

Exhibitor Prospectus



IEEE Visualization 2007 InfoVis 2007 VAST 2007

Hyatt Regency Sacramento
Sacramento, California, USA

Conference Dates

October 28 – November 1, 2007

Exhibit Dates

October 30 – November 1, 2007

IEEE Visualization 2007

InfoVis 2007

VAST 2007

Hyatt Regency Sacramento
Sacramento, California, USA

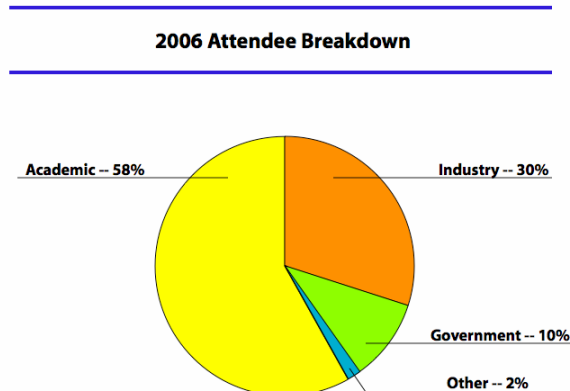
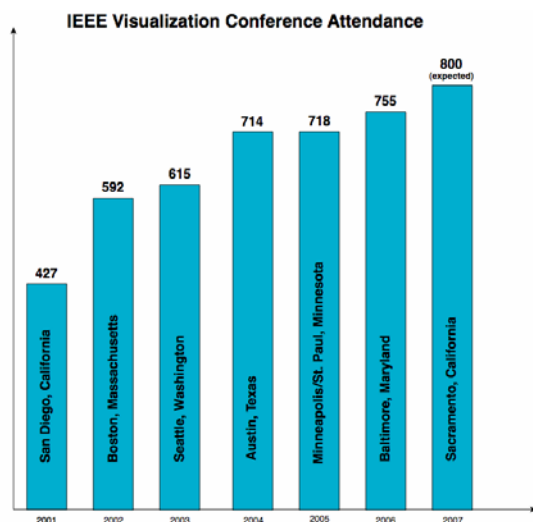
October 28 – November 1, 2007

IEEE Vis/InfoVis 2007 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 symposium for Visual Analytics for Science and Technology (VAST) will be jointly held at the Hyatt Regency Hotel in Sacramento California from Sunday, October 28, 2007 through Thursday, November 1, 2007. 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 Vis/InfoVis 2007 by contributing or exhibiting at the conference.

Why Support and Exhibit at Vis/InfoVis 2007

- 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 2007 exhibits will be held in the main conference hall in high traffic areas 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.



Sponsorship Levels

PLATINUM **\$9,000**

Price includes:

- Three (3) complimentary all week registrations (includes proceedings, DVD, and Sunday and Tuesday reception ticket)
- Signage recognizing the organization as a conference supporter and option to display a banner with corporate logo at receptions
- Optional exhibition space size of 3 exhibition units
- Recognition in printed materials under Supporter Platinum; and optionally under Exhibitor

GOLD **\$6,000**

- Two (2) complimentary all week registrations (includes proceedings, DVD, and Sunday and Tuesday reception ticket)
- Signage recognizing the organization as a conference supporter and option to display a banner with corporate logo at receptions
- Optional exhibition space size of 2 exhibition units
- Recognition in printed materials under Supporter Gold; and optionally under Exhibitor

SILVER **\$3,000**

- One (1) complimentary all week registration (includes proceedings, DVD, and Sunday and Tuesday reception ticket)
- Signage recognizing the organization as a conference supporter
- Optional exhibition space size of 1 exhibition unit
- Recognition in printed materials under Supporter Silver; and optionally under Exhibitor

NON-PROFIT **\$500**

- Exhibitor registration (includes Tuesday reception ticket)
- Optional exhibition space size of 1 exhibition unit
- Recognition in printed materials listed under Supporter and optionally under Exhibitor

PUBLISHER **\$500**

- Exhibitor registration (includes Tuesday reception ticket)
- Exhibition space size of 1 exhibition unit
- Recognition in printed materials listed under Exhibitor

ACADEMIC **\$500**

- Exhibition space size of 1 exhibition unit
- Recognition in printed materials listed under Exhibitor

Additional Sponsorship Opportunities

BREAKFAST SPONSOR **\$3,500 each** *(4 available)*

Your company logo will appear on all breakfast stations and in the conference program to identify you as the breakfast sponsor.

