

# Supporter / Exhibitor Prospectus



**2008 IEEE Visualization Conference (Vis)**

**2008 IEEE Information Visualization Conference (InfoVis)**

**2008 IEEE Symposium on Visual Analytics Science  
and Technology (VAST)**

Hyatt Regency Columbus  
Columbus, Ohio, USA

**Conference Dates**

October 19-24, 2008

**Exhibit Dates**

October 20-23, 2008

<http://vis.computer.org/VisWeek2008/index.html>

# IEEE Visualization 2008 IEEE InfoVis 2008 IEEE VAST 2008

Hyatt Regency Columbus  
Columbus, Ohio, USA

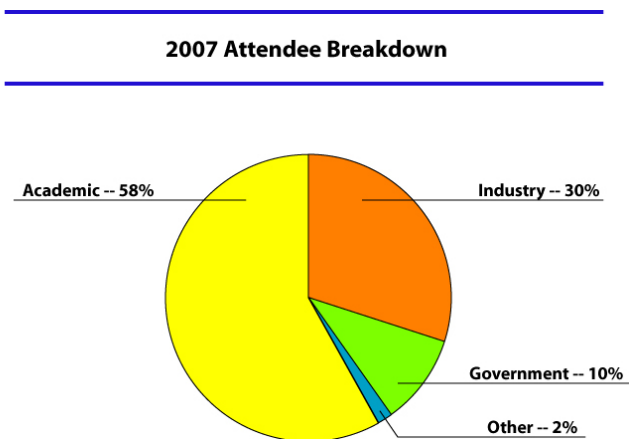
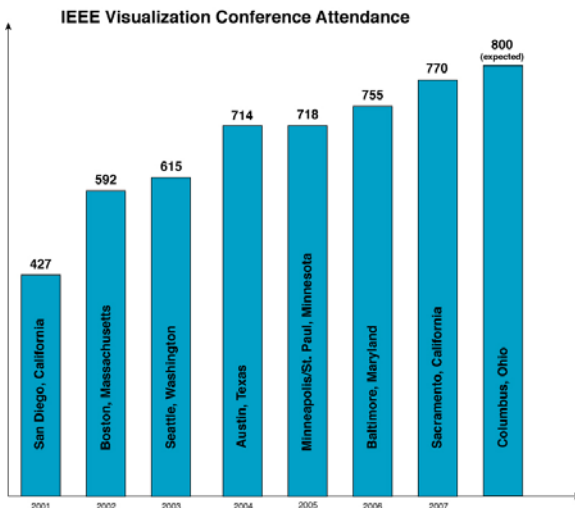
**October 19-24, 2008**

IEEE VisWeek 2008 provides the premier forum for data and information visualization advances in academia, science, government, and industry. Three venues, the IEEE Visualization Conference (Vis), the IEEE Information Visualization Conference (InfoVis) and the IEEE Symposium for Visual Analytics for Science and Technology (VAST) will be jointly held at the Hyatt Regency Hotel in Columbus Ohio from Sunday, October 19, 2008, through Friday, October 24, 2008. These events bring together researchers and practitioners with a shared interest in tools, techniques and technology. A full complement of research presentations, tutorials, workshops, panels, demonstrations, posters and exhibitions make this conference one of the largest and most important gatherings of researchers and professionals who specialize in the visual analysis of data.

We invite you to participate in the support of IEEE VisWeek 2008 by contributing and exhibiting at the conference.

## Why Support and Exhibit at VisWeek 2008

- Your organization will have the opportunity to meet over 800 influential conference participants – *and potential customers* – from government, industry, and academia from around the world that specialize in visual data analysis.
- Increase visibility among conference attendees through print, media, and personal contact. The 2008 exhibits will be held in a high traffic area to maximize the contact between exhibitors and attendees.
- Your logos will be added to the conference web page, the conference proceedings and the final program.
- Receive versatile registration options – Exhibits only registration enables potential customers to see your products without you having to register for the full conference.



