

SCO FORUM
2004
POWER OF UNIX

EVENT GUIDE

AUGUST 1-3

LAS VEGAS

MGM GRAND



*Sponsor
Opportunity
Guide*

Dear Partner:

It is my pleasure to announce **SCO Forum 2004** – our annual technology summit showcasing the technology and business solutions of the SCO Group and its Strategic Business Partners. This event is scheduled for August 1 – 3, 2004 at the MGM Grand Hotel in Las Vegas, NV. As you have come to expect from years past, SCO Forum 2004 will be a tremendous demonstration of SCO's support and commitment to our reseller partners, developers, and enterprise customers. Additionally, SCO Forum provides an opportunity for you, our most important ISV, OEM, and Strategic Business Partners, to provide information and education about your latest solutions.

New in 2004

This year's SCO Forum theme, *The Power of UNIX*, is in keeping with the celebration of the 25th Anniversary of UNIX solutions. In addition to the opportunity to reflect upon major UNIX milestones from the last twenty-five years, this year's Forum will provide a launch point for new SCO technologies and first-ever access to software and strategies, including:

- SCO UnixWare 7.1.4
- SCO Unix Mail Server
- SCO OpenServer Legend (Attendees will receive access to the beta product)
- SCO's 64-Bit Strategy
- New ISV and Alliance Partner Solutions
- SCOsource strategies and SCO UNIX IP License offerings

Event Overview

SCO Forum 2004 will begin with an upscale **Welcome Reception**, which will highlight one of our 2004 sponsors. The evening will be an enjoyable opportunity for SCO partners and customers to make initial contacts, interact with our key employees and business partners, and prepare for several information-filled days ahead.

On Monday and Tuesday mornings, the technology conference opens with high-level insights and strategies prepared specifically for our resellers, distributors, business partners, and customers. During the **Keynote Presentations**, executives from our *Premier Sponsors* will join Darl McBride (President and CEO) and other SCO executives in delivering a series of breaking announcements and targeted messages.

During the course two afternoons, over fifty **Breakout Sessions** will examine a variety of technology and business solutions. In addition to our internal presenters, *Premier and Gold Sponsors* will also have the unique opportunity to present sessions. Attendees may participate in as many as five individual hour-long sessions over the course of two days.

Premier, Gold, Silver, and Bronze Sponsors may join us in displaying their technologies, presenting business opportunities, and offering additional information in the less formal setting of a **Partner Tradeshow**. This area will be open during the Welcome Reception on August 1st, during the breakfast and lunch periods on both Monday and Tuesday, and also during a cocktail hour prior to our special **UNIX Solutions 25th Anniversary Awards Dinner** on August 2nd.

Additional Sponsorship Opportunities

Several additional sponsorship opportunities are also available. They are detailed in later in this document.

Again, I hope you will join us at SCO Forum 2004! I encourage each of you to take full advantage of the opportunity to mingle with, present to, train, and further team with attendees at this year's exciting event.

Best regards,



Jeff Hunsaker
Senior VP and General Manager
The SCO Group

A Review of SCO Forum 2003

SCO Forum 2003, taking August 17–19 at the MGM Grand Hotel in Las Vegas, was a great success. Worldwide attendees included almost 350 partners, 44 major account representatives, and more than 60 attendees from SCO's strategic alliances and other sponsoring partners. Although there were over 35 press representatives in attendance, CRN was the exclusive press sponsor of SCO Forum 2003. In total, including SCO supporting personnel, SCO Forum 2003 welcomed over 600 guests.



Featured SCO Forum 2003 keynotes included:

- SCO Mission Report from Darl McBride, CEO of SCO
- SCO Product Roadmap from Jeff Hunsaker and Erik Hughes of SCO
- SCOSource Update from Chris Sontag of SCO
- Meeting the Challenges of the Mid Market from Maggie Alexander of Progress
- Web Services: Promise of Peril from Rajiv Gupta of Confluent
- SCOx: SCO Grows Your Business Through Web Services from Scott Lemon of SCO

Continuing through the remainder of Forum, more than 50 breakout sessions provided the details and put the flesh on the bones of the keynote addresses. These breakout sessions included OpenServer and UnixWare product roadmaps, technical and sales-related information for SCOx and SCObiz, as well as SCO Global Services offerings. Additionally, SCO partners were able to see details on products and strategies from several of our Solution Provider partners, who elected to provide breakout sessions.