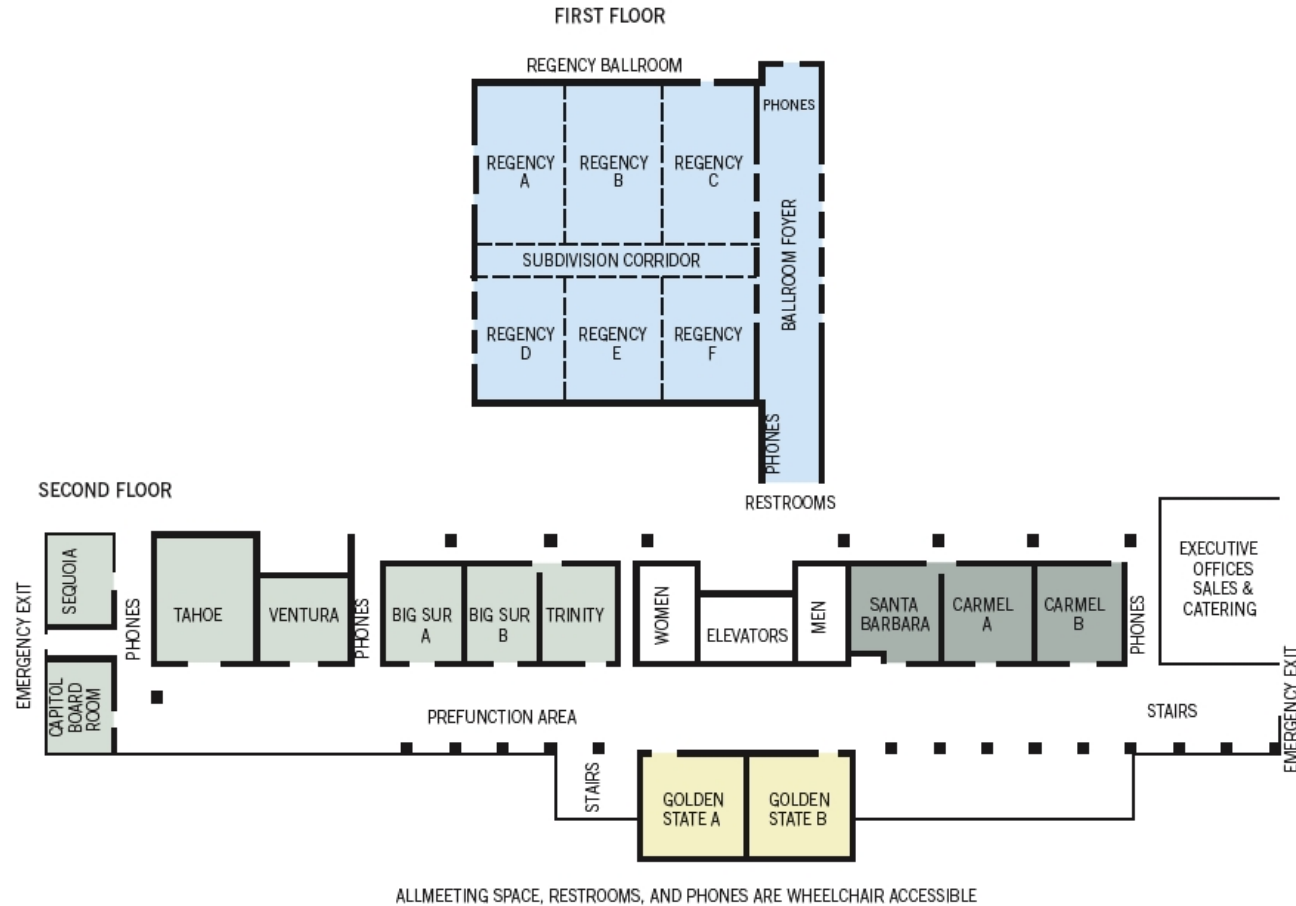
COFFEE BREAK SPONSOR **\$3,500 each** *(8 available)*

Your company logo will appear on all coffee break stations and within the conference program as the coffee break sponsor. You may include logo give-a-ways during the breaks; give-a-ways will be at sponsor's own expense.



