AUTODESK UNIVERSITY 2016

Meet more than 10,000 **design, engineering,** and **manufacturing** professionals at the **world's largest** gathering of Autodesk software users.

AUTODESK.

SPONSOR AND EXHIBITOR PROSPECTUS | VENETIAN HOTEL, LAS VEGAS, USA NOVEMBER 15-17, 2016

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With more than 10,000 attendees, Autodesk University is the largest single gathering of Autodesk customers and resellers in the world.

THE OPPORTUNITY

Reach Thousands of Autodesk Customers in One Location

Integrated sponsorships with multiple opportunities to connect with Autodesk customers

Exhibitor packages for generating awareness and creating leads

A reseller opportunity exclusively for Autodesk resellers to connect with their customers at AU

WHAT'S NEW FOR 2016

- More opportunities to connect socially with customers during the week of AU, including a new, welcome reception on Monday night, and the AU party now conveniently on Wednesday night
- Daily keynotes, which smoothly transition right into the adjoining exhibit hall for lunch
- Theater stage for inspiring talks and presentations from sponsors
- Redesigned turnkey booth properties

EVENT SCHEDULE

Sunday, November 13

4:00 p.m. - 8:00 p.m.	Registration/Information Desk Open
8:00 a.m. - 5:00 p.m.	**Exhibit Hall Setup**

Monday, November 14

7:00 a.m. - 8:00 p.m.	Registration/Information Desk Open
8:00 a.m. - 5:00 p.m.	**Exhibit Hall Setup**
6:30 p.m. - 8:00 p.m.	**Welcome Lounge Reception**

Tuesday, November 15

8:00 a.m. - 10:00 a.m.	**Exhibit Hall Setup**
6:30 a.m. - 8:00 p.m.	Registration/Information Desk Open
10:00 a.m. - 11:30 p.m.	Keynote Address
11:30 a.m. - 1:00 p.m.	**Networking Lunch @ Exhibit Hall**
11:30 a.m. - 3:00 p.m.	**Exhibit Hall Open**
6:00 p.m. - 9:00 p.m.	**Exhibit Hall Open: Community Reception**

Wednesday, November 16

6:30 a.m. - 8:00 p.m.	Registration/Information Desk Open
10:30 a.m. - 11:30 a.m.	Keynote Address
11:30 a.m. - 1:00 p.m.	**Networking Lunch @ Exhibit Hall**
11:30 a.m. - 5:00 p.m.	**Exhibit Hall Open**
7:00 p.m. - 10:00 p.m.	Appreciation Celebration

Thursday, November 17

7:00 a.m. - 4:30 p.m.	Registration/Information Desk Open
10:30 a.m. - 11:30 a.m.	Keynote Address
11:30 a.m. - 1:00 p.m.	**Networking Lunch at Exhibit Hall**
11:30 a.m. - 3:00 p.m.	**Exhibit Hall Open**
3:00 p.m. - 5:00 p.m.	Exhibit Hall Teardown
4:30 p.m.	Conference Concludes

