



AU LAS VEGAS 2017

# The Future of Making Things

November 14-16, 2017



Reach  
thousands  
of Autodesk  
customers in a  
single location

Architecture • Construction • Engineering • Infrastructure  
Manufacturing • Product Design • Media and Entertainment

Sponsor and Exhibitor Prospectus

**JOIN US AT AU .....3**

- Who Attends
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- Exhibit Hall Floor Plan
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**SPONSOR OPPORTUNITIES ..... 12**

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- Sales / Contact Information



# Join us at AU to:

## Build awareness

Showcase your products and services in the exhibit hall

## Generate leads

Connect face-to-face with thousands of key purchasers, influencers, and recommenders

## Meet Autodesk and industry leaders

Discuss industry issues and solutions with key Autodesk leadership and customers



Autodesk University attracts about **10,000** attendees each year, from a wide range of professions and industries including **design, engineering, construction, manufacturing, and digital arts.**

Many of Autodesk's largest customers attend AU.



# WHO ATTENDS

**10,000+**

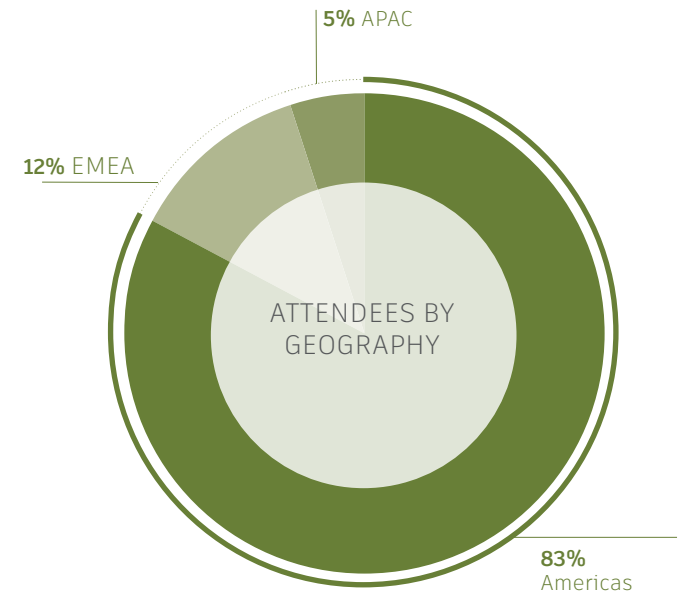
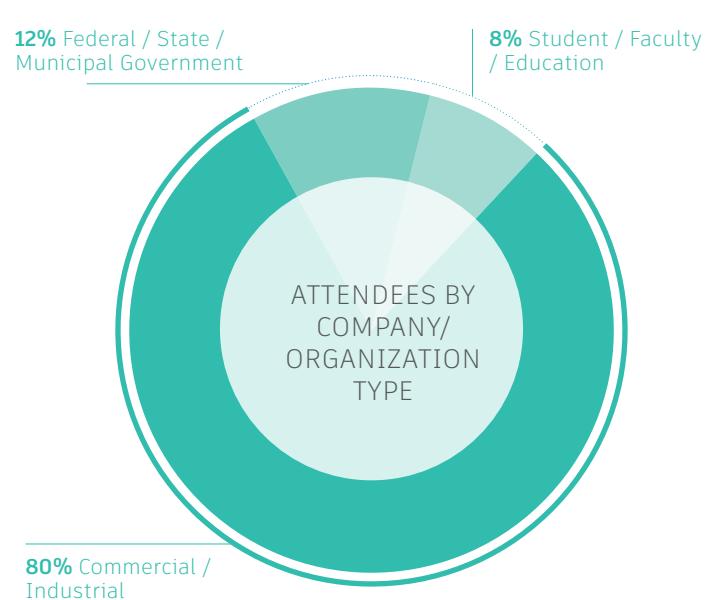
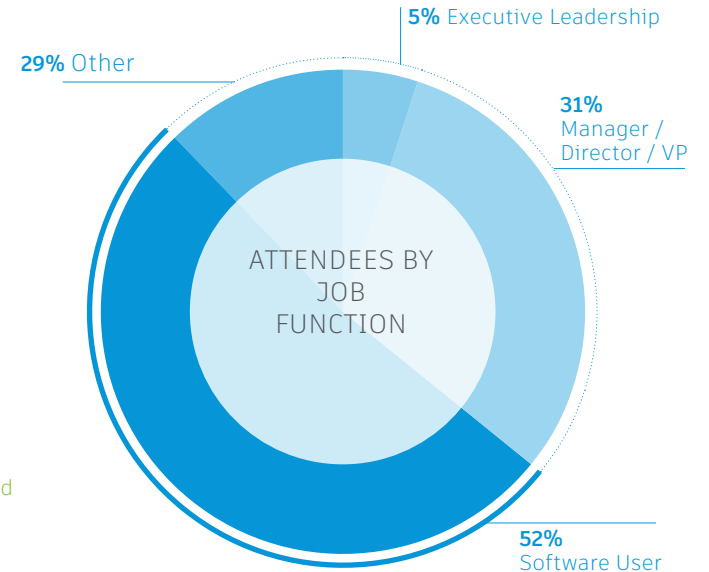
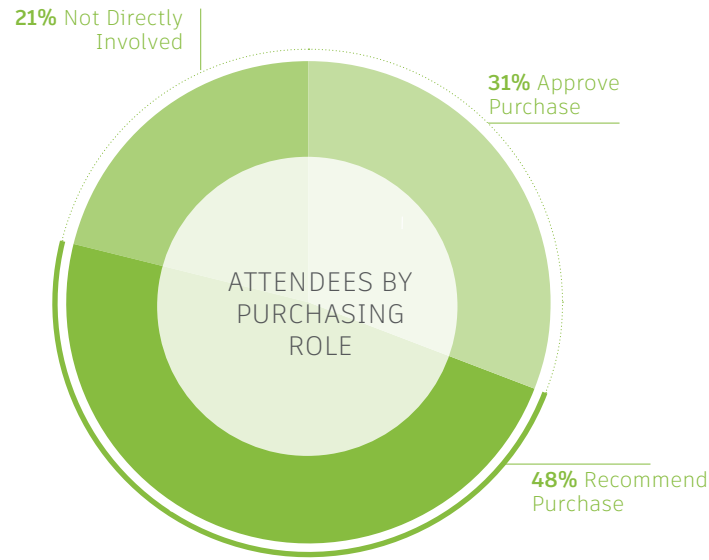
attendees from thousands of companies and organizations

