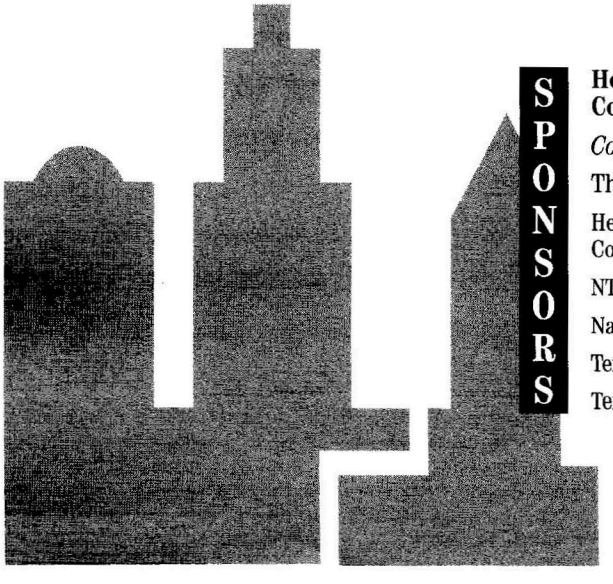
MCC PRESENTS

PARTNERMART

Partnering in the Information Age
Promoting Applications, Cooperation and Growth

SEPTEMBER 29 & 30, 1994
AUSTIN CONVENTION CENTER AUSTIN, TEXAS

- Identify Potential Business Partnerships
- Explore Joint Business Investment and Licensing Opportunities
- Match Your Business Opportunities with the Needs of Another Business
- Present Your Company's Partnering Opportunities in a 20-Minute Talk or an Exhibition Booth



SPONSORS

Hosted by the Microelectronics and Computer Technology Corporation

Co-sponsored by:

The Council of Consortia

Healthcare Open Systems and Trials Consortium

NTIS FedWorld

National Technology Transfer Center

Texas Capital Network

Texas Innovation Network System

MORE THAN A
CONFERENCE
MORE THAN A
TRADE SHOW

2 FULL DAYS OF BUSINESS OPPORTUNITIES

The Second Annual PartnerMart brings together organizations to explore business growth and partnering opportunities resulting from the emerging information superhighway. Yet PartnerMart '94 is more than just another conference on the national information infrastructure (NII). The NII requires new ways of doing business and provides an entirely new set of business opportunities in every sector of the economy. PartnerMart '94 provides an environment for organizations to explore new ways of creating partnerships or 'virtual companies' with potential business partners who want to exploit the early opportunities of the NII.

PartnerMart Format

Demonstrations, exhibits, panel and group discussions, presentations, workshops, and one-on-one meetings will provide organizations a chance to match business opportunities with business needs among a broad group of Fortune 500, mid-sized and small companies; government agencies; universities and foreign firms. Breakout groups organized by industry (such as computer, healthcare, insurance, retail, entertainment, environment, manufacturing, energy, and finance) will provide settings conducive to problem solving through cooperation.

PartnerMart Benefits

- **Offers a cost-effective way to identify, screen and develop qualified, potential business partners**
- **Provides information on corporate coalitions, best practices, strategic alliances, joint ventures, and consortial collaborations**
- **Provides insight from leading industry experts into successful teaming agreements as well as the pitfalls**
- **Allows for sensitive issues to be discussed in a prearranged, private environment**
- **Offers a 20-minute time slot and exhibition space to present your business growth or partnering opportunities**

In the 1990s, partnering is global. MCC's International Liaison Office (ILO), which tracks developments and identifies emerging market opportunities in microelectronics and information technologies abroad, is inviting European and Asian firms to participate in PartnerMart '94, and ILO's research analysts will also be available to consult with attendees on possibilities for partnering overseas. Track IV of the PartnerMart program will feature workshops and presentations on such topics as the formation of international joint ventures, identifying foreign partners for strategic alliances, and conducting joint R & D projects abroad.