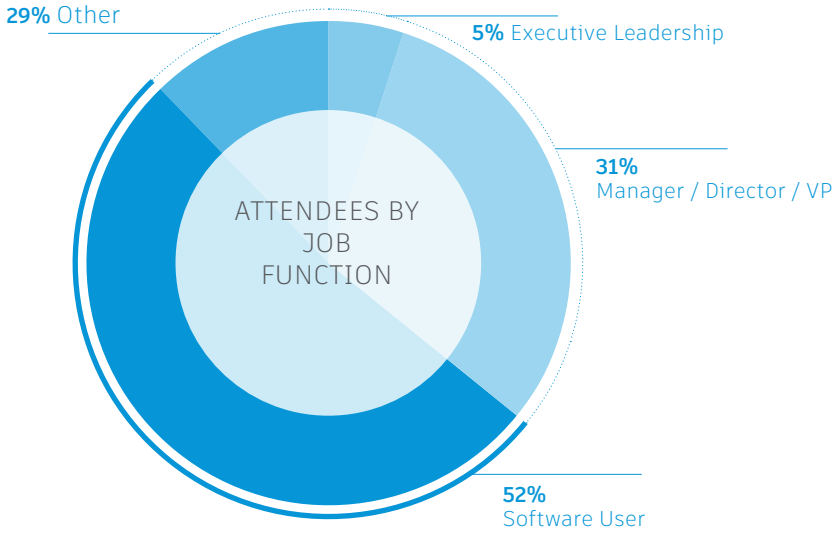
Agenda subject to change

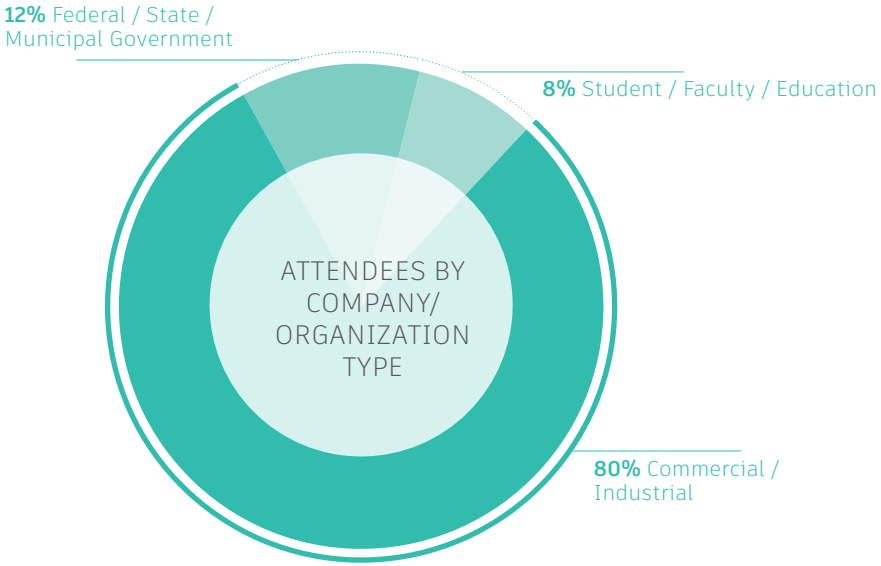
ATTENDEE DEMOGRAPHICS

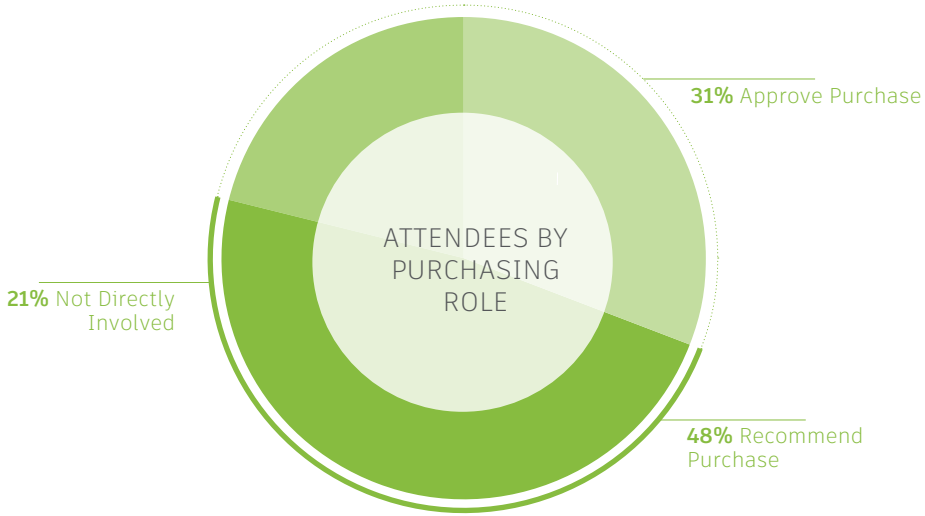
AU attendees are eager are eager to learn about the latest products and solutions from Autodesk and our partners.

Many are purchasing managers from Autodesk's largest accounts.

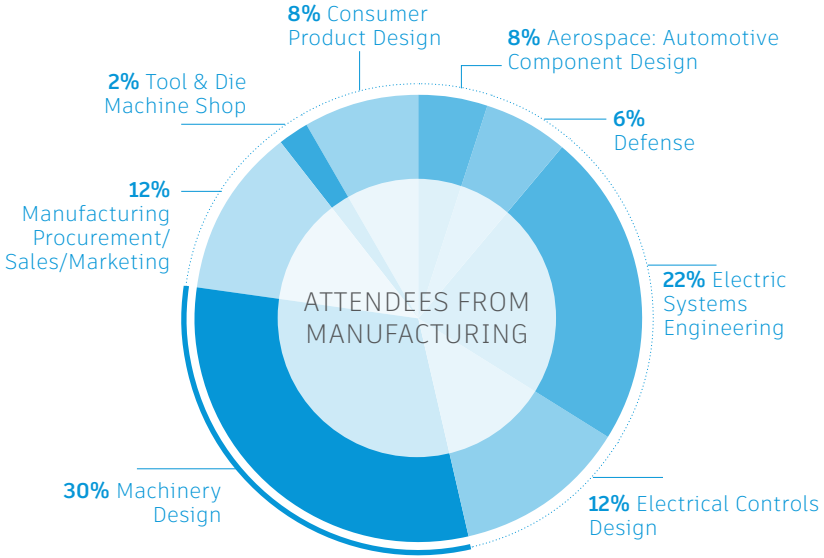
79% of AU attendees are actively involved in purchases for their organizations.