**79%**

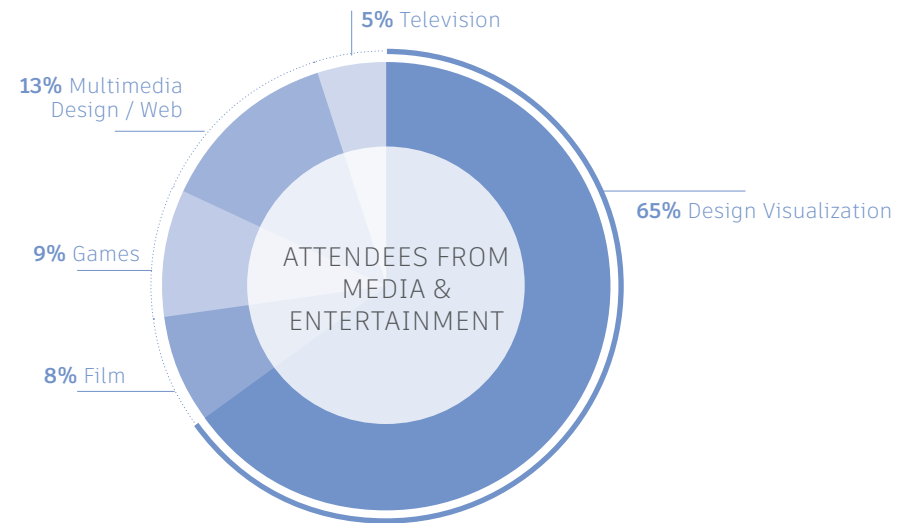
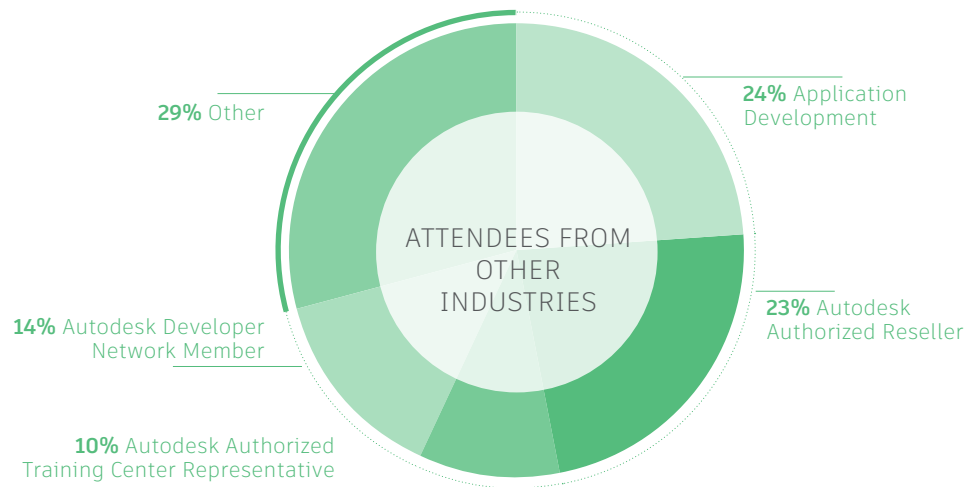