## Levels of Support

### **PLATINUM SUPPORTER**      **\$9,000 for support of Tuesday Evening Banquet**

Benefits include:

- ❖ Three (3) complimentary all week registrations (includes admission to Conference Sessions, proceedings, DVD, and Tuesday Evening Reception & Banquet ticket)
- ❖ Three (3) additional Tuesday Evening Reception & Banquet tickets
- ❖ Optional exhibition space size of three (3) exhibition units, including five (5) exhibit staff registrations per exhibition space (exhibit access only)
- ❖ Recognition in signage displayed during the reception and banquet and option to display a banner with corporate logo during the event
- ❖ Option to supply approved corporate logo gift items for banquet tables
- ❖ Recognition in signage displayed during the conference under Platinum Supporter
- ❖ Recognition in printed materials under Platinum Supporter and optionally under Exhibitor (requires registration prior to print deadlines)
- ❖ Recognition on conference web site under Platinum Supporter and optionally under Exhibitor

**Each exhibition space includes:**

- ✓ 8'x10' floor space
- ✓ One (1) table and two (2) chairs
- ✓ One (1) 500-Watt electrical outlet
- ✓ Wireless Internet access

### **GOLD SUPPORTER**      **\$6,000 for support of Tuesday Evening Reception with Posters**

Benefits include:

- ◆ Two (2) complimentary all week registrations (includes admission to Conference Sessions, proceedings, DVD, and Tuesday Evening Reception & Banquet ticket)
- ◆ Two (2) additional Tuesday Evening Reception & Banquet tickets
- ◆ Optional exhibition space size of two (2) exhibition units, including five (5) exhibit staff registrations (exhibit access only) per exhibition space
- ◆ Recognition in signage displayed during the reception and banquet
- ◆ Option to supply corporate logo coffee mugs, soft drink cups, napkins, or other approved items
- ◆ Recognition in signage displayed during the conference under Gold Supporter
- ◆ Recognition in printed materials under Gold Supporter and optionally under Exhibitor (requires registration prior to print deadlines)
- ◆ Recognition on conference web site under Gold Supporter and optionally under Exhibitor

### **SILVER SUPPORTER**      **\$3,000 for support of Invited Speakers**

Benefits include:

- One (1) complimentary all week registration (includes admission to Conference Sessions, proceedings, DVD, and Tuesday Evening Reception & Banquet ticket)
- One (1) additional Tuesday Evening Reception & Banquet ticket
- Optional exhibition space size of one (1) exhibition unit, including five (5) exhibit staff registrations (exhibit access only)
- Recognition in signage displayed during all invited speaker presentations
- Recognition in signage displayed during the conference under Silver Supporter
- Recognition in printed materials under Silver Supporter and optionally under Exhibitor (requires registration prior to print deadlines)
- Recognition on conference web site under Silver Supporter and optionally under Exhibitor



**NON-PROFIT SUPPORTER \$500**

- Optional exhibition space size of one (1) exhibition unit, including five (5) exhibit staff registrations (exhibit access only)
- One (1) Tuesday Evening Reception & Banquet ticket
- Recognition in printed materials listed under Supporter and optionally under Exhibitor (requires registration prior to print deadlines)
- Recognition on conference web site under Supporter and optionally under Exhibitor

**PUBLISHER SUPPORTER \$500**

- Optional exhibition space size of one (1) exhibition unit, including five (5) exhibit staff registrations (exhibit access only)
- One (1) Tuesday Evening Reception & Banquet ticket
- Recognition in printed materials listed under Supporter and optionally under Exhibitor (requires registration prior to print deadlines)
- Recognition on conference web site under Supporter and optionally under Exhibitor

**Each exhibition space includes:**

- ✓ 8'x10' floor space
- ✓ One (1) table and two (2) chairs
- ✓ One (1) 500-Watt electrical outlet
- ✓ Wireless Internet access

**ACADEMIC SUPPORTER \$500**

- Optional exhibition space size of one (1) exhibition unit, including five (5) exhibit staff registrations (exhibit access only)
- Recognition in printed materials listed under Exhibitor
- Recognition on conference web site under Exhibitor

**Additional Support Opportunities****CONTINENTAL BREAKFAST SUPPORTER \$1,500 each** (6 available)

Your company logo will appear on all breakfast stations and in the conference program to identify you as the continental breakfast supporter. You may supply corporate logo coffee mugs, soft drink cups, or other approved items.