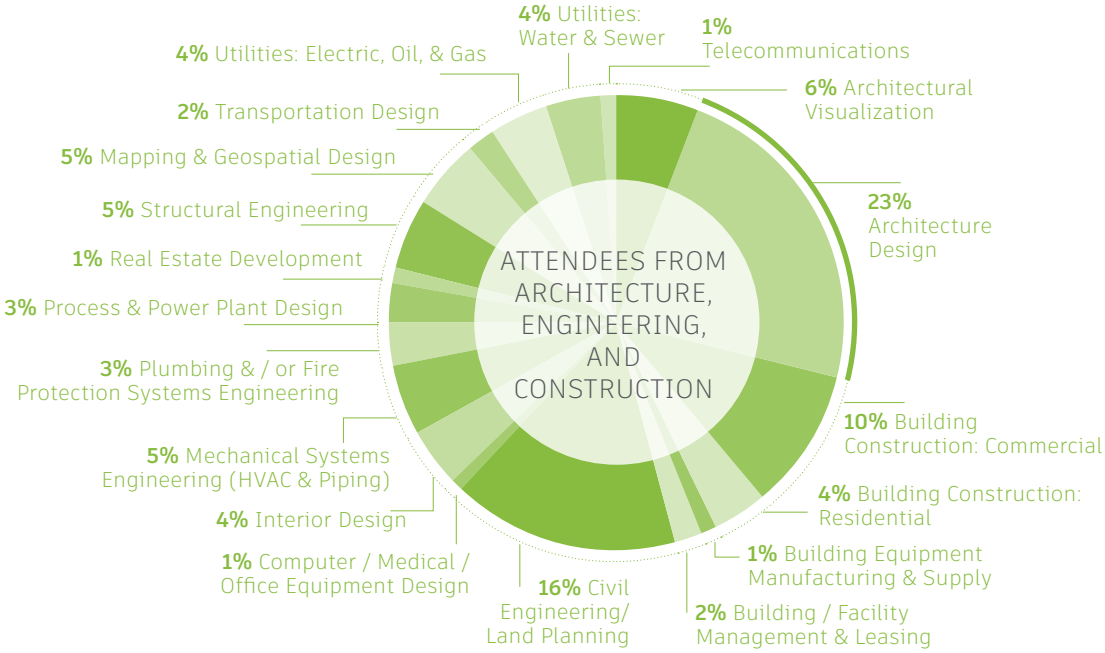


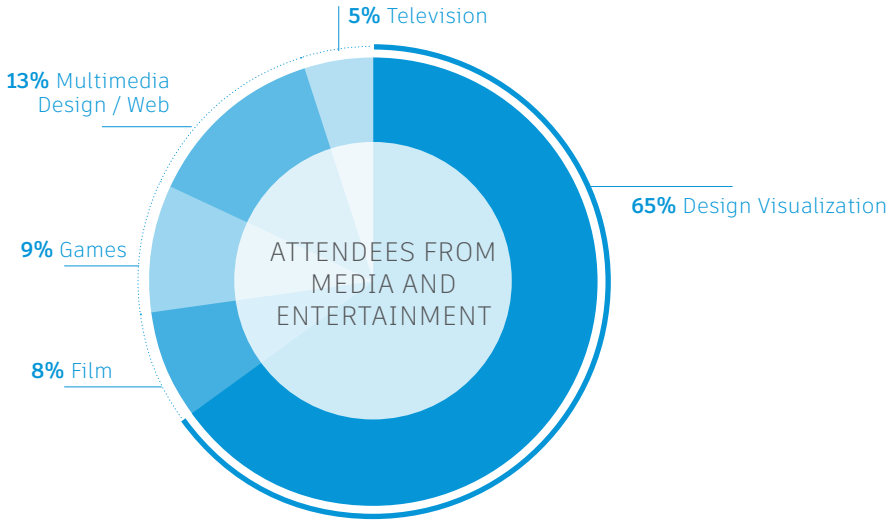


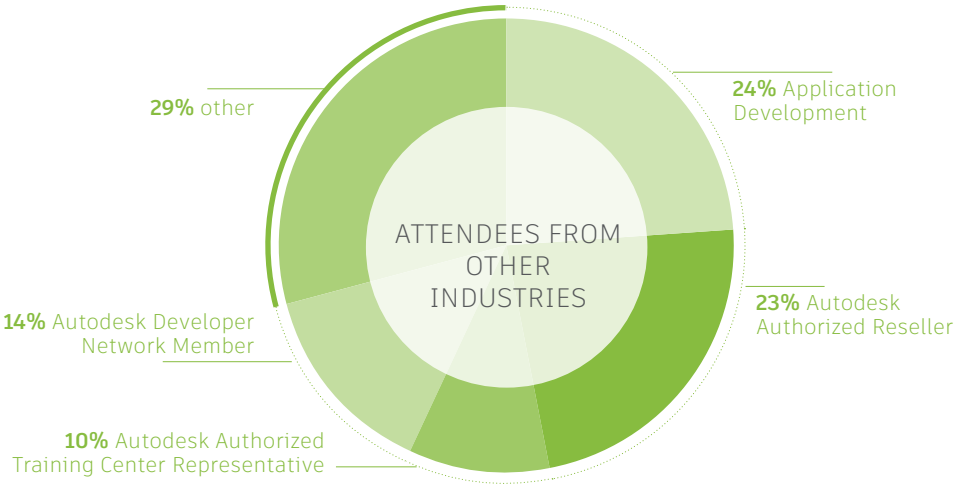


INDUSTRIES REPRESENTED









WHO SPONSORS AND EXHIBITS

360 Technologies, Inc.
3AM Solutions (UK) Limited
3D QuickTools Ltd.
3D Systems
3Dconnexion
3Dconnexion, Inc
4D Technologies, LLC
4D/CADLearning
A.R.T. GmbH
ABC Imaging
Abvent SA
ACAI Associates, Inc.
AceCad Software
Advance2000
Advanced Realtime Tracking GmbH
Advanced Solutions, Inc. BioAssemblyBot
AE BackOffice LLC
AEC Magazine
AEC Solutions Inc.
Afinia
AGA CAD
All CAD Northwest
Allegion
Alpine, an ITW Company
Altiva Software, Inc.
Amazon
AMD (Advanced Micro Devices)
Andekan
APLUS SA
Applied Engineering, Inc.
Applied Software
ARC Document Solutions
ARCAT
Archetris
ARCHIBUS, Inc.
ArchVision
ASCENT- Center for Technical Knowledge
ASSA ABLOY Openings Studio
Assemble Systems
Asta Development
AUGI
Autodesk Catalog
Autodesk Partner Solutions Design Guides
AutomateCAD
Axiom
Axomic
Balboa Capital
Beck Technology
BenQ America Corp
BIM9
BIMobject AB
BIMShift
bimstore
BlackBox-Orange
Blink Forward
Bluebeam Software
BLUERIDGE Analytics
Bluescape
BOXX Technologies, Inc.
Bradley Corporation
BriteHub
Brockwell IT Consulting, Inc.
Brother
Building Data LLC
C&S Companies
CAD Masters, Inc.
Cad Tech Software Pty Ltd
CAD Technology Center
CAD-1, Inc.
Cadac Group
Cadalyst
CADD Microsystems
CADENAS PARTsolutions
CADsoft Consulting
CADtoWIN
Canon U.S.A., Inc.
Carlson Software
CD-adapco
Cengage Learning
Centre for Computational Technologies - CCTech
CenturyLink
Cetrus
CGS plus LLC
Chaos Group
CIDEON America, Inc.
CINX
Circle Twelve Inc.
Citrix
Civil Power Tools LLC
CL3VER
ClarkDietrich Building Systems