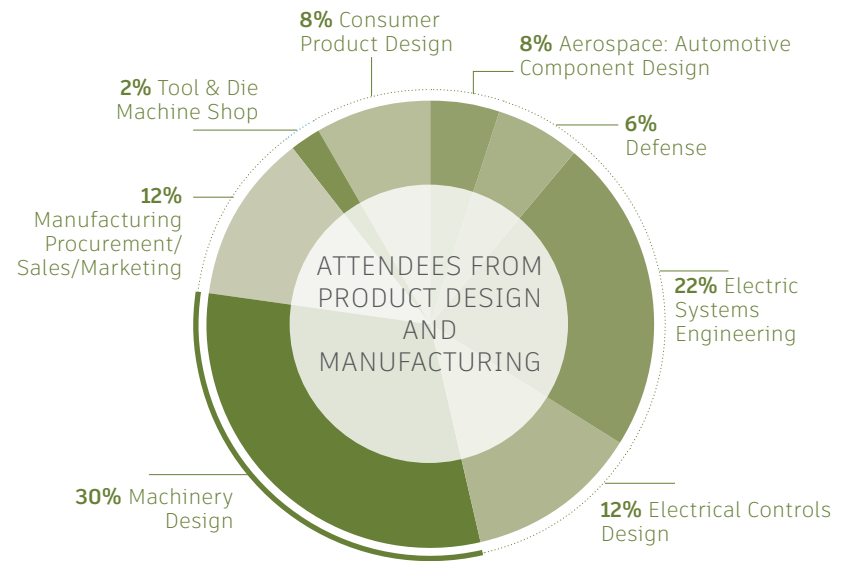
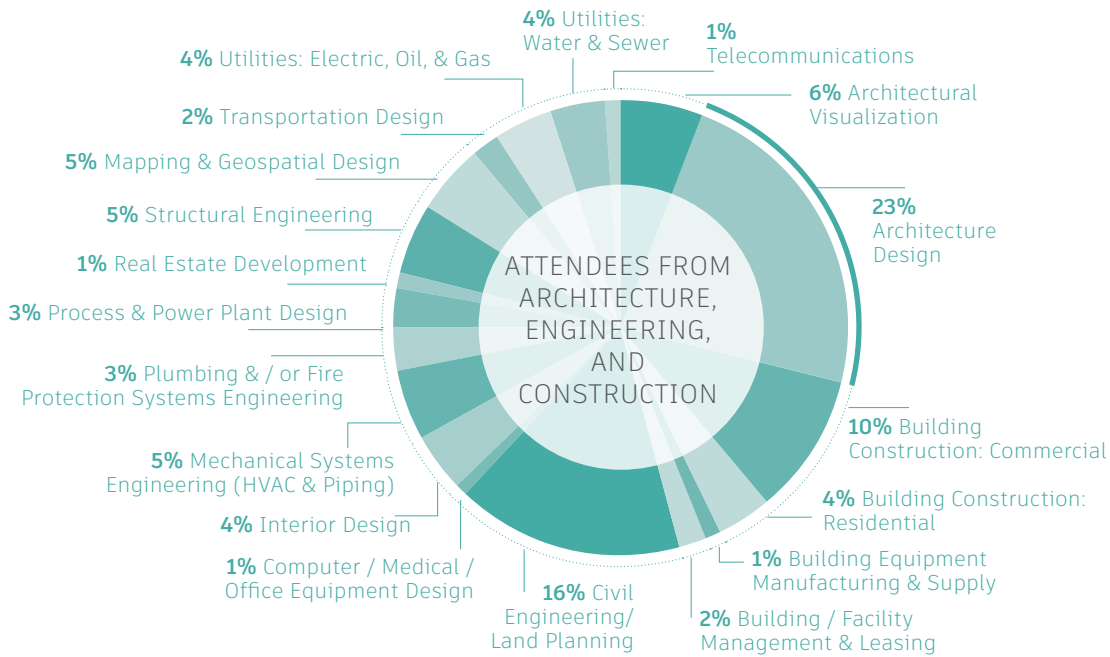
attendees are actively involved in purchases