Who Should Attend

- Large organizations seeking small enterprises that can move products quickly into new markets
- High technology firms seeking allies with complementary core competencies to develop new products
- Large companies that want to license technologies
- Large companies, small businesses, or universities seeking partners to jointly bid for federal or state contracts or grants
- Defense companies searching for commercial product conversion opportunities
- National laboratories and universities looking for technology transfer opportunities
- Traditional businesses looking for ways to enhance productivity by using the information superhighway
- Venture capitalists seeking new potential investments
- U.S. and foreign firms seeking international alliances and marketing arrangements

How You Can Participate in PartnerMart

- Be a Technology or Business Opportunity Presenter by giving a 20-minute presentation on your business or growth partnering opportunity to Fortune 500, mid-sized and small companies; government agencies; universities and foreign firms.
- Reserve exhibit space to demonstrate technologies and capabilities.
- Attend presentations, breakout sessions, workshops, and the exhibit hall.
- Set private appointments from a custom, pre-matched list of PartnerMart participants that meet your criteria for potential business opportunities.
- Use our complimentary meeting space for special meetings.
- Consult with MCC's International Liaison Office on international partnering opportunities and strategies.
- Meet with industry experts and establish new business contacts.

MCC is inviting all interested PartnerMart participants to submit a proposal to actively participate through an exhibit and/or a 20-minute presentation. To maintain the integrity of the program's focus, we cannot accept proposals for straight marketing or advertising of ready-for-market products and services–ie. the standard tradeshow format. Just fax back the Registration Form, and you will receive some easy-to-fill-out forms to submit your proposal/s.

PRELIMINARY PARTNERMART AGENDA

		DAY ONE THURSDAY, SEPTEMBER 29	DAY TWO FRIDAY, SEPTEMBER 30
	Plenary	**Featured Speakers** Vice President Al Gore (invited)	**Featured Speakers**
	Exhibition	**Open in the Afternoon** Company booths, demonstrations, poster shows, literature tables and networking meetings	**Open through Mid-Afternoon** Company booths, demonstrations, poster shows, literature tables and networking meetings
TRACK 1	**Business Opportunities**	**Technology Presentations** (20-minute presentations by companies with licensing opportunities and technologies seeking investors and partners)	**Business Presentations** (20-minute presentations by businesses, investors and technology seekers)
TRACK 2	**Partnering and Consortial Assistance**	**Panel:** Overview of consortia structures: Presented by the Council of Consortia **Breakout Sessions:** Ad hoc consortia, government policy (relating to TRP and ATP), best practices, major forces in consortia	**Breakout Sessions (Continued)**
TRACK 3	**Partnering and Venture Resources**	**Panel:** Partnering Services and Assistance; TINS, TCN, FedWorld, NTTC, Government SBIR & TRP **Breakout Sessions**	**Workshops:** e.g. legal issues, contract writing, government bidding, business on the Internet **(Breakout Sessions Cont'd)**
TRACK 4	**International Partnering Opportunities**	**Panels** **Breakout Sessions** **MCC International Liaison Office Consultations**	**International Partnering Opportunities** **Breakout Sessions** **MCC International Liaison Office Consultations**

Note: *Some sessions will repeat so you will have the opportunity to attend most presentations and panels*

SPONSORS

Hosted by MCC (Microelectronics and Computer Technology Corporation)

MCC is one of the nation's leading technology development and commercialization consortia. Its mission is to strengthen and sustain the competitiveness of its nearly 100 member organizations and customers that share common technical and product requirements in electronics and information technology. MCC conducts a wide range of activities intended to accelerate the development and commercialization of advanced technology in the areas of advanced electronic systems, information management, intelligent systems, and distributed systems management.

FOR INFORMATION

For more information about PartnerMart '94, call the event Hot Line: (512) 338-3272. Questions or requests for electronic Registration Forms or Participation Packets can be sent to partner@mcc.com.

Co-sponsored by:

Healthcare Open Systems and Trials (HOST) Consortium

NTIS FedWorld (National Technical Information Service)

National Technology Transfer Center (NTTC)

Texas Capital Network (TCN)

Texas Innovation Network System (TINS)

The Council of Consortia

- Bell Communications Research, Inc. (Bellcore)
- Electric Power Research Institute (EPRI)
- Great Lakes Composites Consortium (GLCC)
- Gas Research Institute (GRI)
- Microelectronics Center of North Carolina (MCNC)
- National Center for Manufacturing Sciences (NCMS)
- Ohio Aerospace Institute
- National Storage Industry Consortium (NSIC)
- Software Engineering Institute (SEI)
- SEMATECH
- Strategic Microelectronics Consortium
- Software Productivity Consortium (SPC)
- Semiconductor Research Corporation (SRC)
- Telecommunications Consortium/Canada
- USCAR

What is Partnering?