ClearEdge3D, Inc.
CMiC
CMV Technologies, LLC
Coast 2 Coast
CodeBook Solutions Inc.
COINS:FULCRO
Collaboration Systems Group, LLC
Composit Group LLC
Content Studio Ltd.
Contex Americas Inc.
Contour Design, Inc.
Cruz Bay Custom, Inc.
CSA, Inc.
CSC
CSoft
CTC Express Tools
CTL Corporation
Dalux
Delcam
Dell Inc.
Design Data
DesignBuilder Software
Desktop Engineering
DEVELOP3D
DEWALT
DigiPara GmbH
Digital Manufacturing Solutions Inc.
DLT Solutions
docTrackr
Docupoint - DrawingSearcher
DotProduct LLC
DrawingSearcher by Docupoint
dRofus Inc.
DropBox
Eagle Point Software
Earlybird Technology Inc
earthmine inc.
ECAD INC
EcoDomus
edddison technologies
Egan BIM Resources
ElectroMagneticWorks
Elmo Solutions Inc.
EMA Design Automation
EMWorks
Enceptia
ENGworks Inc
EnvisionTEC
EON Reality, Inc
Epson America, Inc
eQuorum Corporation
Fagerman Technologies, Inc.
FARO Technologies
FATHOM
Firepower
Flatter Files
Flux Factory
FM:Systems
Frame
GCX Corporation
Gehry Technologies, Inc
Geomap
GeoShack
Geospatial Corporation
Gibbs and Associates
Gilmore Global Logistics Services, Inc.
Global e-Training
Global Finance Group
Globalscape
Goodheart-Willcox Publisher
Google
GPL Technologies
GRAITEC Inc.
Graybar
Greenlee Textron
GSN Technologies
GTP Services LLC
GTX Corporation
HAAS
Hagerman & Company
Hilti
Howick Limited
HP, Inc.
hsbcad BVBA
HSS BIM Solutions pvt ltd
HVAC Solution
i GET IT Online Training
ICM
ICON
iConstruct Pty Ltd.
Ideate Software
IES Ltd.
IGC
Imagination Technologies
IMAGINiT Technologies
IMMERSION
IMSI/Design
Indoor Reality
Infinite Z
Informative Graphics Corporation
Informed Infrastructure
initial.aec
Innovative Devices
Intec Infra-Technologies