**85+**

media representatives and analysts



# WHO ATTENDS



## Diamond

Dell  
HP, Inc  
Lenovo

## Platinum

Amazon  
Intel  
Microsoft

## Gold

Advanced Solutions, Inc  
Google Cloud  
UniBIM

## Silver

AMD  
Canon U.S.A., Inc.  
dRofus  
Hilti  
Revizto  
TSI  
Topcon Positioning Systems, Inc.  
LinkedIn  
Newforma  
CenturyLink  
3Dconnexion  
BIMsmith

## Resellers

CTC Express Tools  
Ideate  
CAD1  
CADD Microsystems  
Eagle Point Software  
MasterGraphics  
Synergis Engineering Design Solutions

## Exhibitors

4D Technologies, LLC  
A.R.T. GmbH  
ABC Imaging  
Abvent SA  
Advance2000  
AEC Magazine  
AEC Solutions Inc.  
AGA CAD  
Allegion  
Allegorithmic  
Alpine, an ITW Company  
Andekan  
APLUS SA  
Applied Software  
Approach Technology  
ARC Document Solutions  
ARCAT  
ARCAT, Inc.  
Archetris  
ARCHIBUS, Inc.

ArchVision  
ASCENT- Center for Technical Knowledge  
ASSA ABLOY Door Security Solutions  
Assemble Systems  
Autodesk® Partner Solutions and IoT Platform Design Guide  
AutomateCAD  
AVAIL  
Axiom  
Balboa Capital  
Beck Technology  
BIM Track  
BIMShift  
bimstore  
BlackBox-Orange  
Blinc360 Solutions  
Blink Forward  
Bluebeam Software  
Bluescape  
BOXX Technologies, Inc.  
Bradley Corporation  
BriteHub  
Brockwell IT Consulting  
Building Data LLC  
CAD STUDIO ABCOM GMBH  
Cad Tech Software Pty Ltd  
CAD Technology Center  
Cadac Group  
Cadalyst  
CADD Microsystems  
CADLearning  
CADsoft Consulting, Inc.  
CadTempo by Engineered Design Solutions  
CADtoWIN  
CALPIA - Joint Venture Program  
Carlson Software  
Cetrus  
Chaos Group  
CIDEON America, Inc.  
CINX  
Citrix ShareFile  
CL3VER  
ClarkDietrich Building Systems  
ClearEdge3D, Inc.  
CloudCities  
CMPRO  
CodeBook  
Codemill Oy  
COINS:FULCRO  
Collaboration Systems Group  
ConEst Software Sytems  
Content Studio Ltd  
Contex Americas  
Core77  
Creaform  
Cruz Bay Custom, Inc.  
CSA, Inc.  
CTC Express Tools

D3 Technologies  
DAQRI  
Delcam  
Design Data  
DesignBuilder Software  
DEVELOP3D  
DEWALT  
Dietrichs AG  
DLT Solutions  
DotProduct  
DrawingSearcher by Docupoint  
Dynamic Software Solutions, Inc.  
Eagle Point Software  
ECAD INC  
edddison technologies  
Egan BIM Resources  
Elmo Solutions Inc.  
EMA Design Automation  
EMWorks  
Enceptia  
ENGINEERING.com  
ENGworks Inc  
Enscape  
EnvisionTEC  
Epson America, Inc.  
eQuorum Corporation  
EverBank  
FARO Technologies  
FATHOM  
FileGenius  
FINALCAD  
Firepower  
Flatter Files  
Flux Factory  
FM:Systems.  
Formlabs, Inc.  
Frame  
Fuzor  
Geomap  
GeoShack  
Gilmore Global  
Global eTraining  
Global Finance Group  
Globalscape  
Goodheart-Willcox Publisher  
GPL Technologies  
GRAITEC Inc.  
Graybar Electric  
Greenlee Textron  
GTP Services LLC  
Hagerman & Company  
Howick Limited  
hsbcad BVBA  
HSS BIM Solutions pvt ltd  
HVAC Solution  
i GET IT Online Training  
ICM  
iConstruct  
Ideate Software  
IES Ltd  
IGC