Conference Floor Plan

All of the Conference activities will be located in the Regency Ballroom, at the Hyatt Regency in Sacramento, CA. The Ballroom itself will be subdivided into six (6) rooms. The conference talks and poster exhibitions will take place in Regency rooms A, B, C, D and E. The exhibition space for our sponsors will be in Regency F adjacent to the entrance for the Regency Ballroom.



Conference Deadlines

Wednesday, August 15, 2007

- Deadline for Exhibitor Application and Full Payment

Monday, August 20, 2007

- Exhibitor Space Assignments E-mailed

Friday, August 24, 2007

- No Refunds for Cancellation after this date

Friday, October 26, 2007

- Earliest date material can arrive at Hotel

Contact Information

Vis/InfoVis Conference Exhibit Contacts:

Ken Joy, General Conference Chair
University of California, Davis
Tel: +1-530-752-0481
Fax: +1-530-752-8894
kijoy@ucdavis.edu

Frank van Ham, Exhibits Committee member
IBM Research
Tel: +1 617-693-3940
Fax: +1 617-693-5551
fvanham@us.ibm.com

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

Bill McGilvery, Exhibits Committee member
ChoicePoint Government Services
Tel: +1-703-921-0195
Fax: +1-703-921-0196
bill.mcgilvery@choicepoint.com

Hotel Contact

Becky Rust, Catering and Convention Services Manager

Hyatt Regency Sacramento
Phone: +1 916-321-3530
Fax: +1-916-321-3030
brust@hyatt.com

Payment Contact

April L. Coles, CMP
Senior Conference Administrator
IEEE Conference Management Services
445 Hoes Lane
Piscataway, New Jersey, 08854

Hyatt Regency Sacramento
1209 L Street
Sacramento CA 95814
<http://sacramento.hyatt.com>



Contractual Considerations

Purpose

The purpose of all exhibits is to inform meeting participants of the types and nature of the products displayed 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 the IEEE Visualization 2007 Conference 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 Sponsorship Levels). Space will be assigned when the exhibitor has registered and returns a duly completed application along with the payment. Registration can be completed on-line as described on the conference web page pertinent to exhibitors.

Exhibit space will be assigned based on the date the application is received

The Exhibitor agrees to accept the space assigned. The application, along with full payment for space, should be returned to April Coles by **Wednesday, August 15, 2007**. Exhibitors can send the application to April Coles (address above). The Conference reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary.

Badges and Staffing

Exhibitors should be able to access their registrations from the conference web pages. A confirmation electronic mail containing this information will be sent once the submitted application is processed. Names of appropriate staff at the exhibit can be added as needed. Each exhibiting company is limited to five (5) complimentary exhibitor badges. This will give exhibit staff access to the exhibit area only. 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. Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

Contract for Facilities

The acceptance of the application by the IEEE Visualization 2007 Conference and the full payment for rental charges 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.**

Space Selections

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.



Terms of Payment

Full payment **MUST** accompany the application for space. No application will be processed without remittance of full payment.

Complimentary Registrations

Complimentary registration forms for the exhibitors that have that benefit included will be sent to the exhibitor after the registration is duly completed.

Cancellations

Exhibitors are requested to notify the Exhibits Chairs with cancellations. Cancellations are not effective until they have been submitted in writing to the Exhibits Chairs. The date the Exhibitor's written notice of cancellation is received will be the official cancellation date. Space reductions are considered cancellations and are subject to cancellation fees. It is understood that the Visualization 2007 Conference reserves the right, at its option, to reassign a cancelled space regardless of the cancellation rate assessed.