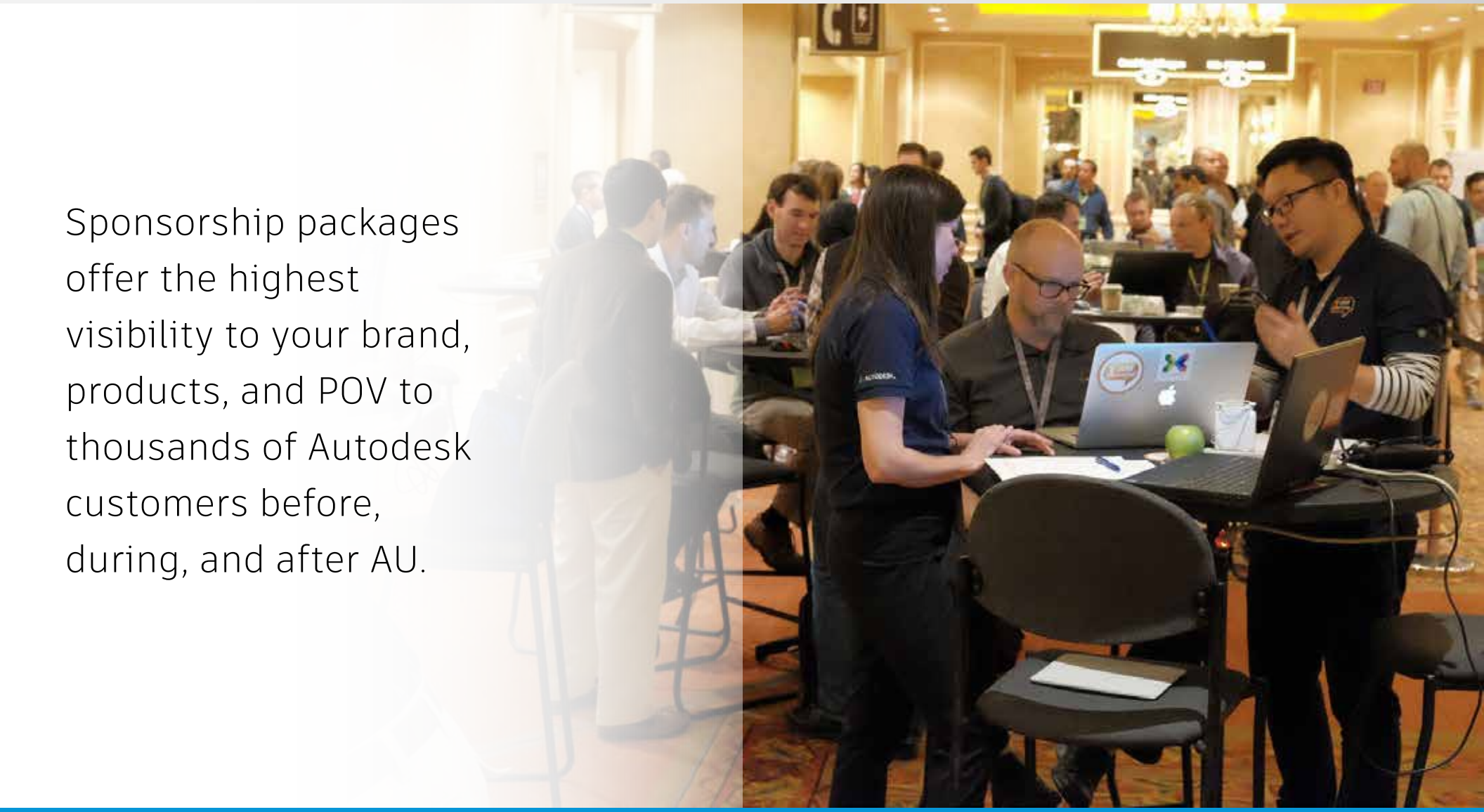
WHO SPONSORS AND EXHIBITS

Intel Corporation
InterSpec, Inc.
Intertek Hi-Cad
INTRATECH Corporation
InventorCAM
Invicara
INVIEWlabs, Ltd
irisVR
itr GmbH
Jitterbit
Jobsite Tech Group
Kalloc Studios Asia Limited
KA-RA
KCL / Kochman Consultants Ltd.
KeyMouse
Keynetix Limited
KKM Soft (P) Ltd.
Knowledge Based Systems Inc
KnowledgeTrax
Kohera3D Laser Scanning Solutions
KOMMERZ
K-TEK Solutions
Kubit USA
Kubity
Lagoa
LandAir Surveying Company
Lanmar Services
Latista, A Textura Collaboration Solution
Leica Geosystems, Inc.
Lenovo
Leonar3Do International
LFM Software
Lighting Analysts Inc
Lincoln Electric
LinkTek
Lumion
Luxion Inc
Lynda
Maintenance Connection, Inc.
MarkForged
Marlin Equipment Finance
MasterGraphics
MCADCafe.com
MechWorks
MicroCAD Training & Consulting
Microdesk
Microsoft
Miemode, LLC
Milsoft Utility Solutions
Motion Media, LLC
Mozy
MSI Computer Corp.
nearmap
NEi Software
NetOnApp
NetSuite Inc.
Newforma
Next Limit Technologies
Normal
Novedge LLC
NRI
NVIDIA
Oasys Limited
Octopart
Oldcastle BuildingEnvelope
Orange Technologies Inc.
ourPlan
Pacific Alliance Technologies
PacifiCAD
Panasonic
Panoramic Power
Panzura
Paracosm
PCCA
PDC
Peer Software, Inc.
Pictometry International
Pinnacle Infotech, Inc.
PIPELINEFX
Planar Systems
Pluralsight
PLW Modelworks
PocketBook
PointKnown
popIcon Software
Power Design Inc.
Powers Fasteners
Print O Stat
Prodim
Production Modeling Corporation (PMC)
Professional Systems Associates, Inc.
Profox Companies
Promine inc.
Proto Labs
ProtoTech Solutions and Services Pvt. Ltd
Quux Software CA LLC
Rand Secure Archive
Rapid
real5D
Renderstorm
Repro Products, Inc.
Reprographics Services Association
Revista
Revit Express Tools
Revizto
Revolution Design, Inc.
Riegl USA
Risersoft
Robert Steltman Inc.
RTV Tools Limited
Safe Software Inc.
Sanveo Systems
Savoy Computing Services Ltd.
SBS
Scenario Virtual Project Delivery
Sefaira Inc.
S-FRAME Software Inc.
Sigma Estimates
SigmaTEK Systems, LLC
Simplygon
Skycatch
SMART Technologies
Smart-Use Software Inc.
Smith Micro Software, Inc.
Software Cradle Co., Ltd.
Solibri LLC
SolidCAM Inc.
SolidProfessor
Southwire Company, LLC.
SpaceControl GmbH
SPAR Point Group
Spatial Business Systems, Inc.
Spectrolab Inc
SrinSoft, Inc
Steel&Graphics
steltman software
Stratasys
Striker Systems
StrucSoft Solutions Ltd.
Summit Learning and Technology
SUNGRACE
Sweets
Synchro Software LTD
Synectics Consulting Corporation
Synergis Engineering Design Solutions
Synergis Software
Tata Technologies
Tech Soft 3D, Inc.
Technical Sales International, Inc.
Technicon / Cruz Bay
TenLinks
Tetra 4D
Textura Corporation
The Blue Book Building & Construction Network
The Kelly Companies
The Mendicant Architect / Lumion
Thinkbox Software Inc
TMA Systems
Topcon Positioning Systems, Inc.
Transoft Solutions
Trelligence, Inc.
Trigeo Technologies
Truescan3D
TRUTH DESIGN
Unibim Services Pvt. Ltd
UNIFI
Unity Technologies
Universal Robots USA Inc
VanGogh Imaging
Vero Software
Vianova
Victaulic
VidCAD LLC
VIMtrek
Virtual Training Company, Inc.
Vizerra
VMWare
Websoft Developers
WhiteClouds
Wiley
WorldViz LLC
x object Inc.
xPLM Solution GmbH
X-Rite, Inc
XS CAD LIMITED
xyHt Magazine
Z+F USA, Inc.
Zebra Imaging

SPONSOR BENEFITS

Turnkey packages start at $25K

Sponsorship packages offer the highest visibility to your brand, products, and POV to thousands of Autodesk customers before, during, and after AU.



SPONSOR BENEFITS

Additional promotional opportunities available to sponsors

Complete opportunities vary by level and can be further customized.

Demonstrate Thought Leadership

- Feature your executives in the popular Technology Trends event
- Host an interactive technology lounge
- Host an industry/SIG networking luncheon
- Teach AU classes on the subject of your choice
- Present on the AU theater stage in the exhibit hall

Get special visibility during the AU Keynote address

Have your company/product video shown to all at the AU Keynote in Las Vegas.

Choose Customer Engagement Programs

- Attend the AU Leadership Forum
- Network in the private Autodesk enterprise customer lounge
- Host a VIP customer room at AU closing party
- Conduct a customer focus group

Enjoy Private Meeting Space

Sponsors can take advantage of a designated "War Room" on site at AU, perfect for private, executive-level meetings with partners, customers and press.