**REFRESHMENT BREAK SUPPORTER \$ 750 each** (9 available)

Your company logo will appear on all breakfast stations and in the conference program to identify you as the refreshment break supporter. You may supply corporate logo coffee mugs, soft drink cups, or other approved items.

**CONFERENCE LANYARDS (NECK STRAPS) \$1,200** (1 available)

Your company logo will appear on one side with conference logo on reverse side of lanyards (neck straps) for conference attendee name badges and in the conference program to identify you as a conference supporter.

**CONFERENCE BAGS \$2,000** (1 available)

Your company logo will appear on one side with conference logo on reverse side of conference bags and in the conference program to identify you as a conference supporter.

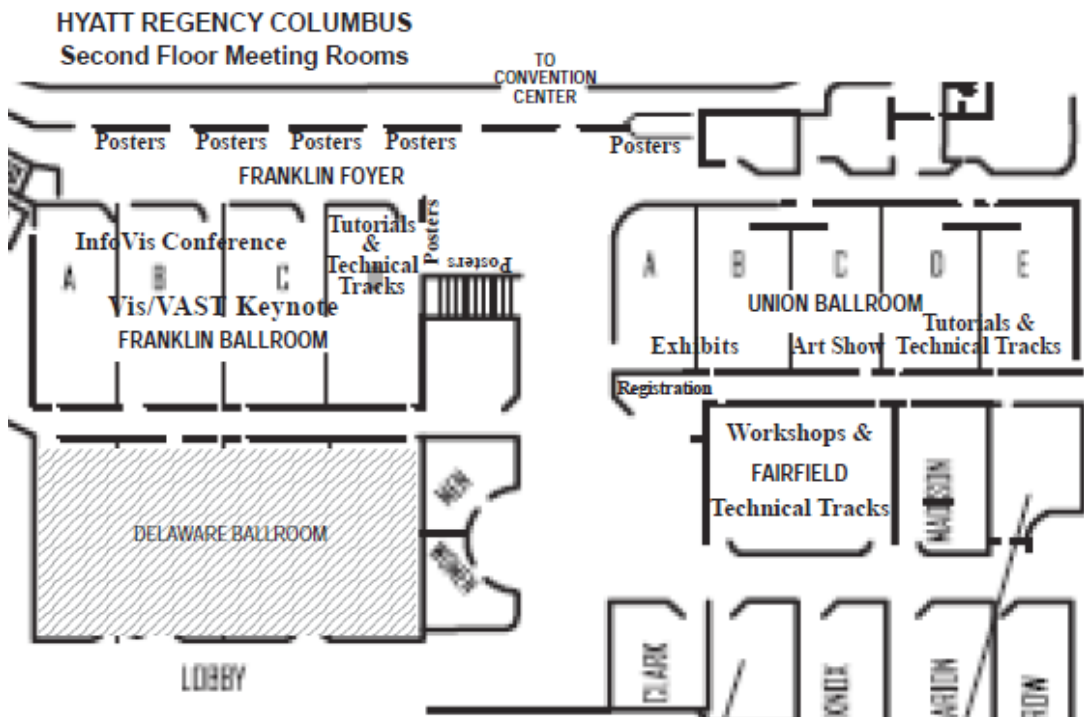
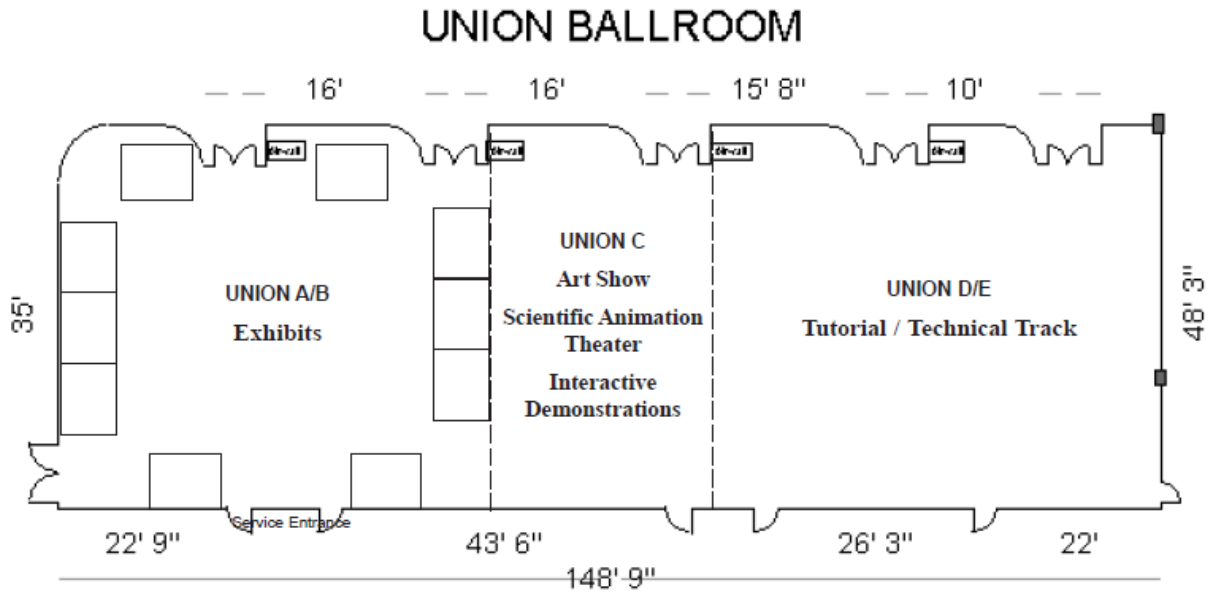
**CONFERENCE T-SHIRTS \$2,500** (1 available)