Partnering, which can include exchange of best practices, strategic alliances, joint ventures, corporate coalitions, or collaborations, has become an essential business strategy for the '90s. Consider the possibilities:

EXAMPLE *Fill Out Core Competencies*

Through its just-installed, computer network connection, Bob's Printed Circuit Board Shop has been asked to submit a bid to be the top tier supplier of microprocessor cache units for Moon Microsystems of Cloudyvale, CA. The contract calls for the production of 10,000 microprocessor cache units per month and a prototype of the same unit as a multichip module (MCM). Bob has reservations: he has no experience with MCMs and his production facility would have to be expanded. Bob has already made plans to attend PartnerMart. So he makes a presentation on his PCB technology—meeting several prospective clients—and finds an organization that can prototype the MCM required by Moon Microsystems. He also meets several venture capitalists interested in helping him expand his business. PartnerMart has helped Bob fill out his business' core competency, expand his customer base, and find investors.

EXAMPLE *Joint Bidding for Government Contracts*

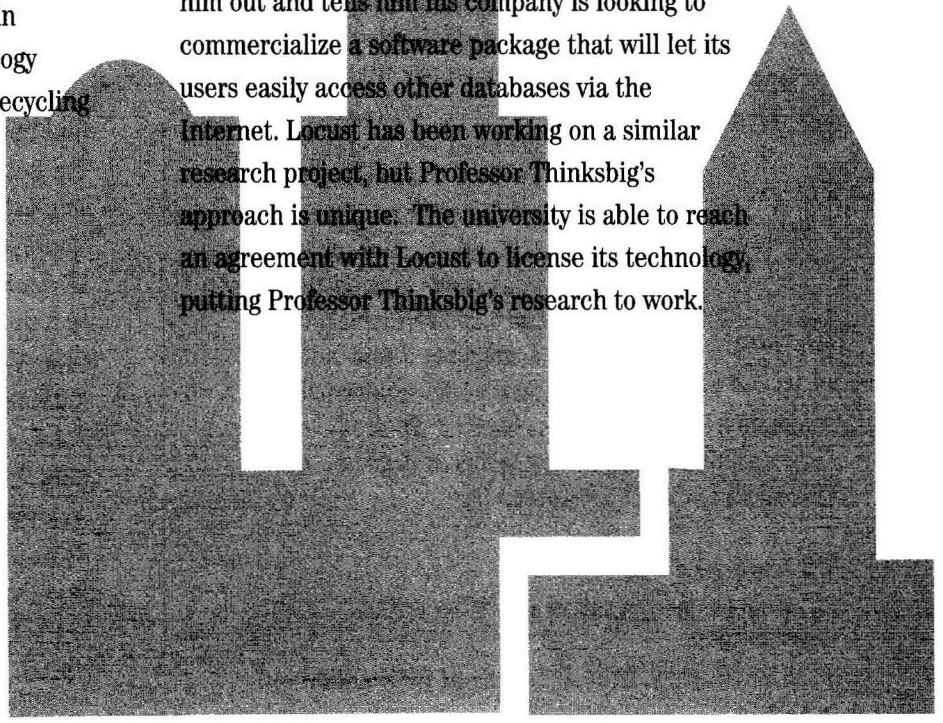
Tanks 'R Us Defense Company is interested in submitting a proposal to the federal Technology Reinvestment Program (TRP) for a solvent recycling project that its researchers have been studying. The program manager attends PartnerMart and makes a presentation on the company's preliminary proposal and is approached by Swell Computer, a small PC maker; a university researcher working on a similar project; and Cars Inc., an auto manufacturer. The four are able to form an alliance to submit a TRP proposal, winning a $2 million award to pursue the solvent recycling project.

Travel Savings

We have negotiated generous savings on travel and lodging that will make your trip easy and affordable!

EXAMPLE *Technology Transfer Opportunities*

Professor Thinksbig and his graduate students in the computer science department at the local university have spent several years researching a new way to access databases on the Internet. The professor has made plans to attend PartnerMart because he thinks his method can be developed as a commercial product. After his presentation, a representative of Locust Software Company seeks him out and tells him his company is looking to commercialize a software package that will let its users easily access other databases via the Internet. Locust has been working on a similar research project, but Professor Thinksbig's approach is unique. The university is able to reach an agreement with Locust to license its technology, putting Professor Thinksbig's research to work.