Ensure Widespread Social Media Coverage

- Announce your special offers and promotions via the AU Twitter handle – 54K+ followers
- Be featured in social gamification activities during AU
- Ensure the AU social leads help promote your contests and special promotions

Be part of exclusive Pre-Event and Post-Event Marketing activities

- Send a unique direct email to AU attendees
- Display your logo in multiple AU promotional emails to Autodesk customers
- Feature your company description and logo on the AU sponsor page
- Include your logo in the post-show thank you email to all Las Vegas and Virtual attendees

Get Exclusive Promotional Visibility within the AU app

- Drive traffic to your onsite activities in real time with promoted posts inside the app

Benefit from numerous On-Site Promotions

- Enjoy brand visibility with sponsorship banners in registration or meal areas and your logo on a sponsor thank you slide shown during the Main Stage sessions

Choose from Premium Booth Locations

Sponsors choose from prominent spaces in the center of and near the entrance to the hall.

Save Time and Money

Linear booth spaces are provided to sponsors fully equipped (booths, furniture, carpet, internet and more): you'll spend less time on logistics and more on meeting and connecting with new customers and prospects.

Get Personal Assistance from a Dedicated Sponsor Concierge

Our white-glove service for sponsors includes priority booth selection and onsite facilitation for set-up and tear-down.

Get Complimentary Conference Passes

- Sponsors receive 3-day (full) conference passes for staff and executives

Access the AU Marketing Toolkit

We make it easy for you to promote your company's presence at AU! Our marketing toolkit provides easy access to AU logos, web banners and other ready-made marketing assets. You'll also get tips and tricks for getting the most out of your sponsorship.

COMPARISON OF SPONSOR PACKAGES

		Diamond	Platinum	Gold	Silver	Reseller
		$200,000	$125,000	$50,000	$25,000	$6,500
		By invitation only	4 available	4 available	15 Available	10 Available
AU Keynote Video	Video shown at opening keynote, (live and streaming) 60 seconds max	Included	Included			
	Video shown at closing keynote, (live and streaming) 60 seconds max	Included				
Thought Leadership	Executive to participate in popular Technology Trends session	Included	Included			
	Opportunity to teach classes - classes to also be recorded and posted to AU Online	2 classes	2 classes	1 class	Optional	
	Present on the AU Theater stage in the exhibit hall	Included	Included	Included	Included	
Customer Engagement	Invitation to the private Autodesk enterprise customer lounge	Included				
	Invitation to the private AU Leadership Forum	2 passes included				
	Host a VIP Customer Room at AU closing party	Included				
	Option A: Host industry/SIG networking luncheon Option B: Host an interactive technology lab Option C: Conduct a customer focus group		2 options included			
	Special badge designation for VIP customers	Included	Included	Included	Included	Included
Private Meeting Space	Exclusive use of a private meeting room for team and customer meetings	Full week, refreshments included	Full week, refreshments included	Full week	4 hour timeslot	4 hour timeslot
Demand / Lead Generation Package	Unique direct email to AU attendees	Included	Included			
	Promoted posts in AU app timeline	Included	Included	Included		
	Prescribed Tweets from AU social media team	Included	Included	Included	Included	
	Special offers made available in mobile app	Included	Included	Included	Included	
	AU Social Media Wall - Logo and curated content included	Included	Included			
	Full company description, contact information, logo, and URL included on AU website	Included	Included	Included	Included	Included
	Logo included in promotional email blasts to the Autodesk customer list (marketing deadline dates for inclusion apply)	Included	Included	Included	Included	Included
	Virtual Bag Insert: Your e-asset made available to attendees within the AU mobile app	Included	Included	Included		