Your company logo will appear on back with conference logo on front of conference t-shirts and in the conference program to identify you as a conference supporter.

**CONFERENCE PROGRAM ADVERTISING****Full Page Ad \$800****Half Page Ad \$600****Quarter Page Ad \$400**

## Exhibit Floor Plan

Conference activities will be located in the Second Floor Meeting Rooms at the Hyatt Regency in Columbus, OH.



## **Conference Deadlines**

### ***Friday, August 15, 2008***

- Deadline for Supporter/Exhibitor Application and Full Payment
- Applications received after 15 August 2008 will be accepted subject to availability and supporter may not be included in printed materials.

### ***Friday, August 29, 2008***

- Exhibitor Space Assignments E-mailed

### ***Monday, September 8, 2008***

- Deadline for company logo to appear in printed materials

### ***Wednesday, October 15, 2008***

- Earliest date material can arrive at Hotel

## **Contact Information**

### **VisWeek 2008 Exhibit Contacts**

Ken Joy, Exhibit Committee Chair  
University of Ohio, Davis  
Tel: +1 530 752 0481  
Fax: +1 530 752 8894  
kijoy@ucdavis.edu

Ming Hao, Exhibit Committee Member  
Hewlett-Packard Company  
Tel: +1 650 857 3664  
Fax: +1 650 857 6278  
ming.hao@hp.com

Xavier Tricoche, Exhibit Committee Member  
Purdue University  
Tel: +1 765 496 9416  
Fax: +1 765 494 0739  
xmt@purdue.edu

Richard May Exhibit Committee Member  
Pacific Northwest National Laboratory  
Tel: +1 509 375 6976  
richard.may@pnl.gov

### **Payment Contact**

April L. Coles  
Senior Conference Administrator  
IEEE Conference Management Services  
445 Hoes Lane  
Piscataway, New Jersey, 08854  
Tel: +1 732 465 6620  
Fax: +1 732 465 6447  
a.coles@ieee.org

### **VisWeek 2008 Conference Contacts**

Raghu Machiraju, General Conference Chair  
The Ohio State University  
Tel: +1 614 292 6730  
Fax: +1 614 292 2911  
machiraju.1@osu.edu

Loretta Auvil, Conference Finance Chair  
National Center for Supercomputing  
Applications  
Tel: +1 217 265 8021  
Fax: +1 217 244 7396  
lauvil@uiuc.edu

### **Hotel Contact**

Andy Taylor, CMP  
Senior Convention Services Manager  
Hyatt Regency Columbus  
350 North High Street  
Columbus, OH 43215  
Tel: +1 614 280 3065  
Fax: +1 614 280 3046  
altaylor@hyatt.com



## Contractual Considerations

### **Purpose**

The purpose of all exhibits is to inform meeting participants of the type and nature of products related to scientific, medical, and information visualization and to provide information and explanation concerning related products and services. Appropriate product demonstrations and visuals can be used towards the stated purpose.