"MCC's mission is of particular interest as it can expand our industry 'network.' The PartnerMart was very impressive as were the many presentations we participated in last week."

Ogden Atlantic Design
Charlotte, NC
Attended 1993 PartnerMart

1993 Attendees and Exhibitors

Last year's PartnerMart drew 512 individuals from 188 organizations. The exhibitors displayed licensable technologies, investigated requests for research partners, and pursued joint venture opportunities. This year's event will be even broader in scope, drawing from industries such as healthcare, manufacturing, electronics and telecommunications. The emphasis is on maximum interaction among organizations to explore partnering opportunities.

"Congratulations! Several of our employees reported the PartnerMart was a tremendous success. We are very excited by the industry contacts resulting from this forum and are optimistic that some of the contacts will grow to be partnerships. We encourage you to continue this worthwhile activity."

Lawrence Livermore National Laboratory

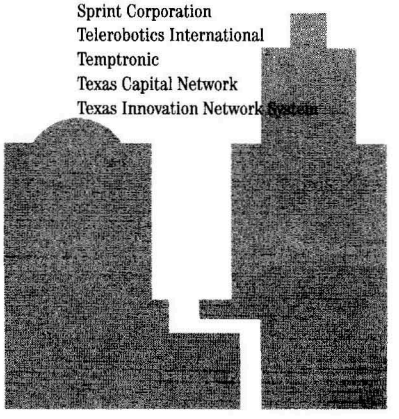
Livermore, CA

1993 Attendees

Advanced Micro Devices Inc.
Advanced Photonix
Aehr Test Systems
Amoco Production Company
AMP Inc.
Andersen Consulting
Apple Computer Inc.
Arrowsmith Technologies, Inc.
AT&T
Atlantic Design Co.
Austek
Austin American Technology
Austin Business Computers Incorporated
Austin Info Science
Austin Software Council
Bell Communications Research
Bently Nevada Corp.
Berg Electronics
Best-North America
Bible Research Systems
Boeing Company, The
Boston University
Britton Lee, Incorporated
CAE Plus, Inc.
Cardiac Pacemakers, Inc.
Ceridian Corporation (Arbitron)
Citibank
City of Austin
CLAM Associates
Community Language and Information Network
Compaq Computer Corp.
Compliance Data Systems
Computerland
Computing Devices International
Conference Management Services
Conner Peripherals, Inc.
Corporate Memory Systems, Inc.
CTA Incorporated
CTI Cryogenics Corporation
Cypress Semiconductor Corp.
DeLine & Associates
Dell Computer Corporation
Digital Equipment Corporation
Digital Sound Corp.
Diversified Components
Doyle Associates
Drexel University
E-Systems, Inc.
Eastman Kodak Company
Electric Power Research Institute
Electronics Manufacturing Productivity Facility
Environmental Data Systems
Environmental Research Institute of Michigan (ERIM)
Evolutionary Technologies, Inc.
Fastman, Inc.
Ford Motor Co.
Fraunhofer Institute For Computer Graphics
Gas Research Institute
General Electric Corporation
Georgia Institute of Technology
Greater Austin-San Antonio Corridor Council
Grumman Corporation
GTE Corp.
Hallmark Cards
Harris Corporation
Health Finance Group
Hewlett-Packard Company
Hibernia Bank
Hughes Aircraft Company
IBM
Intel Corporation
Intelligent Machine Technology Corporation
Intercraft Company
International Software Systems
Intersolve Group, The
ITAC Systems, Inc.
J. C. Saccente & Associates
Jenkens & Gilchrist
JMAR Industries
Jurassic Computer Systems
Lack's Stores, Inc.
Lawrence Livermore National Laboratory
Leo Consulting Group
LEPCO
Lockheed Corporation
Louisiana Tech University
M-Rep
MadenTech
Markle Foundation, The
Marlow Industries, Inc.
Maya International
MIC Technology Corp.
Minco Technology Labs, Inc.
MITRE Corporation, The
Motorola Incorporated
NASA
National Semiconductor Corp.
NationsBank Corp.
NCR Corporation
Network Systems Corporation
New Jersey Institute of Technology
Northern Telecom Limited
Ogden Corporation
Olin Corporation
Optical Associates, Inc.
Over the Wire
Paine Webber Group, Inc.
Paramax Systems Corporation (Unisys)
Pavilion Technologies
Paxton & Associates
PlanView
Plexus Software
Power Assist, Inc.
Pragma Systems, Inc.
Pravel, Gambrell Hewitt, Kimball & Krieger
Praxis International Inc.
PRC, Inc.
Prodigy Services Company
Projectavision, Inc.
Prudential Securities
Raptor Systems, Inc.
Repko Group, LLC, The
Research & Planning Consultants, Inc.
RF Monolithics, Inc.
RFD Co.
Rice University
Rick Azar Associates
Rockwell International Corp. (Allen-Bradley Company)
Rose Associates
RTB Technology, Inc.
S.I. Diamond Technology
Samsung Advanced Institute of Technology
Sandia National Laboratories
SAIC
Seagate Technology, Inc.
Seed Company Partners
SEMATECH
Seybold
Sibson Associates
Sicola Martin
Singapore Economic Development Board
Software Associates
Software Mart, Inc.
Southwest Network Services
Southwestern Bell
Speedy Circuits
Sprint Corporation
Staats Falkenberg & Partners
State of Texas
State University of New York
Systems & Processes Engineering Corporation
Tandem Computers Inc.
Tech Write Limited
Tel Tech, Inc.
Telecom International
Telekom
Telemed. Interactive Consultative Services
TEMIC MBB Mikrosystem GmbH
Temptronic Corporation
Tensleep Design, Inc.
Teradyne, Inc.
Texas A&M University
Texas Capital Network
Texas Hospital Education and Research Foundation
Texas Innovation Network System
Texas Instruments, Inc.
Texas Learning Technology Group
Tracor, Inc.
Trans Quick, Inc.
TRI
TRW, Inc.
U.S. Army
UNISYS Corporation
United Technologies
Universal Instruments Corp.
University of Mississippi
University of Texas System, The
University of Washington
Uniworld Systems, Inc.
USC/Information Sciences Institute
Visa International
VLSI Technology, Inc.
Westinghouse Electric Corp.