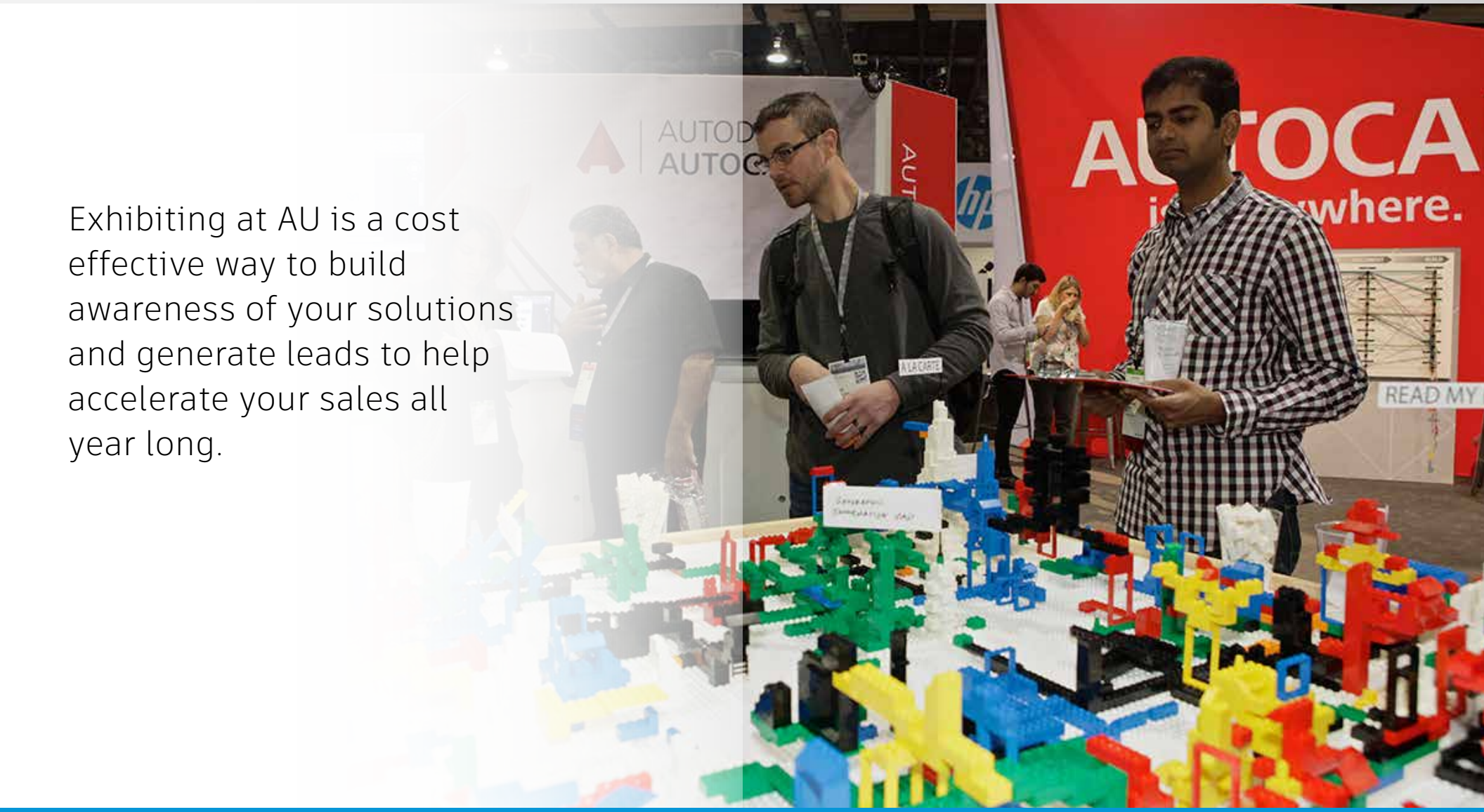
COMPARISON OF SPONSOR PACKAGES

		Diamond	Platinum	Gold	Silver	Reseller
		$200,000	$125,000	$50,000	$25,000	$6,500
		By invitation only	4 available	4 available	15 Available	10 Available
Technology Integration	Your products featured in Autodesk classrooms, labs, and exhibits	Included	Included			
Public Relations	1-hour roundtable session with presentation and Q & A	Included				
	Customer panel for press	Included				
	Sponsor named in Autodesk AU press release	Included				
	Sponsor can post materials to the AU online press room	Included	Included			
	Sponsor can network with reporters at AU Press Welcome Reception	2 invitations	2 invitations			
	Autodesk will invite media to attend the Technology Trends session. (Attendance is optional)	Included	Included			
	Sponsor provided with advance access to media list	Included	Included	Included	Included	Included
Onsite Marketing	Promotional sponsorship banners hung in high traffic areas (registration or meal areas)	Included	Included			
	Logo included in “Thanks to our Sponsors” slide during AU Keynote	Included	Included			
	Prominent logo inclusion on “Thank You to our Sponsors” signs, placed on each level of the conference center in high traffic areas	Included	Included	Included	Included	Included
Premium Exhibit Space	Choose from prime booth spaces at entrance, main aisleways and across from F&B and Autodesk exhibits	20x40 space included	20x40 space included	20x20 space included	10x20 space and all booth properties included	Optional
Conference Passes	AU full conference passes	25 included	17 included	11 included	5 included	Optional
	Additional booth staff passes	Included	Optional	Optional	Optional	
More Sponsor Benefits	Access to AU Marketing Toolkit, with logos, web banners, and easy-to-implement tips for maximizing AU sponsor participation	Included	Included	Included	Included	Included
	A personal sponsor concierge to help ensure facilitate move-in and move-out	Included	Included	Included	Included	Included

EXHIBITOR OPPORTUNITIES

Turnkey packages start at $2,575

Exhibiting at AU is a cost effective way to build awareness of your solutions and generate leads to help accelerate your sales all year long.



EXHIBITOR BENEFITS

Linear booth packages are turnkey so you spend less time on logistics and more on meeting and connecting with new customers and prospects.

Turnkey booths include:

Carpeting Neutral colored carpet will be installed in your space.

Workstation Counters Large enough for a monitor and a laptop (or keyboard). Perfect for product demonstrations.

Meeting Tables Well suited for meeting with prospects and customers right in your booth. (included with 10x20 booth only)

Bar Stools Tall stools allow your feet a rest, while maintaining great eye contact with prospects.

Electrical (500W) Power enough for most booths, including those with multiple computers.

Internet Connection WiFi access throughout the hall

Daily Cleaning Trash cans need emptying and carpet needs vacuumed; we do it for you.

Company ID Sign Basic white background with black letters. A simple means of identifying your space throughout the event.

Complimentary Full Conference Passes

Passes include access to all classes, labs, meals, and parties during AU. Hotel is not included.

Booth Staff Passes

Passes include access to Keynotes and all meals, and parties during AU. Hotel is not included.

Pre-Event Marketing

Highlight your company and any special offers with a 500-character description on the AU exhibitor web page.

Marketing Toolkit

Promote your company's presence at AU! Our marketing toolkit provides easy access to AU logos, web banners and other ready-made marketing assets. You'll also get tips and tricks for getting the most out of your exhibit investment.