\* 2014-2016 sponsors and exhibitors

IMAGINiT Technologies	Solutions	Normal	ProtoTech Solutions and Services Pvt. Ltd	Spectrolab Inc	Truescan3D
ImmersaCAD, Inc.	kubit USA	Novedge LLC	Puget Systems	SrinSoft, Inc	TRUTH DESIGN
Indoor Reality	Kubity	Oasys Software	Quote Software Inc	steltman software	UL Environment
Informed Infrastructure	LandAir Surveying	Obelisk Consulting	Quux Software	Striker Systems	Ultimaker
initial.aec	Landmar Services	Oceaneering International Inc	Rapid	StrucSoft Solutions Ltd.	UNIFI LABS, INC
Innovative Devices	Latista, A Textura	Oldcastle BuildingEnvelope	Renderstorm	Summit Learning and Technology	United Association
InstaVR	Collaboration Solution	Orange Blade Consultants	Repro Products, Inc.	Sweets	Universal Robots USA Inc
Intentio Innovations	Leica Geosystems Inc.	PacificAD	Rhumbix	Synchro Software LTD	Uponor
InterSpec, Inc.	LFM Software	Panoramic Power	RIEGL USA	Synectics Consulting Corporation	VanGogh Imaging
Intertek	Lighting Analysts Inc	Panzura	RTV Tools Limited	Synergis Engineering Design Solutions	VIATechnik
INTRATECH Corporation	Lincoln Electric	Paracosm	Sanveo Systems	Synergis Software	Victaulic
Invicara	LinkTek	PDC	Sefaira Inc.	Tata Technologies	VidCAD LLC
IrisVR	Lumion	Peer Software, Inc.	S-FRAME Software Inc.	Tech Soft 3D	VIMtrek
itr GmbH	Luxion/KeyShot	Pinnacle Infotech Inc.	Sigma Estimates	Tectura	VisionREZ by Alpine
Jitterbit	MarkForged	PIPELINEFX	SKUR	Tetra 4D	Wakingapp
Jobsite Tech Group	Marlin Equipment Finance	Planar Systems	Skycatch	Textura Corporation	WhiteClouds
Kalloc Studios Asia Limited	MasterGraphics	Pluralsight	Smart-Use Software Inc.	The Blue Book	Wiley
KA-RA	Matterport	PLW Modelworks	Smartvid.io	The Kelly Companies	WorldViz LLC
KCL	MCADCafe.Com	PocketBook	Smith Micro Software	Thinkbox Software Inc.	X-Rite, Inc
KeyMouse	MicroCAD Training and Consulting	Power Design Inc.	Software Cradle Co., Ltd.	TigerStop, LLC	XS CAD LIMITED
Keynetix Ltd	Microdesk	Powers Fasteners	Softweb Solutions	TMA Systems	xyHt Magazine
Kinship	Miemode, LLC	Print O Stat	Solibri LLC	Transoft Solutions	YouBIM - Strategic Maintenance Solutions, Inc.
Knowledge Based Systems Inc	Modern Construction Services	Production Modeling Corporation (PMC)	SolidCAM Inc.	Trelligence	Z+F USA, Inc.
Knowledge Trax	MSI Computer Corp.	Professional Systems Associates, Inc.	SolidProfessor	Trigeo Technologies	Zengalt
KnowledgeSmart	Nearmap US	Proto Labs	Southwire Company, LLC.	Tri-Global Technologies, LLC	
Kohera3D Laser Scanning	NetOnApp		Specifi LLC		



## Sunday, November 12

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

## Monday, November 13

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

## Tuesday, November 14

**8:00 a.m. - 10:00 a.m. Exhibit Hall Setup**  
 6:30 a.m. - 8:00 p.m. Registration/Information Desk Open  
 10:30 a.m. - 11:45 a.m. Keynote Address  
**11:45 a.m. - 1:00 p.m. Networking Lunch @ Exhibit Hall**  
**11:45 a.m. - 9:00 p.m. Exhibit Hall Open**  
**6:00 p.m. - 9:00 p.m. Exhibit Hall Open: Community Reception**

## Wednesday, November 15

6:30 a.m. - 8:00 p.m. Registration/Information Desk Open  
 10:30 a.m. - 11:45 a.m. Keynote Address  
**11:45 a.m. - 1:00 p.m. Networking Lunch @ Exhibit Hall**  
**11:45 a.m. - 6:00 p.m. Exhibit Hall Open**  
 7:00 p.m. - 10:00 p.m. Appreciation Celebration

## Thursday, November 16

7:00 a.m. - 4:30 p.m. Registration/Information Desk Open  
 10:30 a.m. - 11:45 a.m. Keynote Address  
**11:45 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  
 5:00 p.m. - 7:00 p.m. Farewell Happy Hour  
 7:00 p.m. Conference Concludes