In addition to the keynote and breakout sessions, the sponsors of SCOForum 2003 assisted SCO in presenting a great vendor fair. Here is the list of all the SCOForum 2003 sponsors:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • BASIS International • Century Software • CRN • Digi International • DTR Business Systems • Equinox Systems • fP Technologies • Hewlett | <ul style="list-style-type: none"> • InoStor • Lone Star Software • MaxSpeed • Microlite Corporation • Multi-Tech Systems • NextAxiom • Open Systems • PointServe, Inc. | <ul style="list-style-type: none"> • Ramussen Software • Synergetic Data Systems, Inc. • TAKGroup • Tarantella • TeleVideo • TelSoft Solutions • Vultus |
|---|---|--|



SCO Forum 2004 Sponsorship Opportunities

Premier Sponsorship \$85,000.00

- Marketing components
 - One keynote address in SCO Forum General Session.
 - Up to two breakout sessions accommodating 35-40 per session.
 - Logo and 50-word description in at least one pre-event mailer.
 - Sponsorship of at least one pre-event e-mail message.
 - Recognition in post-event e-mail, sent by SCO.
 - Insertion of one item into the SCO Forum attendee bag.
 - Placement of up to two articles and one advertisement in the SCO Forum Newsletter (possible room drop).
 - Addition of logo to the SCO Forum website, linked back to your website.
 - Post-event delivery of SCO Forum attendee database.

- Booth components and services
 - 20x20 booth space
 - Two eight foot draped tables - blue
 - Two 1000 watt electrical outlets
 - Four chairs
 - Two wastebaskets
 - Empty storage
 - 24-hour security
 - Internet connection

Gold Sponsorship \$65,000.00

- Marketing components
 - One keynote address in SCO Forum General Session
 - Addition of logo and 50-word description to the pre-event mailer.
 - Recognition in post-event e-mail, sent by SCO.
 - Insertion of one item into the SCO Forum attendee bag.
 - Placement of one article and one ad in the SCO Forum newsletter (possible room drop).
 - Addition of logo to the SCO Forum website, linked back to your website.
 - Post-event delivery of SCO Forum attendee database

- Booth components and services
 - 10x20 booth space
 - Two eight foot draped tables - blue
 - Two 1000 watt electrical outlets
 - Four chairs
 - Two wastebaskets
 - Empty storage
 - 24-hour security
 - Internet connection

SCO Forum 2004 Sponsorship Opportunities (contd.)

Silver Sponsorship \$10,000.00

- Marketing components
 - Addition of logo and 50-word description in at least one pre-event e-mail message.
 - Insertion of one item into the SCO Forum attendee bag.
 - Addition of logo to the SCO Forum website, linked back to your website.
 - Post-event delivery of SCO Forum attendee database.

- Booth components and services
 - 10x10 booth space
 - One eight foot high backdrape - blue
 - One eight foot draped table - blue
 - One 1000 watt electrical outlet
 - Two chairs
 - One wastebasket
 - Empty storage
 - 24-hour security
 - Internet connection

Bronze Sponsorship \$5,000.00

- Booth components and services
 - 10x10 booth space
 - One eight foot high backdrape - blue
 - One eight foot draped table - blue
 - One 1000 watt electrical outlet
 - Two chairs
 - One wastebasket
 - Empty storage
 - 24-hour security
 - Internet connection

SCO Forum 2004 Sponsorship Options

SCO Forum Welcome Reception \$15,000.00

Sponsor will have the exclusive opportunity to join SCO in hosting the SCO Forum 2004 Welcome Reception on Sunday evening, August 1st. Not only will this evening provide an energetic kickoff to SCO Forum 2004, but it will also provide the opportunity for the sponsor to make initial contact with all SCO Forum attendees. Sponsor will be provided a short speaking opportunity at the Welcome Reception, and will also receive the exclusive opportunity to distribute company and product literature and/or other give-aways to all attendees. Food served at the Welcome Reception includes heavy hors de oeuvres as well as an open bar.

SCO Forum Lanyard \$3,000.00

Sponsor will have name and/or logo on all nametag lanyards given to SCO Forum attendees.

SCO Forum Room Drop \$4,000.00

During the SCO Forum Welcome Reception, sponsors have the option of participating in a managed room drop. This room drop provides a targeted vehicle for getting information into the hands of each SCO Forum attendee. Each room drop sponsor is encouraged to include literature, t-shirts, gifts, or other attention-grabbing materials. Sponsors may also choose to include information that will drive attendees to their tradeshow booths, break-out sessions, or other venues.

