter Page | - |
| | Speaking Privilege (subject to policy) | Plenary Keynote | Track Keynote | Panel | - | - |
| | Track Sponsorship cost | One at No Cost | \$2,000 | \$3,000 | \$3,000 | \$5,000 |
| | Sponsor Profile description (words) | 100 | 100 | 50 | 50 | 25 |
| | Logo on event signage | All | All | Selected | Some | - |
| | Exhibitor Passes (For Staff) | 8 | 4 | 2 | 2 | 2 |
| | Expo Passes (For visitors value \$100) | Unlimited | Unlimited | Unlimited | 20 | 10 |
| | Cost (With no Passes) | \$25,000 | \$16,000 | \$9,000 | \$5,000 | \$3,500 |
| Passes | Conference Passes (value \$1,400) | 16 | 8 | 4 | 2 | 1 |
| | Awards Gala Tickets (value \$100) | 16 | 8 | 4 | 2 | 1 |
| | Cost (Inclusive of Passes) | \$35,000 | \$22,000 | \$12,000 | \$7,000 | \$4,500 |

Contact Clasma Events to create custom sponsorship packages to suit your marketing and promotional needs.

Payment Terms: A deposit of 50% is due with contract, the full balance is due February 1, 2006

Contract: Available Online at www.builconn.com/downloads/NA-06-Contract.dot or www.m2mexpo.com/downloads/NA-06-Contract.dot

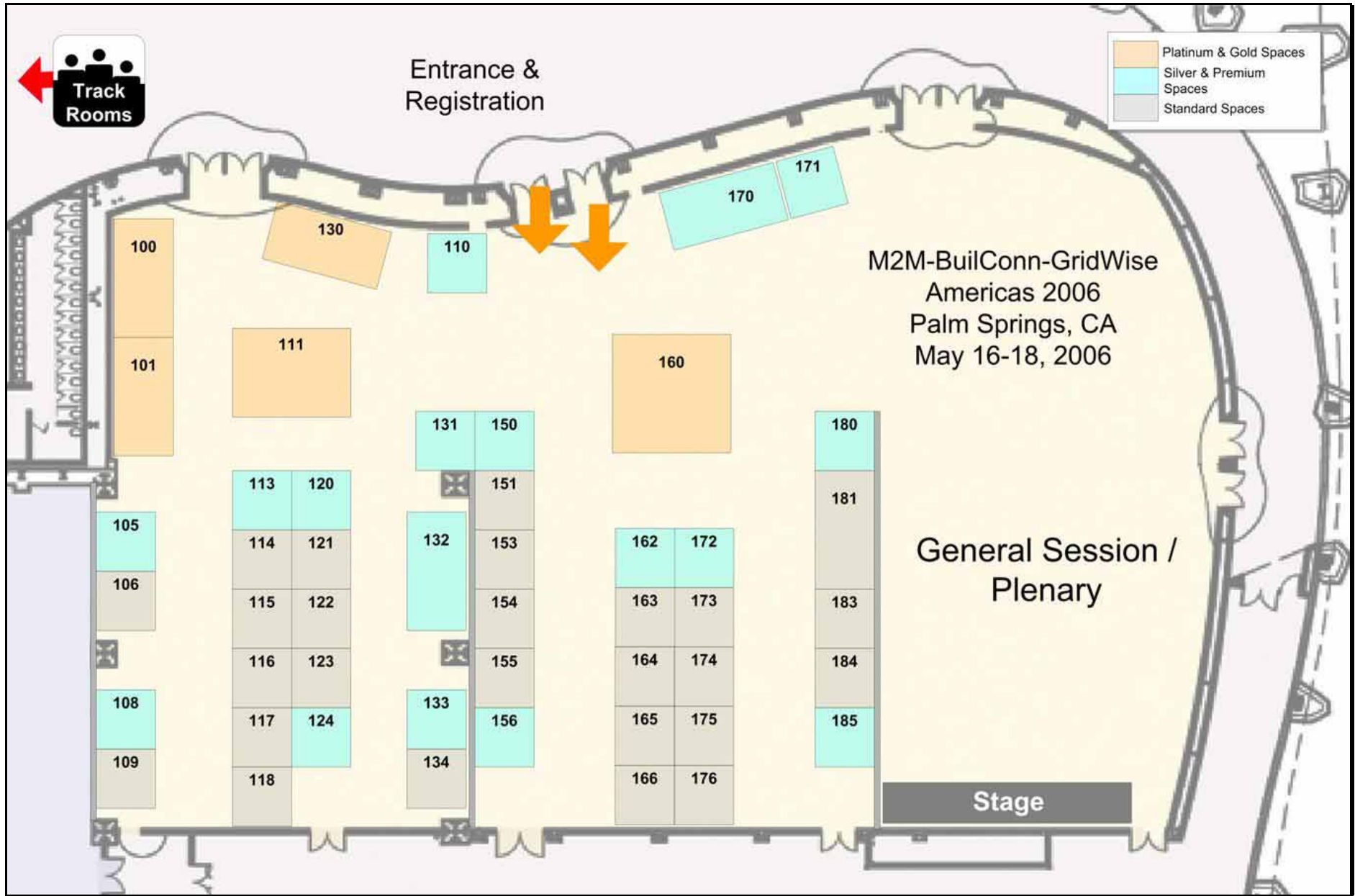
To reserve your sponsorship position and exhibit space contact:

Anto Budiardjo +1(972) 865-2247 or antob@clasma.com

Richard Coppen +1(972) 865-2244 richard@clasma.com

Main +1(972) 714-0500 sales@clasma.com

Floor Plan



Floor Plan subject to Fire Marshall Approval And subject to change without notice

Venue Information

The co-located BuilConn and M2M Expo & Conference will be held at the Palm Springs Convention Center and connected Wyndham Hotel & Resort in downtown Palm Springs, California.

Palm Springs Convention Center

- Brand new \$32m extension to a breathtaking and inspiring Convention Center in downtown Palm Springs
- The very best of meeting facilities for a Southern California destination
- Minutes from Palm Springs Airport
- Expansive yet intimate settings for a high-level event such as BuilConn and M2M Expo & Conference
- Located within minutes of a half dozen hotels and the heart of the village, nestled at the base of Mt. San Jacinto, five blocks from the world-famous Palm Canyon Drive



Wyndham Hotel & Resort

- Adjacent and connected to the Palm Springs Convention Center
 - Located in the heart of Palm Springs, blocks from famous Palm Canyon Drive, known for its exquisite shopping, dining and cultural attractions
 - 410 deluxe, spacious guest rooms, including 158 resort suites and 12 one- and two-bedroom suites
 - All guest rooms are luxuriously appointed mountain or pool views, and high-speed Internet (extra cost applies)
 - Enjoy your own personal oasis in Palm Springs at the beautifully landscaped 60,000 square foot courtyard that features a spectacular 5,000 square foot swimming pool
- Attractive negotiated rate for BuilConn and M2M attendees



Palm Springs, California

- Attractive destination city for business meetings
- Within 2-3 hours drive of the Los Angeles and Southern California markets from San Diego to Santa Barbara, and within 4-5 hour drive from Central California, Las Vegas and Phoenix.
- Non-stop flights to all major West Coast U.S. and Canada cities as well as the Midwest and Texas and Atlanta
- For those who like golf, there is little that can be further said about the attraction of Palm Springs, and for those occasional golfers, Palm Springs is one of the most desirable destinations where over 100 championship quality golf courses await you.
- The climate in Palm Springs in mid May is typically a comfortable mid-seventies with low precipitation, making it the perfect time for a business meeting extending to leisure or incentive.

