



2012 Expeditionary Command, Control,  
Communications and Computers (XC4)  
Users' Conference

**August 7-9, 2012**

(Exhibition Hall Open August 7 & 8)

[www.xc4uc.com](http://www.xc4uc.com)

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The Expeditionary C4 Users' Conference (XC4) will host stakeholders from across the Marine Corps, industry, and related organizations. The purpose of XC4 is to advance the awareness, development, employment, and support for expeditionary C4 capabilities.

**Central to this event is the voice of the user** – especially those expeditionary warfighters who have employed the latest equipment in operations and pushed those capabilities to their limit. XC4 delivers an unmatched opportunity for expeditionary C4 users to convey requirements, debate priorities, formulate near-term solutions, and influence long-term planning.

In addition to the exhibitor opportunities outlined in this package, a representative set of stakeholder groups are being invited to deliver presentations, attend activities, facilitate working groups, and contribute agenda items. The list of organizations that we plan to invite for the 2012 event includes (but is not limited to) the following:

- XC4 Users from throughout the USMC Operating Forces
- Keynote Speakers from the relevant units and organizations (II MEF – OEF participants)
- Program Manager, Tactical Communication Systems (USMC)
- Program Manager, Networking and Satellite Communications (USMC)
- Program Manager, Marine Expeditionary Rifle Squad (USMC)
- Program Manager, Expeditionary Power Systems
- Program Manager, MAGTF C2 Systems
- Program Managers for USMC Warfighting Platforms
- Product Manager, Combat Operations Center (COC)
- Marine Corps Tactical System Support Activity (MCTSSA)
- Marine Corps Combat Development Command, C2 Integration Division (C2ID)
- Headquarters Marine Corps C4, I&L and PP&O Offices

**Please use the enclosed pages to learn more about sponsoring or exhibiting at this premier event.** Sponsorship benefits are outlined in this package, and sponsorship rates will be published to interested parties upon request.



# PLEASE READ CAREFULLY

## **Contents:**

Page #3: Floor Plan

Page #4: Contract for exhibit space and sponsorships for the 2012 XC4 Users' Conference

Page #5: Sponsor Opportunities

## **Booth Procedures:**

1. Ballantine Management Group of Virginia will assign sponsorships and booths on a first come, first serve basis. This will be based on a signed contract accompanied by a payment. No assignments will be made unless this policy is followed.
2. While all efforts will be made to inform exhibitors of changes, Ballantine Management Group of Virginia reserves the right to make changes with or without notice to ensure no company will be placed by its competitors, to maximize positive traffic flow, and to preserve the overall "appearance" of the show.
3. Based on occupancy on July 20<sup>th</sup> Ballantine Management Group of Virginia will make additional booth space available. Please advise us as soon as possible after that date of any additional booth space requirements.

## **Exhibitor Services:**

1. Space Contracts will be reserved with and **PAID** to: Ballantine Management Group of Virginia
2. Additional decorating items and booth services will be made available directly through the Fredericksburg Expo and Conference Center (FEACC). Details are available upon request.
3. Additional services may be arranged by contacting us at (540) 548-5555 x107 or e-mail at [asilversmith@feacc.com](mailto:asilversmith@feacc.com).

