

MUSIC 2010 Sponsorships

March 23, 2010 – Shanghai, China



MUSIC 2010 China will be at the Renaissance Hotel in Shanghai. Please review sponsorship options below. Each sponsor will be recognized in event signage and the MUSIC 2010 website.

- **Partners Pavilion exhibit space** \$1,000
One tabletop exhibit (one table, 2 chairs)
- **Magma website advertisement** \$1,000
Partner Spotlight on Magma's home page for 2 weeks
- **Advertisement in event proceedings (distributed to all attendees)**
 - Full page \$800
 - Half page \$500
- **Tote bag insert** \$500
Include your product literature or a gift to each attendee inserted in attendee bag
- **Meal sponsorships**
Sponsor one of the following meals for the attendees:
 - Lunch \$3,500
 - Tea Break (morning & afternoon) \$2,500

Please contact Aila Brookins at aila@magma-da.com to discuss other sponsorship options or for information about sponsoring other MUSIC events.

MUSIC 2010 Exhibit Space and Sponsorship Application

Please provide the information requested below about your company and your sponsorship selections.

| | | |
|----------------------|------------------------|-------------------------|
| Company: | | |
| Address: | | |
| City: | State/Province: | Zip/Postal code: |
| Country: | | |
| Contact name: | | Title: |
| E-mail: | Phone: | Fax: |

Please indicate your sponsorship selection(s) below:

| Sponsorship options | Cost | Selection | Meal Sponsorships | Cost | Selection |
|--------------------------------------|-------------|------------------|--------------------------|-------------|------------------|
| Partners Pavilion exhibit space only | \$1,000 | | | | |
| Magma website advertisement | \$1,000 | | Lunch | \$3,500 | |
| Full page ad in event proceedings | \$800 | | Tea break | \$2,500 | |
| Half page ad in event proceedings | \$500 | | | | |
| Tote bag insert | \$500 | | | | |

Discounts available for multiple location sponsorships, contact Aila Brookins to discuss aila@magma-da.com

Total amount due \$ _____

**Send your logo (in .EPS format) by February 16, 2010 to Aila Brookins at aila@magma-da.com.
Describe products and/or services to be exhibited and demonstrations planned (subject to approval):**

Please list companies you do not wish to be placed next to: _____

Do not delay the return of this application while waiting for a check to be issued!

A faxed copy of this form is acceptable for initial space assignment. Please fax to Aila Brookins at 408-565-7660. You will be notified via e-mail to confirm your participation and acceptance of your contract. Full payment and original signed contract are due no later than February 16, 2010. Please make all checks payable to **Magma Design Automation** and mail check to Aila Brookins at the address below. If we do not receive payment by the deadline, you risk losing your sponsorship opportunity or booth space.

All exhibits are subject to review and approval by the Organizer. This Application shall not become a binding contract between the Applicant and the Organizer until the Organizer acknowledges the Application in writing.

Please address your questions and submit your completed form and payment to:

Aila Brookins, Magma Design Automation
1650 Technology Drive, San Jose, CA 95110
Phone: 408-565-7687 | Fax: 408-565-7660 | E-mail: aila@magma-da.com

MUSIC 2010 Exhibit Rules

Upon acknowledgment of acceptance by Magma, this Application represents the entire agreement between the company or individual participating in MUSIC ("Exhibitor") and Magma Design Automation ("Magma" or "Organizer").

1. **No subletting:** Exhibitor may not sublet the exhibit space or any part of the exhibit space without prior written authorization from the Organizer.
2. **Eligibility:** The Organizer has the absolute discretion to determine whether to accept or reject this application, the inclusion of a product(s) or promotional material(s) in the Partners Pavilion.
3. **Booth Personnel:** All booth personnel (including demonstrators and receptionists) are required to confine their activities to the allocated booth space. Please limit the number of official booth personnel to 4 people.
4. **Due date:** Duly completed Application and Contract form and payment must be received by February 16, 2010.
5. **Exclusion of Liability and Indemnity:** All exhibits, including equipment and products are displayed at the Exhibitor's own expense. Any person present at the Exhibit Space at the request or instruction of the Exhibitor is present at his own risk. To the fullest extent permitted by law, at no time and under no circumstances shall the Organizer be held liable to the Exhibitor, its agents, employees, patrons, guests, licensees or to any other person whatsoever for any damages arising out of any act, omission or neglect of the Organizer, the Exhibitor, their agents, contractors, employees, patrons, guests, licensees or invitees or any person entering the Exhibit Hall under the express or implied invitation by the Organizer or the Exhibitor, or for any loss or damage to person or property arising out of use of either the Exhibit Space or Exhibit Hall. The Exhibitor agrees to indemnify and hold the Organizer, its directors, officers, employees and agents harmless against any loss, including reasonable counsel fees, arising out of any liability incurred in accordance with the foregoing.
6. **Care of Exhibit Space:** The Exhibitor must, at its expense, maintain and keep in good order the Exhibit Space allocated to it by the Organizer. The Exhibit Space shall be returned in the same condition it was received by Exhibitor, excepting reasonable and customary and incidental wear and tear.
7. **Cancellation:** In the event of cancellation by an Exhibitor, reassignment of allocated space as well as any refund of fees paid shall be at the sole discretion of the Organizer.
8. **Violation of Rules:** In the event the Exhibitor violates any of the terms specified in this, the Organizer may order the Exhibitor to remove its exhibits and personnel, or have them removed at Exhibitor's expense if any is incurred and no portion of any fees paid shall be refunded to the Exhibitor.
9. **Date/Site Changes:** The Organizer reserves the right to change the MUSIC users conference dates or sites or to cancel if the events cannot be conducted for any reason beyond the Organizer's reasonable control, in which situation the Organizer will endeavor to give reasonable notice to the Exhibitors.
10. This Application will be governed by and construed in accordance with the laws of the State of California, without regard to or application of conflicts of law rules or principles. The parties agree that the provisions of the U.N. Convention for the International Sales of Goods shall not apply to this Application.

By signature below, the undersigned agrees to all requirements, restrictions, obligations set forth herein and any other reasonable rules and directives which are issued to Exhibitor by the Organizer.

Signature

Title

Date

Name

Company