2008 EXHIBITOR'S KIT

The Saratoga Hotel and Conference Center
Saratoga Springs, New York

October 22 – 25, 2008

Sponsored by

IEEE Computer Society
IEEE Education Society
ASEE Educational Research and Methods Division

Hosted by

Union College

EXHIBIT DATES AND HOURS

10/23/08 Thursday 9:00 a.m. – 5:00 p.m.
10/24/08 Friday 9:00 a.m. – 4:30 p.m.
GENERAL INFORMATION

The 38th annual Frontiers in Education Conference, sponsored by the IEEE Education Society, the IEEE Computer Society, and the ASEE Educational Research and Methods Division will be held October 22nd – 25th, 2008 at the Saratoga Hotel and Conference Center in Saratoga Springs, New York. The exhibit hall area will be open to attendees on October 23rd from 9:00 a.m. – 5:00 p.m. and October 24th from 9:00 a.m. – 4:30 p.m.

The Frontiers in Education Conference (FIE) is one of the two major international engineering education conferences offered every year. Union Collage will be this year’s host institution. Over 600 academic and industry representatives are expected. Participants will include university presidents, college deans, department chairpersons, faculty in engineering, engineering technology, and computer science, as well as industry leaders from throughout the country and the world. The majority of the attendees, however, are computer science, engineering and engineering technology faculty.

The Frontiers in Education exhibits have become a very popular and rewarding tradition for both attendees and exhibitors. Booth availability is intentionally limited to assure the maximum professional contact of participating exhibitors with attendees. To insure maximum exposure, the exhibits, along with the refreshment breaks and e-mail stations, will be located in the Saratoga City Center which is attached to the Saratoga Hotel and Conference Center. A special “Focus on Exhibits” session is planned for Thursday, October 23rd, from 12:45 p.m. – 1:45 p.m.

In the past several years, booth space has been very popular, with a high percentage of exhibitors returning.

WHO SHOULD EXHIBIT

- Publishers – display your computer science, engineering, and engineering technology textbooks, engineering education related textbooks, and associated software on technical writing and new multimedia technologies.

- Computer Software and Hardware Companies – demonstrate your latest products to your most consistent users.

- Lab Equipment Companies – present your latest equipment for all engineering fields. Attendees will represent most engineering disciplines.

- Manufacturers and Consulting services – introduce state-of-the-art equipment, tools, and programs geared to educators looking forward in the new century.

- Professional Societies – provide assistance and offer new techniques in engineering and engineering education.

BOOTH RENTAL INFORMATION

FIE 2008 will offer 10’ wide by 10’ deep booths. The booth rental rates are as follows:

- Early Application (through August 15th, 2008): $1,500.00
- Late Application (after August 15th, 2008): $1,800.00

The booth rental fee includes:

- One six-foot table, one wastebasket, two chairs, one 7" x 44" sign
- One full registration (this includes the program book, a CD containing the proceedings papers, admission to the technical sessions, and a complete meal package).

For additional personnel working in the booth individual registrations can be purchased for $300.00 each. (this includes a name badge, access to the exhibit hall, technical sessions, meals and breaks).

Additional tables, chairs, risers, etc. can be arranged with the show decorator, who will contact you prior to the conference. Other hookups, like electrical outlets, wireless internet access, phones, etc. can be arranged, but the fees will be billed directly to your company.
To reserve a booth or for other general information concerning exhibiting, contact the FIE 2008 Exhibits Chair:

Prof. Robert J. Hofinger
Purdue University
3824 Windward Place
West Lafayette, IN  47906-8629
Phone: (765)  463-1182
Cell: (765)  490-2142
E-mail:  rhofinge@purdue.edu

FOCUS ON EXHIBITS
Attendees and participants will be encouraged to visit the exhibit area throughout the conference. In order to provide full exposure for the exhibits, a special "Focus on Exhibits" session is planned for Thursday, October 23rd from 12:45 p.m. to 1:45 p.m., during which time there will be no technical sessions scheduled. For additional exposure during the “Focus on Exhibits” session, please consider donating one of your company’s products to be given away as a door prize.