*Agenda subject to change*

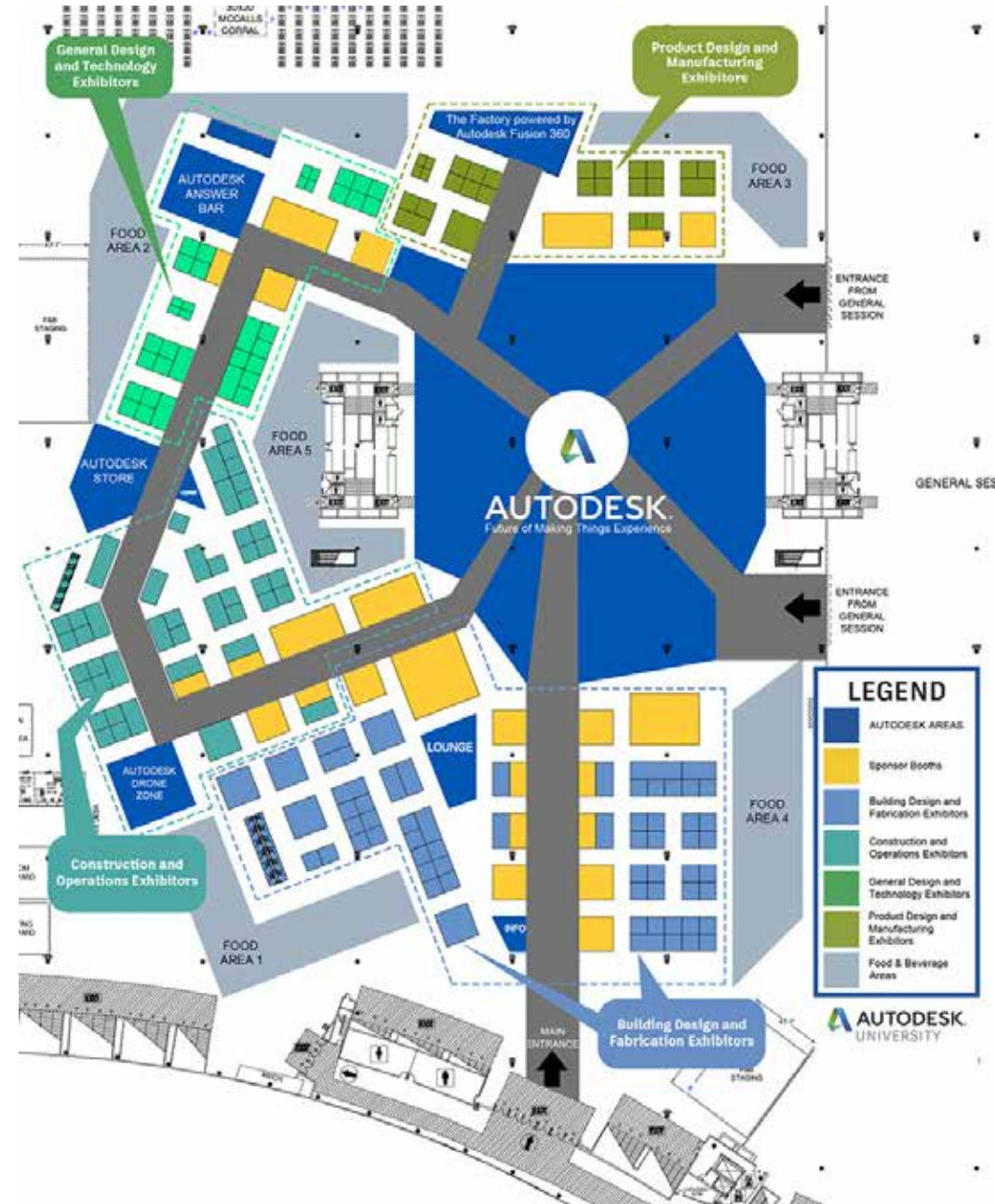


The hall is organized around the major industries in which our customers work: **AEC, construction, general design and product design & manufacturing.**

So attendees can better find you, **choose space in the industry area where your target customers primarily work.**

## LEGEND

<p><span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; margin-right: 5px;"></span> <b>AU Sponsor Booths</b> The most prominent spaces throughout the exhibit hall are reserved for our Diamond, Platinum, Gold and Silver sponsors</p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: blue; margin-right: 5px;"></span> <b>Building Design and Fabrication</b> Architecture, Structural and MEP Engineering, Fabrication, Infrastructure Design, Transportation and Civil Engineering, Process and Piping</p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: green; margin-right: 5px;"></span> <b>General Design and Technology</b> Education and training resources, 2D drafting and 2D drawing, 3D design, 2D to 3D, Collaboration</p>	<p><span style="display: inline-block; width: 15px; height: 15px; background-color: teal; margin-right: 5px;"></span> <b>Construction and Operations</b> Construction, Estimating, Fabrication, Scheduling, VDC, Reality Capture, Handover, Operations, Maintenance Management</p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: olive; margin-right: 5px;"></span> <b>Product Design &amp; Manufacturing</b> Automotive and product design and manufacturing, building products, equipment &amp; fabrication, CAM</p>
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## Sponsor

Enjoy premium booth locations along with unique opportunities to connect strategically with customers and prospects

There is also a unique sponsor program for Autodesk Resellers

## Exhibit

Find turnkey booth packages that make it simple and affordable to create awareness and generate leads

## Add-on Opportunities

Make the most of your time at AU by sponsoring one of our industry focused, pre-conference events



In addition to premium booth locations and prominent branding, sponsors have opportunities to connect strategically with AU attendees beyond the exhibit hall

The sponsor program is designed to help you connect with the largest number of customers and prospects, and get the most value out of your investment in AU.