### **Space Assignments**

The following rules and regulations governing the exhibit under the auspices of IEEE VisWeek 2008 are part of the application for space and constitute a contract between the Exhibitor and the Conference. They have been formulated in the best interest of the Exhibitor and full cooperation of the Exhibitor in their observance is asked. Any detail not specified is subject to decision by the Chairpersons of the Conference (see page 5). Each assignment of space also entails benefits from the conference. The actual nature of the benefits depends on the support purchased by the Exhibitor (see Levels of Support).

Space will be assigned when the exhibitor has registered and returns a duly completed application along with the payment. The Conference reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary. The Exhibitor agrees to accept the space assigned. ***Exhibit space will be assigned based on the date the application is received.***

### **Terms of Payment**

Full payment **MUST** accompany the supporter/exhibitor application. No application will be processed without remittance of full payment. Deadline for initial exhibit space assignments is 15 August 2008. A completed application for space with full payment and all requested information must be submitted by mail or facsimile. Facsimile applications must include a credit card number, expiration date, and signature. Telephone requests will not be honored.

The application, along with full payment for space, should be returned to April Coles at IEEE Conference Management by **Friday, August 15, 2008** (address above).

### **Contract for Space**

The acceptance of the application by IEEE VisWeek 2008 and the full payment of conference support constitute a contract. A completed application for space with full payment and all requested information must be submitted by mail or facsimile. Also, a high-resolution corporate logo is needed. Facsimile applications will be received but must be followed by payment by check. **Telephone requests will not be honored.**

Depending on support purchased, exhibitors will be provided one, two or three exhibition units. An exhibition unit is considered to be 8 feet by 10 feet, and 2 exhibition units are considered to be 20 feet by 8 feet. Other configurations are possible. Contact the Exhibits Chairs (page 5) for special needs. For each exhibition unit, the Conference will furnish a 6' x 30" table and two chairs. Exhibitors will be provided normal access to electrical power, and the internet as available at the hotel. In essence, all ordinary PCs and workstations can be supported with available internet connectivity. The exhibitors should make their own arrangements with the hotel staff for needs and requirements that exceed the minimum.

### **Cancellations**

Exhibitors are requested to notify IEEE Conference Management with cancellations. Cancellations are not effective until they have been submitted in writing to the Exhibits Chairs. Space reductions are considered cancellations. It is understood that IEEE VisWeek 2008 reserves the right, at its option, to reassign a cancelled space.

### **Refunds**

Promotion of the conference and its supporters is ongoing. Therefore, Conference Support is not refundable.

### **Sharing Space**

Subletting of space is not permitted.



### **Badges and Staffing**

A confirmation e-mail will be sent once the submitted support/exhibit application is processed. Names of appropriate staff at the exhibit can be added as needed. Each exhibiting company is limited to five (5) complimentary exhibit-only exhibitor badges. Any exhibit staff wishing to attend the conference technical program must also register for the conference at the regular registration fee. Exhibits should be staffed during show hours. Badge exchange between exhibitor representatives is not permissible.

### **Operation of Exhibits**

Show management reserves the right to restrict exhibits which, because of sound, method of operation, materials, content, or any other reason are deemed objectionable, and also to prohibit or evict any exhibit as a whole.

### **Size of Exhibits**

Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the displays of other Exhibitors. This restriction includes person(s), things, conduct, printed material, noise, or anything that may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, neither IEEE VisWeek nor the IEEE Computer Society is liable for any refunds, rentals or other exhibit expenses.

