



THE 2007 IEEE INTERNATIONAL CONFERENCE ON ELECTRO-INFORMATION TECHNOLOGY

*May 17-20, 2007, Illinois Institute of Technology,
Marriott O'Hare, Chicago IL, U.S.A.*

<http://www.eit-conference.org/eit2007/>

Opportunities for Exhibitors and Sponsors

Conference

The IEEE international conference on electro-information technology (EIT) will be held May 17th –May 20th, 2007 at the Marriott O'Hare, Chicago, IL. The conference will bring together researchers from industry and academia working on cutting edge technology. The technical paper presentations, educational and panel sessions will provide venues for peers to interact. Exhibits and sponsors are an important part of EIT conference bringing the research community together with companies that provide tools and technology. Exhibitors may present tools and publications which cover different aspects of research. Exhibitors gain visibility to potential customers and the research community gets exposure to new tools. Sponsors gain great exposure for their company's name and products. Sponsorship also demonstrates company's commitment to support this conference, which is a forum for education and industry liaison

Sponsored by



Features

The following conference features offer the greatest exposure for the exhibitor and sponsor to the attendees:

- Evening welcome reception from 6:30 PM to 7:15 PM on May 17th 2007.
- Dinner from 6:00 PM to 10:00 PM on May 18th 2007
- Exhibitors and sponsors will be listed on the EIT conference web page.
- Sponsors will be announced at the keynote presentation and acknowledged on the slides at the beginning of technical sessions.

Exhibitor/ Sponsor Application and Assignment

Exhibitors will be asked to select their 1st and 2nd location choices from the exhibit hall floor-plan which will be provided in an exhibitor's service kit once an application is received. Table space requested will be allocated in the order the applications are received by the sponsorship chair. Exhibitors will be notified of table assignments in April 2007. To apply for an exhibit table or for sponsoring an event, complete the enclosed application form and mail it with your payment to the conference office. All applications are subject to review by the EIT exhibit/sponsor chairs prior to acceptance by EIT 2007. Upon approval each exhibitor will receive an exhibitor's service kit which will include detail instructions and table assignments.



Rates and Terms:

The exhibit and sponsorship rates are listed below and applies for the entire duration of the conference:

Presentation Space - \$500

The price includes a table space of 6' x 6' with a height limit of 10'. Drapes and banner supports will be provided. Exhibitors are encouraged to contact the exhibit/sponsor chair for further details.

CD-ROM Sponsorship - \$2000

Sponsor the CD-ROM containing the proceedings and presentations from the technical sessions. Your logo will be placed on the CD-ROM artwork and, depending on available space, you can place additional promotional material on the CD-ROM.

Presentation Sponsorship - \$3000

Your logo and banner will be displayed which will give your company visibility to all of the attendees at technical sessions.

Welcome Reception - \$5000

Sponsor food and drinks at Thursday's opening reception. This is a great place to have your logo in front of all the participants as a sponsor of the first social event of the conference, May 17th, 6:30PM – 7:15 PM.

Conference Dinner - \$5000

Sponsor food and dinks at conference dinner on May 18th. Sponsor this event and leave a lasting impression on the attendees.

Coffee breaks - \$700

Sponsor coffee, tea and soft drinks for half-hour for one coffee break, May 18th through May 20th.

Refund Policy

50% of the exhibit fee will be refundable if written notification is postmarked no later than **March 20th, 2007**. For CD-ROM Sponsorships the deadline for applications is **March 10th, 2007**.

Exhibit Dates and Time

The exhibit hall will be open May 18th through May 20th. The exhibitors will be notified of set-up and dismantling time when they are mailed exhibitor's service kit.

Any enquiries regarding the policies and assignments can be sent to kenkel_mark@shure.com



Application to Exhibit

May 17th – 20th, 2007, Marriott O'Hare, Chicago, IL

Please type or print:

Organization Name: _____

Address: _____
City State Zip

Telephone: _____ Fax: _____

Contact Person: _____ Title: _____

Email Address for Contact Person: _____

Company Web Page: _____

Exhibit and Sponsorship Choices:

_____ Presentation Space @ \$500.00 each (paid by 04/20/07)\$ _____

_____ Sponsorship of _____\$ _____

TOTAL AMOUNT ENCLOSED.....\$ _____

Please describe products to be exhibited:

Please indicate any additional requests:

Fee is due in full with application. Applications not accompanied by appropriate payment will be delayed in processing and space assignment. This form serves as an invoice and separate invoice will not be sent.

Make all checks payable to "EIT 2007".

All exhibits are subject to approval and review by EIT 2007. We/I agree to all requirements, restrictions, and obligations set forth in the 2007 Exhibitor Prospectus, the conditions of the Exhibitor's Agreement outlined on the following page, and any rules and directives which at any time issued by EIT 2007 in connection with EIT 2007 exhibit. We/I further acknowledge that EIT 2007 reserves the right, in its absolute discretion, to reject this Application to Exhibit. Moreover, this application form shall not become a binding contract until fully executed by both parties hereto.