## **Important Dates and Times:**

Set Up: Monday, August 6, 2012 from 09:00 to 17:00

Break Down: Wednesday, August 8, 2012 from 15:00 to 19:00

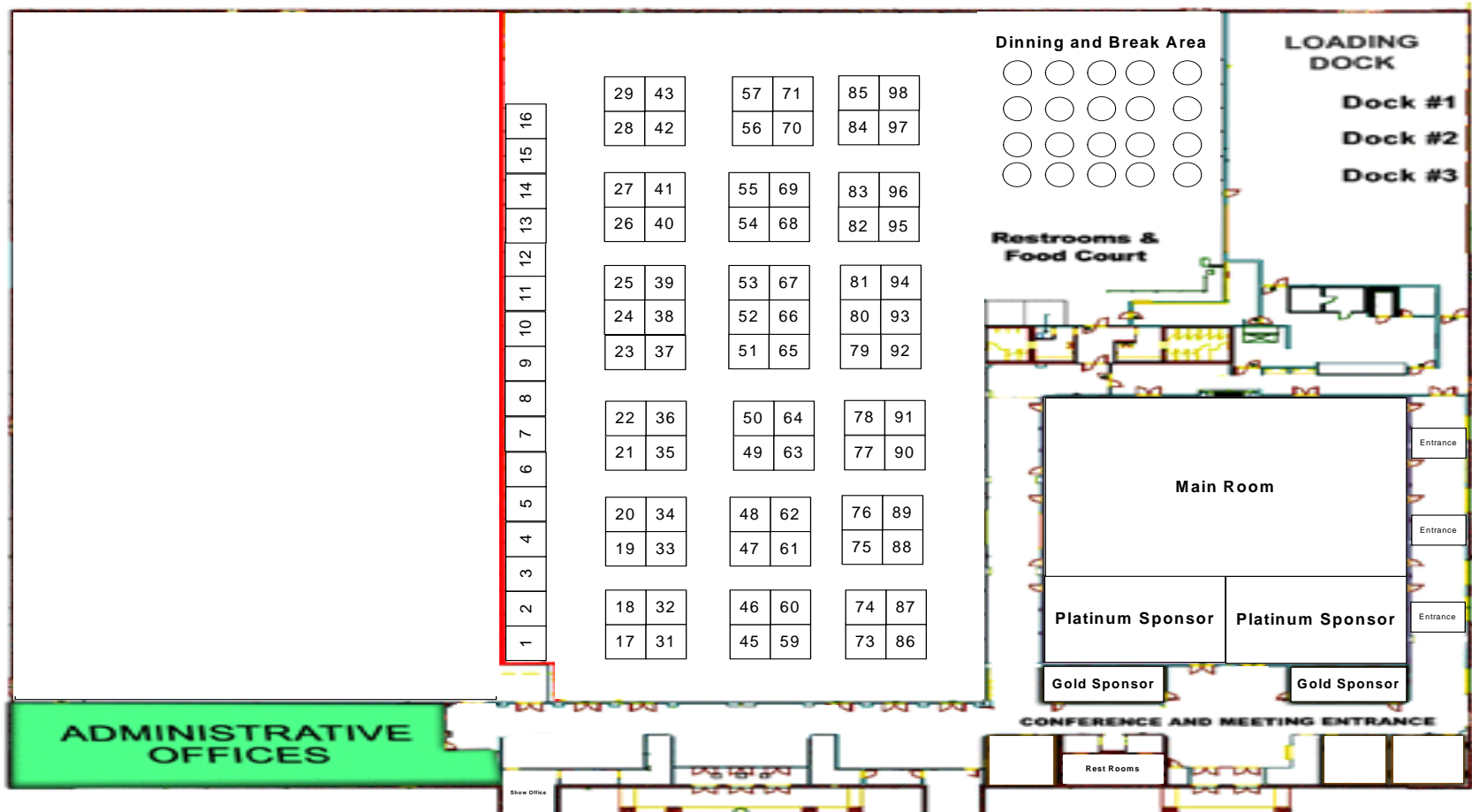
Exhibit Hall Hours: Tuesday, August 7, 2012 from 10:00 to 19:00

Wednesday August 8, 2012 from 07:30 to 15:00



# Floor Plan (Subject to Change)

Drive-in and loading dock available on the South side of FEACC  
 Exhibition Hall ceiling heights: 30' in the center of the building loping to 26' at the sides