In addition to receiving premium booth locations and prominent branding, sponsors have unique opportunities to connect strategically with attendees beyond the exhibit hall.

Sponsors gain the ability to teach a class, host a private gathering, access private meeting space, and much more.

**Turnkey packages start at \$30,000**



## DIAMOND SPONSOR

\$200K

### Inspiration and Demonstration

- Video shown at opening and closing keynote
- 20x40 booth space in prominent location
- You are included as a stop in the AU guided tour

### Thought Leadership

- Executive presentation during “Technology Trends” session
- AU Talks presentations

### Public Relations

- Executive mini-presentation during AU media session
- Autodesk PR support to organize a press facing activity
- Invitation to AU press welcome reception
- Sponsor named in Autodesk AU press release

### Customer Engagement

- Invitation to private lounge for Autodesk enterprise customers
- Executive invitation to private AU Leadership Forum program
- Host a private VIP customer room during AU party

### Marketing

- Direct email sent to attendees
- Promoted posts in AU mobile app
- Prescribed tweets on behalf of AU social media team
- Website and mobile app: logo and company description
- Virtual bag insert
- Large banner hung in high traffic area
- Logo on conference signs

### More Benefits

- Private meeting space w/ refreshments for full week
- 25 full conference passes for staff



## PLATINUM SPONSOR

\$125K

### Inspiration and Demonstration

- Video shown at opening keynote
- 20x40 booth space in prominent location

### Thought Leadership

- Executive presentation during “Technology Trends” session
- AU Talks presentations

### Public Relations

- Invitation to AU press welcome reception
- Advance access to media list

### Customer Engagement

- Host a luncheon for select attendees (lunch is provided)
- Host an activity-based exhibit outside the exhibit hall

### Marketing

- Direct email sent to attendees
- Promoted posts in AU mobile app
- Prescribed tweets on behalf of AU social media team
- Website and mobile app: logo and company description
- Virtual bag insert
- Large banner hung in high traffic area
- Logo on conference signs

### More Benefits

- Private meeting space w/ refreshments for full week
- 17 full conference passes for staff



## GOLD SPONSOR

\$50K

### Inspiration and Demonstration

- 20x20 booth space in prominent location

### Thought Leadership

- 1 classroom lecture presentation or industry themed networking event

### Public Relations

- Invitation to AU press welcome reception
- Post materials to online press room
- Advance access to media list

### Customer Engagement

- Special badge ribbon for your VIP customers

### Marketing

- Promoted posts in AU mobile app
- Prescribed tweets on behalf of AU social media team
- Website and mobile app: logo and company description
- Virtual bag insert
- Logo on conference signs

### More Benefits

- Private meeting space for full week
- 11 full conference passes for staff



## SILVER SPONSOR

\$30K

### Inspiration and Demonstration

- 10x20 booth space with turnkey properties in prominent location

### Thought Leadership

- 1 classroom lecture presentation or industry themed networking event

### Public Relations

- Post materials to online press room
- Advance access to media list

### Customer Engagement

- Special badge ribbon for your VIP customers

### Marketing

- Prescribed tweets on behalf of AU social media team
- Website and mobile app: logo and company description
- Virtual bag insert
- Logo on conference signs

### More Benefits

- Private meeting space for 4 hour timeslot
- 5 full conference passes for staff

Silver sponsorship includes this 10' x 20' turnkey booth package





## RESELLER SPONSOR

\$0 - \$6,500

Available for both exhibiting and non-exhibiting Autodesk Resellers who intend to invite customers to AU. In addition to the benefits below, a \$150 rebate is provided for all registered customers (up to 30 total), thereby reducing the sponsorship fee to only \$2,000.

### Customer Engagement

- Host a customer reception and Autodesk will pay \$2,250 of your F&B
- Special badge ribbon for your VIP customers

### Marketing

- Prescribed tweets on behalf of AU social media team
- Website and mobile app: logo and company description
- Logo on conference signs

### Public Relations

- Advance access to media list

### More Benefits

- Private meeting space for 4 hour timeslot



With the included\* booth properties, exhibiting is a simple and cost effective way to create awareness and generate leads and to help accelerate your sales

**Turnkey booth packages start at \$2,652**

Get a 20% early bird discount on all exhibitor packages now through June 30.