Signature: _____ Title _____ Date _____

Please complete form and return with payment to:
Annette Lauderdale (EIT 2007),
Illinois Institute of Technology, 3301 South Dearborn Street
Chicago, IL 60616
Phone: 312-567-7987, Fax: 312-567-8976



Conditions of the Exhibitor's Agreement

- 1. APPLICATIONS AND ELIGIBILITY:** Application for booth space must be made on the printed form provided by the Electro-Information Technology (EIT) Conference, contain the information requested, and be executed by an individual who has authority to act for the applicant (exhibitor). EIT reserves the absolute right to reject any such application.
- 2. AGREEMENT TO CONDITIONS:** Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with EIT.
- 3. ASSIGNMENT OF SPACE:** Classification of exhibits and assignment of space will be determined by EIT based on the character of the proposed exhibits and individual requirements and preferences to location for each exhibitor. EIT reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibition. No exhibitor shall assign, sublet or share the whole or any part of his space.
- 4. PAYMENT:** Payment in full must accompany the Application to Exhibit. Applications not accompanied by the appropriate fee will be delayed in processing and space assignment.
- 5. INSURANCE:** In all cases, exhibitors wishing to insure their goods must do so at their own expenses.
- 6. BOOTHS:** Standard booth equipment (back and side wall draping and identification sign) will be provided by EIT without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No part of any display may be over 10 feet in height. The back three feet of rented space may be occupied from the floor up to 10 feet in height; the front of the rented space may be occupied from the floor up to 48 inches only.
- 7. CARE OF EXHIBIT SPACE:** The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he is contracted.
- 8. PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to, columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission of EIT and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibit Manager, the hotel or convention hall manager or their assistants.
- 9. INSTALLATION AND DISMANTLING:** The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular conference or convention. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up one hour prior to the official opening of the show. Space not occupied or set up by that time may be re-assigned for other purposes by EIT.
- 10. DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and EIT shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.
- 11. ACCESS TO DISPLAYS:** EIT may from time to time promulgate such regulations governing hours of access to displays and eligibilities for admission thereto as may be found in its judgment to be most practical.
- 12. PERSONNEL:** Booth personnel, including demonstrators and receptionists, are required to confine their activities within the exhibitor's booth space. All exhibitors participating in the EIT conference are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting.
- 13. USE OF SPACE:** Exhibits shall be shown only in the official exhibit areas as established by the EIT Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the conference or convention, in accordance with prior agreements between EIT and officials of hotels and the convention bureau in the locale of the specific conference or convention. No exhibitor shall permit any other corporation or firm or its representative to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him.
- 14. DISTRIBUTION OF PRINTED MATTER, ETC.:** Neither exhibitors nor non-exhibitors shall distribute to the conference or convention delegates printed matter, samples, souvenirs and the like, except from within rented space. Special distribution of such material elsewhere must be approved by the Exhibits Chairperson.
- 15. CONFLICTING MEETING AND SOCIAL EVENTS:** In the interest of the success of the entire conference and exhibition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference or exhibit hall during the official hours of the conference and exhibit.
- 16. CANCELLATION OR RELOCATION OF CONFERENCE:** In the event of cancellation or relocation of any conference, due to circumstances within EIT's direct control, the liability of EIT shall be limited to refund of fees paid to EIT by the exhibitor. In the event EIT has no control over the cancellation or relocation of any conference, EIT shall have no liability of any kind but may at its discretion refund any fees paid by the exhibitor.
- 17. CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he notify EIT in writing by March 1st, 2004, 50% of all fees paid by the exhibitor to date will be refunded. No refund of any fees will be made if cancellation is received after March 1st, 2004.
- 18. EIT'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** EIT reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be canceled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.
- 19. VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement. a. Participation in or affiliation with the conference and/or exhibition by firms or organizations to whom recruiting and/or staffing is a significant function of business. b. Use of a display of equipment, products or services that varies in any significant way from the description on the Application to Exhibit. c. Violation of any municipal, state or federal laws, rules or regulations, including safety codes. d. Failure to follow the procedures prescribed in sections 1 through 18. e. Failure to remove his property from the hotel or exhibit hall upon cancellation or relocation of the conference.

Conditions of the Exhibitor's Agreement

20. LIABILITY: a. EIT undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other causes. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by EIT shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor. b. The exhibitor agrees to indemnify and hold EIT and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor. c. EIT shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if nondelivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, acts of a public enemy, strikes, the authority of the law, or any cause beyond its control. EIT will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by EIT for advertising, administration and similar related costs.

21. REMEDIES: General. In the event the exhibitor violates any of the conditions of the exhibitor's Agreement, EIT reserves an absolute right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement or available under general contract law. a. EIT may order the exhibitor to remove his exhibit and personnel, or have them removed under the provisions of section 18. In these circumstances, no part of the exhibitor's fees will be returned. b. EIT may refuse thereafter to enter into any agreement with the same or related signatory/ exhibitor to lease booth space at future conferences sponsored by EIT