EXHIBITOR SHOWCASE
Again this year, FIE will offer an “Exhibitor Showcase” that provides companies a longer block of time for demonstrations or presentations. This is an excellent opportunity to invite faculty members who are using your product to explain their applications to other educators. A list of the Exhibitor Showcase sessions will be distributed to conference attendees as part of the registration packet and posted in the exhibit area.

The Exhibitors Showcases will be held on Thursday, October 23rd and Friday, October 24th in a pavilion located in the exhibit hall. Five (5) 1½ hour sessions will be available this year. If you are interested in participating in the Exhibitor Showcase, please contact Prof. Robert Hofinger. There will be a $200 charge for each Exhibitor Showcase, to cover the cost of pavilion set up and the audio/visual equipment (a data projector and a screen).

ADVERTISEMENTS
To increase your exposure to conference attendees, FIE is offering several other marketing options:

1. Advertise in the conference proceedings.
   Full page black and white ad--$1000/page
   Full page color ad--$1500/page
   Half page black and white ad---$600 (half page color not available)
2. Stuffing Items for the Participant Bags (Due by October 1, 2008)
   Exhibitor--$500
   Non-exhibitor--$1,000
   Corporate Sponsor (donating $1,000 or more)—complimentary
3. Attendee Tote Bag Sponsorship
   Sole sponsor--$5,000
   Partial sponsor---up to $5,000

SPONSORSHIPS
For even more exposure, consider becoming a Corporate Affiliate. Affiliate monies in the past have funded conference events such as plenary speakers, "theme" breaks, lunches, receptions, attendee tote bags, and toward the rental of audio/visual equipment. Another option is to donate give-away items (with your company logo) for inclusion in the registration packet or as a door prize for the “Focus on Exhibits” session. Appropriate recognition will be given on the FIE web site, in conference publications, and signage at the conference. Corporate Affiliates also will be recognized during the conference luncheons.

Corporate Affiliate support for the conference in previous years has ranged from $500 to $10,000. If your organization cannot afford full support of an activity, we would welcome any support, be it financial or otherwise. In addition to the participation and communication advantages listed above, Corporate Affiliate support helps to keep registration costs low, enabling more attendance and enhancing further growth of the Frontiers in Education Conference.
You may become a Corporate Affiliate by simply checking the appropriate box on the Exhibit Space Application/Contract and indicating the amount and desired use of your funds. If you are interested in a larger or customized sponsorship, please call Dr. Cherrice Traver, FIE 2008 General Chair, or her assistant Mary Heberling at the numbers below, to discuss available opportunities.

Dr. Cherrice Traver  
FIE 2008 General Chair  
Phone: (518) 388-6326  
Fax: (518) 388-6789  
Email: traverc@union.edu

Kevin Curry  
Assistant to the General Chair  
Phone: (785) 864-7861  
Fax: (785) 864-5074  
Email: kgcurry@ku.edu

EXHIBITOR APPLICATION AND REGISTRATION

Exhibitors must register using the EXHIBIT SPACE APPLICATION/CONTRACT (or photocopy) which is attached to this invitation. Receipt of your signed contract, accompanied by a check for the full amount, constitutes a valid contract for exhibit space. All fees are payable in U.S. Dollars. No personal checks on non-U.S. banks will be accepted. Exhibitors will be able to pick up their conference materials at the registration desk during normal registration hours. We also accept all major credit cards.

HOTEL RESERVATIONS

Hotel reservation should be made directly with the hotel. Please be sure to identify yourself as a "2008 Frontiers in Education Conference" participant to obtain this special rate.

The Saratoga Hotel & Conference Center  
534 Broadway  
Saratoga Springs, NY 12866  
Phone: 518 - 584 - 4000  
866 - 773 - 7070  
www.thesaratogahotel.com

Rate: $149.00 (single or double room)  
plus state and city taxes (currently 13.0%)  

Rooms will be held at this rate until 5:00 p.m. (EDT) Tuesday, September 23, 2008.