PLEASE COMPLETE & SIGN THIS CONTRACT, INITIAL THE & RULES AND REGULATIONS PAGE AND SUBMIT WITH PAYMENT

Mail To: Ballantine Management Group of VA
2371 Carl D. Silver Parkway, Fredericksburg, VA 22401
Fax Credit Payments To: (540) 548-0552
Contact: Adrian Silversmith | (540) 548-5555 x107 | asilversmith@feacc.com

2012 XC4 SPACE CONTRACT

Basic Exhibit Package Pricing
10 x 10 = \$2,400
Package includes:
• 10 x 10 booth w/pipe and drape
• Two Exhibitor Registrations
• One 8' Topped and Skirted Table
• Two folding chairs
• Carpet
• Wastebasket
• One 15 amp 120 volt electrical drop
Due to the non-permanent nature of the exhibition spaces, booth sizes may range from 9'6" X 9'6" to 10'6" X 10'6".

Booths are assigned on a first come first serve basis. This is determined by the order of receipt of a completed and signed contract accompanied by full payment.
Booth Size: Booth Cost: \$
Location Preference:
Additional decorating, electrical needs and other services are available through FEACC, Ms. Casey Silversmith at csilversmith@feacc.com, (540) 548-5555 ext 108.

For Small Businesses Only
10 x 10 = \$1,000
Basic Exhibit Package
CAGE # DUNS #

Company Name:

Address:

City: State: Zip Code:

Contracting POC: Tel #: E-Mail:

Technical POC: Tel #: E-Mail:

Web Address:

Sponsorship: Platinum Gold Silver Bronze None (Exhibit Only)

This document constitutes your application and contract for the use of exhibit space(s) or sponsorship at XC4 to be held at the Fredericksburg Expo & Conference Center (FEACC) August 7-8, 2012. For Exhibit Only packages, full payment is required upon submission of the application. For Sponsors, a 50% payment is required upon submission of the application and the balance is due on June 15, 2012. Late payment will incur a penalty fee (5% of balance) and may result in forfeiture of some sponsorship benefits. Ballantine Management Group of Virginia (BMG) reserves the right to refuse an application/contract and space to this show. Space will be assigned at the discretion of BMG, no one is guaranteed that they will be placed in the preferred location requested. BMG reserves the right to change the floor plan (including, but not limited to aisle space) dates and hours without notice, to provide a more attractive and successful show. BMG reserves the right to remove/expel the above applicant without refund with cause. BMG and FEACC have the absolute discretion to exercise these rights at any time. No space assignment will be made unless this application is accompanied by the required payment, unless BMG Show Management has agreed upon other payment arrangements in writing. Exhibitor refunds will incur a \$100 processing fee. After July 15, 2012 all monies received are non-refundable. A \$50 returned check service charge will be assessed for each dishonored check the bank returns.

I/We hereby apply for exhibit space and/or sponsorship in the 2011 XC4 Users' Conference. If accepted I/We hereby agree to abide by attached and initialed show terms, conditions and regulations.

Signature: Print Name: Date:

PAYMENT OPTIONS
Payments are made to: Ballantine Management Group of VA
Charge to: VISA / MASTERCARD / AMEX / DISC TOTAL ENCLOSED / TO BE CHARGED: \$
CREDIT CARD ACCOUNT NUMBER: EXPIRATION DATE: SECURITY CODE:



Sponsorship rates will be provided upon request

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### Platinum Package Benefits: (only TWO available)