### **Shipping Items to the Conference Hotel**

All shipments should be received no earlier than **Friday, October 26, 2008**. Please note that all shipments received will be held in the hotel's purchasing department. A \$5.00 per box handling fee will apply. The shipping address is:

Vis2008 Exhibitor Name & Booth Number  
Hotel Guest  
Hyatt Regency Columbus  
350 North High Street  
Columbus, OH 43215

### **Including Additional Material**

A flyer or other information sheet may be included in the registration packet that all attendees will be receiving. Send to the hotel address to the attention of IEEE Conference Manager April Coles, but also send an e-mail with the following information:

Name of person shipping  
Contact phone number  
Method of shipment (FedEx, UPS, etc.)  
Tracking number

The informational material should arrive at the hotel no later than Friday, October 17, 2008, as student volunteers will be assembling the registration packets beginning the Saturday, October 18, 2008. Past registration counts over the last three years have been between 700 and 800 (see page 9).

### **Violations**

As a condition for exhibiting, each Exhibitor shall agree to observe all policies. Violators will not be eligible to exhibit at future IEEE Visualization Conference meetings.

### **Insurance**

Advise your agent! Insurance on all exhibits is the responsibility of the Exhibitor. The IEEE Computer Society will not assume any responsibility for property loss or damage to personal property, as stated in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

### **Limitation of Liability**

Exhibitor agrees with IEEE that IEEE shall not be liable for any damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor or any person thereon with the consent of Exhibitor and that Exhibitor will indemnify and hold harmless IEEE from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence of or breach of an obligation by Exhibitor or its employees or representative.

### **Catastrophe**

In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.







19-24 October 2008

SUPPORT / EXHIBIT APPLICATION

Please type company name as it should be published.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ (No P.O. Box addresses please)

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate at which level of support you are contributing:

- Supporter Platinum \$9,000.00
Supporter Gold \$6,000.00
Supporter Silver \$3,000.00
Publisher \$500.00
Academic \$500.00
Breakfast Supporter\* \$1,500.00
Break Supporter\* \$750.00
Conference Lanyards Supporter\* \$1,200.00
Conference Bags Supporter\* \$2,000.00
Conference T-Shirts Supporter\* \$2,500.00

\* Does not include optional exhibit space.

Return Application Form and Full Payment to:

April Coles
Senior Conference Planner
IEEE Conference Management
445 Hoes Lane
Piscataway, NJ 08854, USA
Phone: +1-800-810-4333
FAX: +1 732-465-6447
e-mail: A.Coles@ieee.org

Questions:
Contact Exhibit Chairs (page 5)

Send high-resolution logo to:
Conference Chair Raghu Machiraju,
raghu@cse.ohio-state.edu

TERMS OF PAYMENT

Full payment is due by 15 August 2008 and must accompany this application. Notification of assignment of optional exhibit space will be distributed 29 August 2008.

Applications received after 15 August 2008 will be accepted subject to availability and supporter may not be included in printed materials.

Due to continuous promotion of the conference and its supporters, conference support is not refundable.

- Yes, we plan to exhibit at IEEE VisWeek 2008. (exhibit contract below must be read and signed)
No, we do not plan to exhibit at IEEE VisWeek 2008.

Payment Method (choose one)

- Check: Make all checks payable to IEEE VIS 2008. Checks must be in U.S. dollars drawn on a U.S. bank.
Credit card: American Express MasterCard VISA Discover

Credit Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

(Signature authorizes the IEEE to charge credit card for Total Remittance in U.S. Dollars converted to local currency.)

EXHIBIT CONTRACT (This section should be completed only if you will be utilizing the optional conference supporter exhibit space.)

As an authorized representative of the Company named above, I hereby apply for exhibit space at IEEE VisWeek 2008. I have read and understand the rules, regulations, and contractual considerations outlined in IEEE VisWeek 2008 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by IEEE VisWeek 2008 and the full payment of our conference support constitute a contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_ Title: \_\_\_\_\_

We are (please circle):

Manufacturer Manufacturer's Rep Reseller Industrial Distributor Publisher Government Agency Other: \_\_\_\_\_