*\*booth properties included in all linear booth configurations*

	ISLAND	LINEAR (includes turnkey booth properties)			
	20' x 20'*	10' x 30'	10' x 20'	10' x 10'	EXHIBIT STATION
<b>Early Bird Pricing (through June 30)</b>	<b>\$20,157</b>	<b>\$15,914</b>	<b>\$10,609</b>	<b>\$5,305</b>	<b>\$2,652</b>
<b>Regular Pricing (starting July 1)</b>	\$24,189	\$19,096	\$12,731	\$6,365	\$3,183
<b>Pre-Event Marketing</b>	Company name and 500-character description on AU website and in AU mobile app				
<b>Conference Passes (\$2,175 value each)</b>	11 passes	8 passes	5 passes	2 passes	1 pass
<b>Additional Booth Staff Passes</b>	Available @ \$800 each				
<b>Turnkey Booth Properties</b>		Included	Included	Included	Included
<b>Carpeting</b>	Included	Included	Included	Included	Included
<b>Workstation Counters</b>		5 included	3 included	2 included	1 included
<b>Meeting Tables</b>		2 included	2 included		
<b>Bar Stools</b>		8 included	6 bar stools	2 included	1 included
<b>Company ID Sign</b>	Included	Included	Included	Included	Included
<b>Electrical (500 watts)</b>	Included	Included	Included	Included	Included
<b>Limited Wireless Internet</b>	Included	Included	Included	Included	Included
<b>Daily Cleaning</b>	Included	Included	Included	Included	Included
<b>Marketing Toolkit</b>	Included	Included	Included	Included	Included
<b>Lead Retrieval Device</b>		Available @ \$395 (Early price) \$595 (Onsite price)			

\*Additional custom island booth sizes available

## Linear booth packages include:

### Booth properties

Your space includes a booth structure pre-installed.  
(See pics on right)

### Carpeting

Neutral colored carpet will be installed in your space.

### Workstation counters

Large enough for a monitor and a laptop (or keyboard)

### Meeting tables

Perfect for meeting with prospects in your booth (10 x 20 only).

### Bar stools

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

### Electrical (500W)

Power enough for most booths.

### Basic WiFi connection

Not recommended for product demonstrations, but fine for checking email.

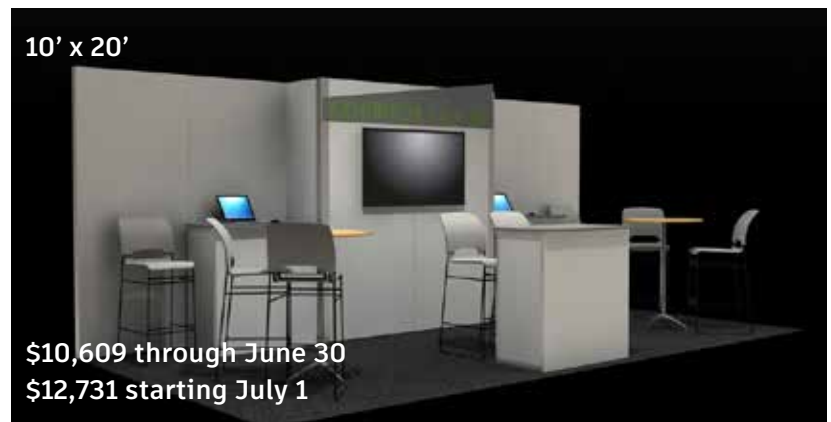
### Daily cleaning

Trash cans need emptying and carpet needs vacuuming; we do it for you.

### Company ID sign

Very basic, white background with black letters.

*Computers and monitors not included, but are available. Contact [terry@seamlessshow.com](mailto:terry@seamlessshow.com)*



## PRE-CONFERENCE EVENT SPONSORSHIPS

### MEP & Structural Fabricators Forum Sponsorship

This AU pre-conference event attracts 500+ professionals from the MEP and Structural fields, including engineers, detailers, and fabricators eager to exchange ideas, explore new strategies, and build partnerships.

The forum includes keynotes, business and technical classes, and dedicated networking times with peers and sponsors.

This one-day event takes place on Monday, November 13.

Two sponsorship levels are available. \$3,000 and \$5,000



Submit your application to sponsor or exhibit (and choose your booth space) at **au.autodesk.com** starting May 31, 2017.



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Sponsor and Exhibitor Sales Manager

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Exhibit Hall Manager