Event Registration Bag \$20,000.00

Sponsor will provide registration bags with Alliance name/logo featured on the bag. This bag will also include SCO Forum materials such as the event guide and associated collateral. Sponsor may also choose to include additional items such as a t-shirt, other small gift, or alliance collateral in this bag (at their own cost).

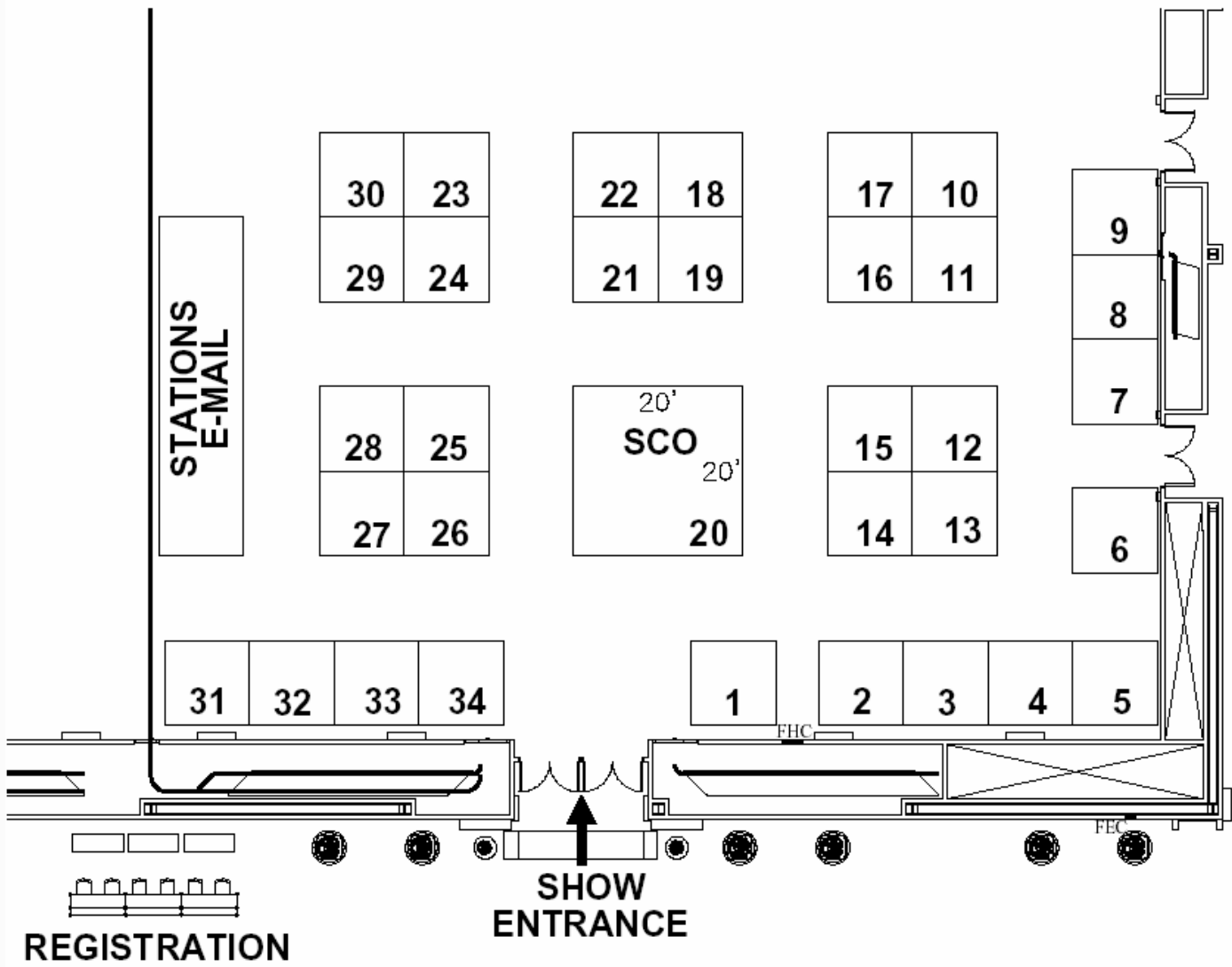
Grand Prize Give-Away Sponsor's Own Cost

At the conclusion of SCO Forum, attendees who have successfully completed their incentive cards (requiring attendance at the Welcome Reception, Tradeshow and Break-outs) will be entered into a drawing. Winners will be selected at random and awarded an array of sponsor-provided items.