Refunds

Cancellation of space after **Friday, August 24, 2007** will result in **NO REFUND**. Cancellations between August 15, 2007 and August 24, 2007 will result in a partial refund of 50% of the original cost. Cancellations before August 15, 2007 will be charged a \$50 processing fee, but otherwise refunded in full.

Failure to Occupy Space

Any Exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Conference shall have the right to use exhibit space as it sees fit, provided the space is not occupied by the scheduled exhibit hall opening, unless prior alternative arrangements have been agreed upon.

Sharing Space

Subletting of space is not permitted.

Operation of Exhibits

The 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, the IEEE Visualization Conference or the IEEE Computer Society is not 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**. Please note that all shipments received will be held in the hotel's purchasing department. The shipping address is:

Vis2007 Exhibitor Name & Booth Number
Hotel Guest
Attn: Becky Rust, Catering and Convention Services Director
Hyatt Regency Sacramento,
1209 L Street
Sacramento CA 95814

Including Additional Material

If you have a flyer or other information sheet that you would like to have included in the registration packet that all attendees will be getting, you can send it to the same address, but also send e-mail to the Exhibits Chair (see Page 5) with the following information:

Name of person shipping
Contact phone number
Method of shipment (FedEx, UPS, or whatever)
Tracking number

The informational material should arrive at the hotel by October 26, 2007, as student volunteers will be assembling the registration packets beginning the Saturday, October 27, 2007. Past registration counts over the last three years have been between 700 and 800 (see page 9).

CONTRACTUAL CONSIDERATIONS

Violations

As a condition for exhibiting, each Exhibitor shall agree to observe all policies. Violators will not be eligible to exhibit at future 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 harm less 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.





Please type company name as it should be published.

Name: _____

Company: _____

Address: _____
(No P.O. Box addresses please)

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____

I would like to be contacted regarding corporate support opportunities.

We, the undersigned, hereby apply for exhibit space at the Visualization 2007 Conference, subject to the rules and regulations governing the exhibition as stated in this prospectus, which we accept as part of the agreement. We agree to accept the space assigned.

We are (please circle):

For-Profit Corporation Non-Profit Corporation
Educational Institution Publishers Government Agency
Other: _____

TERMS FOR PAYMENT

Full payment is due by **Wednesday, August 15, 2007** and must accompany this application. Notification of space assignments will be mailed **Monday, August 20, 2007**.

Cancellation of space after **Wednesday, August 15, 2007** will result in a penalty of 50% of the total cost of the space assigned. No refunds will be granted after **Friday, August 24, 2007**. Any cancellation before August 15th will be fully refunded less a \$50 processing fee. Cancellations must be received in writing.

Please indicate which level you will be exhibiting:

_____	Supporter Platinum:	\$9000.00
_____	Supporter Gold:	\$6000.00
_____	Supporter Silver:	\$3000.00
_____	Publisher:	\$500.00
_____	Non-Profit:	\$500.00
_____	Academic:	\$500.00

Return Application and Full Payment To:

April L. Coles, CMP
Senior Conference Administrator
IEEE Meeting & Conference Management
445 Hoes Lane
Piscataway, New Jersey, 08854
Fax: +1 732 465 6447

Questions: Contact exhibits chairs

Send high-resolution logo to:

Ken Joy, Conference General Chair, kijoy@ucdavis.edu

Each exhibitor is limited to five (5) complimentary printed representative badges per table. This will give exhibit staff access to the exhibit area only. Any exhibit staff wishing to attend the conference technical program must also register for the conference at the regular registration fee.

As an authorized representative of the Company named above, I have read and understand the rules, regulations, and contractual considerations outlined in the Visualization 2007 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE Visualization 2007 Conference and the full payment on rental charges constitute a contract.

Signature: _____ Date: _____

Name (Please Print): _____ Title: _____

METHOD OF PAYMENT (All fees payable in USD \$)

American Express Diners Club Discover Card MasterCard Visa Check (Payable to 2007 IEEE VIS)

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.)