1. **Tier 1 Prominence** on event signage and websites.
2. **Recognition as a Platinum Sponsor** in printed and posted media.
3. **Private room** (see floor plan on page #3 for locations) for the two day event in which to hold meetings, social events, demonstrations and/or training events. This room may be branded, signed and manned at the sponsor expense. \* Seating and skirted conference tables (in a school room format) for 45 guests will be provided. Additional A/V or other setup requirements must be arranged with the XC4 Event Producers at the time of contract signing.
4. **Permanent signage** in the Main Room.
5. **5-minute presentation** in the Main Room (Aug 7 or 8). This is intended to be a capability briefing, success story, and/or product-oriented presentation.
6. **Company slide/message** included in the Main Room's scrolling slide show that is displayed and continuously run between formal presentations.
7. **EIGHT additional contractor attendee's badges.**
8. **20 x 20 booth** in prime location of the sponsor's choice. \*\*  
This booth package is comprised of ...
  - a. Up to four 8' topped and skirted tables
  - b. Up to eight chairs
  - c. Four 15 amp 120 volt electrical drops
  - d. Wireless Internet
  - e. Carpet

\* The Event Producers reserve the right to restrict any displays or activities that detract from the professionalism of the overall XC4 event.

\*\*1<sup>st</sup> come 1<sup>st</sup> serve basis. If the entire space is not required by the sponsor, Ballantine Management Group of VA reserves the right to rent unused space.



**Sponsorship rates will be provided upon request.**

**Gold Package Benefits: (only TWO available)**

1. **Tier 2 Prominence** on event signage and websites.
2. **Recognition as a Gold Sponsor** in printed and posted media.
3. **Private room** (see floor plan on page #3 for locations) for the two day event in which to hold meetings, social events, demonstrations and/or training events. This room may be branded, signed and manned at the sponsor expense.\* A conference table and seating for 10 will be provided. Additional A/V or other setup requirements must be arranged with the event producers at the time of contract signing.
4. **5-minute presentation** in the Main Room (Aug 7 or 8). This is intended to be a capability briefing, success story, and/or product-oriented presentation.
5. **Company slide/message** included in the Main Room's scrolling slide show that is displayed and continuously run between formal presentations.
6. **FOUR additional contractor attendee's badges.**
7. **20 x 20 booth in prime location** of the sponsor's choice.\*\*  
This booth package is comprised of ...
  - a. Up to four 8' topped and skirted tables
  - b. Up to eight chairs
  - c. Up to four 15 amp 120 volt electrical drops
  - d. Wireless Internet
  - e. Carpet

\* The Event Producers reserve the right to restrict any displays or activities that detract from the professionalism of the overall XC4 event.

\*\*1<sup>st</sup> come 1<sup>st</sup> serve basis. If the entire space is not required by the sponsor, Catalyst Solutions reserves the right to rent unused space.



**Sponsorship rates will be provided upon request.**

### Silver Package Benefits:

1. **Tier 3 Prominence** on event signage and websites.
2. **Recognition as a Silver Sponsor** in printed and posted media.
3. **10 minute presentation** in the Main Room (Aug 7 or 8). This is intended to be a capability briefing, success story, and/or product-oriented presentation.
4. **Company slide/message** included in the Main Room's scrolling slide show that is displayed and continuously run between formal presentations.
5. **TWO additional contractor attendee's badges.**
6. **20 x 10 booth in prime location** of the sponsor's choice. \*  
This booth package is comprised of ...
  - a. Two 8' topped and skirted tables
  - b. Four chairs
  - c. Two 15 amp 120 volt electrical drops
  - d. Wireless Internet
  - e. Carpet

\*1<sup>st</sup> come 1<sup>st</sup> serve basis.



**Sponsorship rates will be provided upon request.**

**Bronze Package Benefits:**

1. **Tier 3 Prominence** on event signage and websites.
2. **Recognition as a Bronze Sponsor** in printed and posted media.
3. **Company slide/message** included in the Main Room's scrolling slide show that is displayed and continuously run between formal presentations.
4. **TWO additional contractor's attendee's badges**
5. **10 x 10 booth in prime location** of the sponsor's choice. \*\*  
This booth package is comprised of ...
  - a. One 8' topped and skirted table
  - b. Two chairs
  - c. One 15 amp 120 volt electrical drops
  - d. Wireless Internet
  - e. Carpet

\*1<sup>st</sup> come 1<sup>st</sup> serve basis.