1993 Exhibitors

Austin American Technology
Austin Business Computers
UT Center for High Performance Computing
Corporate Memory Systems
Texas Department of Commerce
Texas Department of Information Resources
Digital Equipment Corporation
Environmental Research Institute of Michigan (ERIM)
Evolutionary Technologies, Inc.
GTE Vantage Solutions
Hewlett-Packard Company
USC Information Sciences Institute
Louisiana Tech Institute for Micromanufacturing
IBM, Austin, Texas
IBM, Endicott, New York
University of Houston, Mid Continent Technology Transfer Center
NCR Corporation
Optical Associates
Pavilion Technologies
PlanViewProjectavision
Raptor Systems
RTB Technology
Sonoscan
Southwestern Bell
Sprint Corporation
Telerobotics International
Temptronic
Texas Capital Network
Texas Innovation Network System



1994 MCC PartnerMart September 29 & 30, 1994

Conference Location
Austin Convention Center

Located in the heart of downtown's business district, the Austin Convention Center covers four city blocks and offers state of the art services such as access to the Internet in the exhibition halls. Nearby, the historic Sixth Street Entertainment District promises world-class live music; and seven stunning Hill Country lakes encourage visitors to include time for fun.

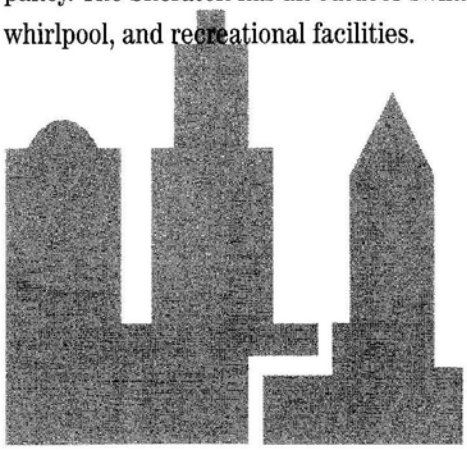
We have negotiated generous savings on travel and lodging that will make your trip easy and affordable!

Travel Information

Money in your pocket! MCC has arranged travel discounts with American Express Group Travel. You can get additional discounts on airfares to Austin by booking your reservation through their toll free number: 800-848-5010. Not only do you save money, but you have the assurance of a 24-hour hot line for travel emergencies. All applicable rules and restrictions apply. Be sure to refer to the MCC PartnerMart event to receive the discounts.