SCO Forum Newsletter Article \$2,500.00

On Sunday evening, August 1st, a SCO Forum 2004 newsletter will be delivered to each attendee's. This newspaper will introduce key SCO Forum messages as well as sponsor information. Each newspaper sponsor will have the opportunity to include a company-specific article, associated pictures, logos, or information and appropriate calls to action (either for SCO Forum events or beyond). Preferred newspaper article or advertisement location will be offered on a first-come basis.

SCO Forum 2004 Tradeshow Floor Plan



SCO Forum 2004 Event Summary

Contacts

Sponsorship Information

Craig Bushman
Director, SCO Strategic Alliances
801-932-5402
cbushman@sco.com

Show Schedule

Exhibitor Move-In

Sunday, August 1st 10:00 am – 5:00pm

All exhibits must be fully installed by 6:00pm on Sunday, August 1, 2004.

Exhibit Hours

Sunday, August 1st 7:00pm – 9:00pm

Monday, August 2nd 7:30am – 8:30am
12:00noon – 1:30pm
6:30pm – 7:30pm

Tuesday, August 3rd 7:30am – 9:30am
12:00noon – 1:30pm

Exhibitor Move-Out

Tuesday, August 3rd 1:30pm – 6:00pm

The exhibit hall must be cleared by 6:00pm on Tuesday, August 3, 2004.

Note: All carriers (trucking companies) must check in no later than 4:00 pm on Tuesday, August 3, 2004.

Furniture Order Deadline (for discount price): 16 July 2004.

Advance Freight Shipment Deadline: 23 July 2004

Exhibitor Floor Plan

Opportunity to choose specific exhibit spaces will be available to sponsors in the order that their sponsorship agreement is returned.

SCO Forum 2004 Sponsorship Agreement

We hereby contract for sponsorship at the SCO Forum 2004 Conference & Exhibition in accordance with our preference indicated below. We understand that in order to exhibit and/or sponsor SCO Forum 2004, our company must integrate, deliver, license, sell, market, or support SCO products and/or services in our activities at the conference and exhibition. We agree to pay 100 percent of the fee or balance due.

Exhibitor

COMPANY NAME

ADDRESS, CITY, STATE, ZIP, COUNTRY

CONTACT NAME, TITLE

PHONE AND FAX NUMBERS

EMAIL ADDRESS

Vendor Pavilion

Please indicate the products you plan to showcase: _____

Are the above products currently listed in the SCO Solutions Directory (www.sco.com/solutions)?

Yes No

Sponsorship Packages

Please check the sponsorship package you want:

_____ Premier Sponsorship _____ Gold Sponsorship
_____ Silver Sponsorship _____ Bronze Sponsorship

Sponsorship Options

Please check any sponsorship options you want:

_____ SCO Forum Lanyard _____ SCO Forum Event Bag _____ Grand Prize Give-Away
_____ SCO Forum Room Drop _____ SCO Forum Newsletter article _____ Other (please describe)

Liability

Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save The SCO Group ("SCO"), the MGM Hotel, and their employees and agents harmless against all claims, losses, and damages to persons or property, government charges or fines, and attorney fees arising out of or caused by Sponsor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of SCO, the MGM Hotel, their employees and agents. Sponsor acknowledges that SCO and the MGM Hotel do not maintain insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor to obtain business interruption and property damage insurance covering such losses by Sponsor.

Billing Contact

BILLING CONTACT NAME

DEPARTMENT OR DIVISION

BILLING ADDRESS

CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY

PHONE AND FAX NUMBERS

EMAIL ADDRESS

Payment Method

Check #: _____

Credit Card #: _____ Type: Visa M/C Disc Amex

Expiration Date: _____ Name on Card: _____

Purchase Order #: _____

Acceptance

By signing below, this contract represents and warrants that he or she has been duly authorized to execute this binding contract on behalf of the named Sponsor and will abide by the regulations as presented.

Agreed to By:

COMPANY NAME

SIGNATURE

NAME (PRINT)

TITLE

DATE

Accepted By:

The SCO Group

COMPANY NAME

SIGNATURE

Craig Bushman

NAME (PRINT)

Director, SCO Strategic Alliances

TITLE

DATE

Please send signed contract and payment to:

SCO, c/o Craig Bushman, 355 South 520 West #100, Lindon, UT 84042
Phone: 801-932-5402, Fax: 801-852-0404, Email: cbushman@sco.com