SET UP

The exhibits will be ready for set up on Wednesday, October 22nd, 2008 between 1:30 p.m. and 6:00 p.m. Exhibits must be set up by 6:00 p.m.

DISMANTLING

Exhibits may not be dismantled or removed before 4:30 p.m. on Friday, October 24th, 2008. There is a final break in the exhibit area from 3:30 p.m. to 4:00 p.m. Exhibit dismantling hours will be Friday, October 24th, 4:30 p.m. – 7:00 p.m.

ASSIGNMENT OF SPACE

Approximately 25 booths will be available in the exhibit area and they will be assigned on a first-come, first-served basis. However, companies committed to exhibiting prior to this mailing and Corporate Affiliates will have priority. See the prior information about becoming an FIE Corporate Affiliate.

SHIPPING INFORMATION

We are contracting with a local shipping company for advance shipment and return of booth materials. They will provide information on their service fees and forms. Additional information will become available upon registration.
MISCELLANEOUS USE OF SPACE

Reassignment, subletting or sharing any part of allotted booth (or room) space is prohibited. Solicitations and distribution of printed advertising must be confined to the booth space only. Operation of objectionable material and sound devices will not be allowed. Aisles must be kept clear. The Exhibits Chair reserves the right to transfer booth locations in order to solve competitive conditions, avoid similarity in firm names, or to effect a more uniform distribution of space.

Exhibitors must use materials that will pass local fire inspection regulations. Drapes and curtains must be flameproof. Volatile liquids, gases, or combustible substances may NOT be present. All electrical work must be arranged through the show decorator or hotel personnel, in order to insure compliance with local regulations.

All of the rules and regulations mentioned are to be construed as a part of the space rental contract. The Exhibits Chair reserves the right to interpret them, as well as make final decisions on points these rules do not cover.

LIMITATION OF LIABILITY

Neither the sponsors (ASEE, IEEE, and the College) nor the hotel nor any of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall hold the hotel harmless from, any and all claims, demands, suits, liability, damages, loss, attorney's fees, and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees, or other representatives. It is suggested that all Exhibitors provide for their own floater insurance coverage; protecting themselves against damage, loss or theft.

SECURITY

The exhibit area will have a security guard in attendance when the reception area is not open. For your own security, the conference recommends that exhibitors should keep an attendant in their booth(s) during the hours the exhibits are open and remove valuable equipment when the exhibits are closed.

REFUNDS/CANCELLATIONS

Refund and Cancellation Policy

Exhibit space assigned and confirmed may be cancelled without penalty through August 15, 2008. Exhibit space cancelled after August 15, 2008 and until September 15, 2008 will be subject to a 25% cancellation fee. After September 15, 2008 no refunds will be made. A $30 fee also will be charged for returned checks. KU Continuing Education reserves the right to cancel the FIE conference and return all fees in the event of insufficient registration. The liability of the University of Kansas is limited to the registration fee. The University of Kansas will not be responsible for any losses incurred by registrants, including but not limited to airline cancellation charges or hotel deposits.

PROGRAM ACCESSIBILITY

We can accommodate persons with disabilities. Please call (785) 864-5823 and a representative from KU Continuing Education, the logistics provider for the conference, will contact you to discuss your needs. To ensure proper accommodations, please register with your needs at least two weeks before the start of the conference.

The University of Kansas is committed to providing programs and activities to all persons, regardless of race, religion, color, national origin, ancestry, sex, age disability, and veteran status. In addition, university policies prohibit discrimination on the basis of sexual orientation, marital status, and parental status.

For up to date conference information, a conference program, or for ideas about providing additional support for an event by becoming a "Corporate Affiliate," please call Kevin Curry at (785) 864-7861 or

VISIT US ON THE WEB AT

http://www.fie-conference.org

(5)