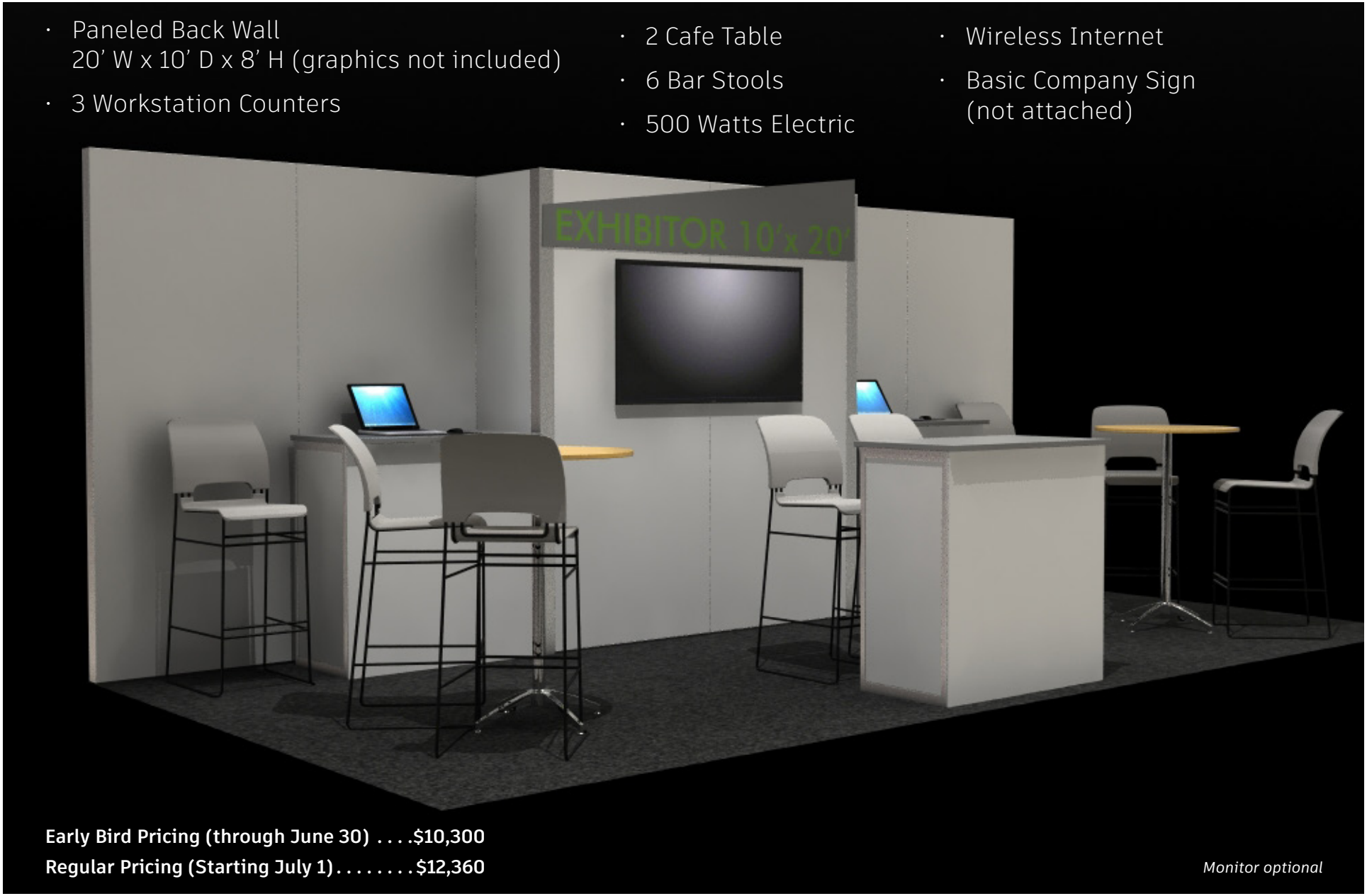
20% Early Bird Discount Offered on All Exhibitor Packages Now through June 30

COMPARISON OF EXHIBITOR PACKAGES

	20x20	10x30	10x20	10x10	Exhibit Station
Early Bird Pricing (through June 30)	**$19,570**	**$15,450**	**$10,300**	**$5,150**	**$2,575**
Regular Pricing (Starting July 1)	$23,484	$18,540	$12,360	$6,180	$3,090
Pre-Event Marketing	Company name and 500 character description on AU Website				
Conference Passes (a $2,175 value each)	11 passes	7 passes	5 passes	2 passes	1 pass
Additional Booth Staff Passes @ $800 each	Optional				
Turnkey Booth Properties		Included	Included	Included	Included
Carpeting	Included	Included	Included	Included	Included
Workstation Counters		5 included	3 included	2 included	1 included
Meeting Tables		2 included	2 included		
Bar Stools		8 included	6 bar stools	2 included	1 included
Company ID Sign	Included	Included	Included	Included	Included
Electrical	Included	Included	Included	Included	Included
Wireless Internet	Included	Included	Included	Included	Included
Daily Cleaning	Included	Included	Included	Included	Included
Marketing Toolkit	Included	Included	Included	Included	Included
Lead Retrieval Device	Optional				

10’ X 20’ BOOTH

- Paneled Back Wall
  20’ W x 10’ D x 8’ H (graphics not included)
- 3 Workstation Counters
- 2 Cafe Table
- 6 Bar Stools
- 500 Watts Electric
- Wireless Internet
- Basic Company Sign
  (not attached)



Early Bird Pricing (through June 30) $10,300
Regular Pricing (Starting July 1). $12,360

Monitor optional

10’ X 10’ BOOTH

- Paneled Back Wall
  10’ W x 10’ D x 8’ H (graphics not included)
- 2 Workstation Counters
- 3 Bar Stools
- 500 Watts Electric
- Wireless Internet
- Basic Company Sign
  (not attached)

Early Bird Pricing (through June 30) $5,150
Regular Pricing (Starting July 1) $6,180

Monitor optional

EXHIBIT STATION

- Paneled Back Wall
  7’ W x 5’ D x 8’ H (graphics not included)
- 1 Workstation Counters
- 1 Bar Stool
- 500 Watts Electric
- Wireless Internet
- Basic Company Sign
  (not attached)

Early Bird Pricing (through June 30) $2,575
Regular Pricing (Starting July 1) $3,090

FLOOR PLAN

- Autodesk Booths
- Sponsor Booths
- 10 x 20 Exhibitor Booths
- 10 x 10 & 20 x 20 Exhibitor Booths
- Exhibit Station Booths
- Food & Beverage Areas

Floor plan subject to change by Autodesk

HOW TO PARTICIPATE

Submit your application to sponsor or exhibit at au.autodesk.com starting May 25, 2016

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Sponsor and Exhibitor Sales Manager

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+415-444-7567

Sponsor Concierge

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+1-415-675-8438

Event Manager