Host Hotel – Sheraton Austin

MCC has a room block at the Sheraton Austin. The Sheraton is located 15 minutes from the airport near Austin's historic Sixth Street entertainment district, the State Capital, and the Austin Convention Center. Special rates for PartnerMart attendees are $108/night for single or double occupancy. The Sheraton has an outdoor swimming pool, whirlpool, and recreational facilities.



Hotel Reservations

To make reservations, please call the Sheraton Austin reservation office at 512-480-8181 and ask for the MCC PartnerMart room block. The special rates will only be available until August 27, 1994. To ensure your accommodations, please make your reservation now. There is no cancellation fee if you cancel prior to 6 p.m. on the day of your arrival

Meals

MCC will provide two complimentary luncheons at the Austin Convention Center, and a complimentary reception Thursday evening, September 29 at the Sheraton Austin.

Cancellations and Substitutions

Cancellations received prior to September 9, 1994 will be refunded at 50% of the registration fee. Cancellations received after September 9, 1994 will NOT be refunded. All cancellations must be received in writing.

Transportation

Car rental is available at the airport. The driving time from the airport to the hotel and the Convention Center is about 15 minutes. Taxicab fare is about $10.

Exhibitors' Information

Specific information regarding booth registration and set up will be sent to you in the Participant's Kit.

Registration for a booth includes:

- Exhibit floor space
- 10´ x 10´ pipe-and-curtain booth
- Booth identification sign (ID sign)

Note:

- Exhibit set up is September 28, the PartnerMart Exhibition is September 29 & 30

FAX BACK THIS REGISTRATION FORM TODAY: (512)338-3336

Space is at a premium. Make your reservations now! Early Bird Registration through August 15

PartnerMart Information and Registration Materials are Available via Internet at partner@mcc.com or call the event Hot Line at (512)338-3272.

Please use one form per attendee or participant. Please type or print.

MCC Membership Services Office 3500 West Balcones Center Dr. Austin, TX 78759-5398 FAX 512-338-3336

Name _____ Title _____

Company or Organization _____ Division _____

Address _____ Mail Stop _____

City _____ State _____ Zip _____

Country _____ Phone# _____ FAX# _____ e-mail _____

❒ **Yes, I will attend.**

❒ **Yes, I want to participate in PartnerMart '94 in the following ways:**

- ❒ Give a 20-minute technology/business presentation – Presentation submission deadline September 9, 1994
- ❒ Reserve an Exhibit Booth (stand-alone demo, video, poster session, or literature table)

After you register, you will receive your Participation Packet which will include:

- A Partnering Profile form which will be used to match your company's opportunities with other submissions
- A presentation description form in which you will describe the objectives and key points of your 20-minute talk
- **Detailed information regarding the exhibition booths, final agenda and local logistics**

❒ I will attend the Reception on September 29 at the Sheraton ❒ I have special dietary considerations as follows:_____

❒ I have made a hotel reservation at_____

PARTICIPATION PACKAGES

	20-minute Presentation Slot	Exhibit Booth	International Liaison Office (ILO) Consulting	Appointments with "matched" Participants	Meeting Space for Appointments	Attendance at all Sessions	All Handouts	Lunches, Breaks, and Attendance at the Reception
Platinum	✔	✔	✔	✔	✔	✔	✔	✔
Gold	✔ Choose one of these two	✔	✔	✔	✔	✔	✔	✔
Silver				✔	✔	✔	✔	✔

PRICING

	Platinum	Gold	Silver
Early Bird	$550	$490	$400
After Aug. 15	$600	$550	$450

Reduced Rate (≈ 10%) For MCC Members, PartnerMart Co-sponsors, Small Businesses* and Universities

Early Bird	$490	$450	$360
After Aug. 15	$550	$490	$400

Attached Registration Fee: $ _____

*Annual revenue of less than $25 million

Method of Payment

❒ Purchase Order ❒ Check made payable to MCC

❒ VISA ❒ MasterCard

Account Number _____

Expiration Date _____

Signature _____

Cancellations received prior to September 9, 1994 will be refunded at 50% of the registration fee.
No refunds will be made after September 9, 1994.

TEAR OUT HERE.

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PARTNERMART

SEPT. 29 & 30, 1994

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