



## 2010 IEEE AEROSPACE CONFERENCE

March 6-13, 2009      Big Sky, Montana, USA

IEEE Aerospace Conference Offices

1301 Lynngrove Drive

Manhattan Beach, CA 90266

Prospective Exhibitor,

The aerospace community is a group of the brightest and best minds in engineering, science, business and government who work to create, discuss, and review leading edge technologies and applications.

As Exhibitors and Patron Program Chair of the 2010 IEEE Aerospace Conference, to be held at Big Sky, Montana, I would like to invite you to consider exhibiting your products and services at our conference.

If you have not participated in the past, we know you will find our conference an exceptional venue to display your products, capabilities, and services to potential new customers.

We are expecting over 500 aerospace specialists, government and commercial leaders and their guests to attend, offering excellent corporate exposure for your organization.

If you would like to showcase your business to our group of technologists and decision makers, please consider participating as a member of our Patron Program. Information on Patronage options is provided on our website at:

<http://www.aeroconf.org>

For more information, or to discuss your specific interests, please contact me by email at: [promotions@aeroconf.org](mailto:promotions@aeroconf.org).

Sincerely,

Howard E. Neely, III  
Exhibitors and Patrons Program Chair  
2010 IEEE Aerospace Conference

# Exhibitor Information

As an exhibitor at the IEEE Aerospace Conference, you will receive a warm welcome, approximately 8' x 10' of exhibit space, a 6' x 2' draped and clothed table, and as many chairs as you need. Electricity is provided, but please request power ahead of time. Booth space does allow backdrop or hanging displays, but please confirm size ahead of time.

All tables will be reserved for the full week of the conference. Exhibit setup will be on Saturday, March 6<sup>th</sup>, from 3:00pm-9:00pm, unless other arrangements have been previously coordinated. Exhibit takedown will occur on the last day of the conference, Friday, March 13<sup>th</sup>, noon-4:00pm. Please note that any package that needs to be shipped from Big Sky before Monday, March 15<sup>th</sup> must be packaged, labeled and in the mailroom by 2:00pm, Friday, March 12<sup>th</sup>.

We offer two levels of exhibit space, Prime and Choice, as described below and shown in the in the booth layout figures. Please note that a 15% discount applies to Exhibitors who also participate in any level of the Patron Program. Exhibitors are also welcome to purchase one Guest Registration package for activities and meals only (no sessions, except for the plenary sessions during dinner).

Please note that, unless noted, these areas are not secured after hours. The IEEE Aerospace Conference is not responsible for materials left unattended.

## **Prime Level** **\$1,500**

- Choice of Tables P1-P7. These tables, which offer the most visibility to conference attendees, are located just outside the Missouri (main) Ballroom, where all plenary and selected technical sessions are held and the dinners are served. Your table will see traffic from the majority of conference attendees, and offers the potential for excellent one-on-one interaction with potential clients.
- Company banners may be displayed in front of your table, and literature may be displayed on it. Please note that we do not provide literature racks.
- At your option, your company banner will be displayed in the Missouri Ballroom above the stage area.

## **Choice Level** **\$1,000**

- Choice of Tables C8-C9. This is a select location within the Gibbon and Lamar rooms, in view of attendees during their visits to the Electronic Presentation Hall (EPH).
- As this is a secured area, it is perfect for a business that plans to display valuable equipment, but not attend the table full time.
- Company banners may be displayed in front of your table, and literature may be displayed on it. Please note that we do not provide literature racks.
- At your option, your company banner will be displayed in the Missouri Ballroom above the stage area.

# Rules for Exhibitors

The Exhibitor agrees to comply with the rules described herein. Each Exhibitor agrees that their display admitted to the conference shall be designed in good taste and appropriate to the content of the conference. Committee shall refer to IEEE Aerospace Conference officers or agents acting for them in management of the conference and activities.

1. **DISPLAY MATERIAL** - All material to be presented at the conference will be reviewed and approved prior to the conference kickoff. The committee exercises the right to reject any display or material deemed to be inappropriate. The committee reserves the right to reject the display in whole or in part, or any Exhibitor or representative with or without giving cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the unearned rental at the time of rejection. The booth may lose Exhibitor eligibility if deemed necessary by the Conference Committee.
2. **BANNER** – All exhibitors are encouraged to bring a banner for display at the front of the Missouri Ballroom throughout the week of the conference. Banners may be as large as 6’ wide and 4’ tall. We recommend that banners be in bright light colors (or white) with dark lettering, and with grommetted holes at the corners for hanging. Large and portrait format banners can be accommodated: contact us at [promotions@aeroconf.org](mailto:promotions@aeroconf.org). Please consider shipping your banners, and notifying us of the tracking number for the banner package so we can have all banners installed for the first conference event Saturday night.
3. **LOGO** – All exhibitors are encouraged to email a logo that we can use on the Conference Supporter and Contributors page (inside front cover) in the conference Schedule and Program. Logo should be 3” x 4” TIFF CYMK, 600 dpi, and must be received by January 15, 2010.
4. **POWERPOINT AD SLIDE** – All exhibitors are encouraged to submit one PowerPoint slide that promotes your products and/or services, to be shown during the dinner slide show each day. Since the slide will be shown for only a few seconds each time, it should be designed with high-impact graphics and a simple message. Please note that black background works best.
5. **ELIGIBILITY** – The committee reserves the right to determine the eligibility of any Exhibitor, product or service for exhibiting. “Exhibitor” includes manufacturers or products, publishers, service organizations or educational organizations.
6. **EXHIBITOR RESPONSIBILITIES** – Booths must be manned at all times the conference is in session or at any special Exhibitor events. Exhibitor representatives will be identified in advance of the conference, including personnel for set-up, sessions support and removal activities.
7. **THE BOOTH** – The Exhibitor booth will consist of an approximate 8’x 10’ area, a 6’x 2’ table, and one or more chairs. Special arrangements may be coordinated a minimum of 30 days prior to the conference.
8. **BOOTH LOCATION** – The committee will provide a layout of the expected locations available to host a booth. They will make a reasonable effort to accommodate Exhibitor requests preferences. Space is limited, therefore selection of booth location is on a first come, first serve basis with final confirmation on full payment to the conference. Failure to occupy the pre-designated space during the appropriated setup time window may result in forfeiture unless previously coordinated with the committee.
9. **BOOTH SET-UP & TAKE-DOWN** - All tables will be reserved for the full week of the conference. Exhibit set-up will be on Saturday, Mar-7 from 3:00pm-9:00pm, unless other

arrangements have been previously coordinated. Exhibit take-down will occur on the last day of the conference, Friday, Mar-14, noon -4:00 pm.

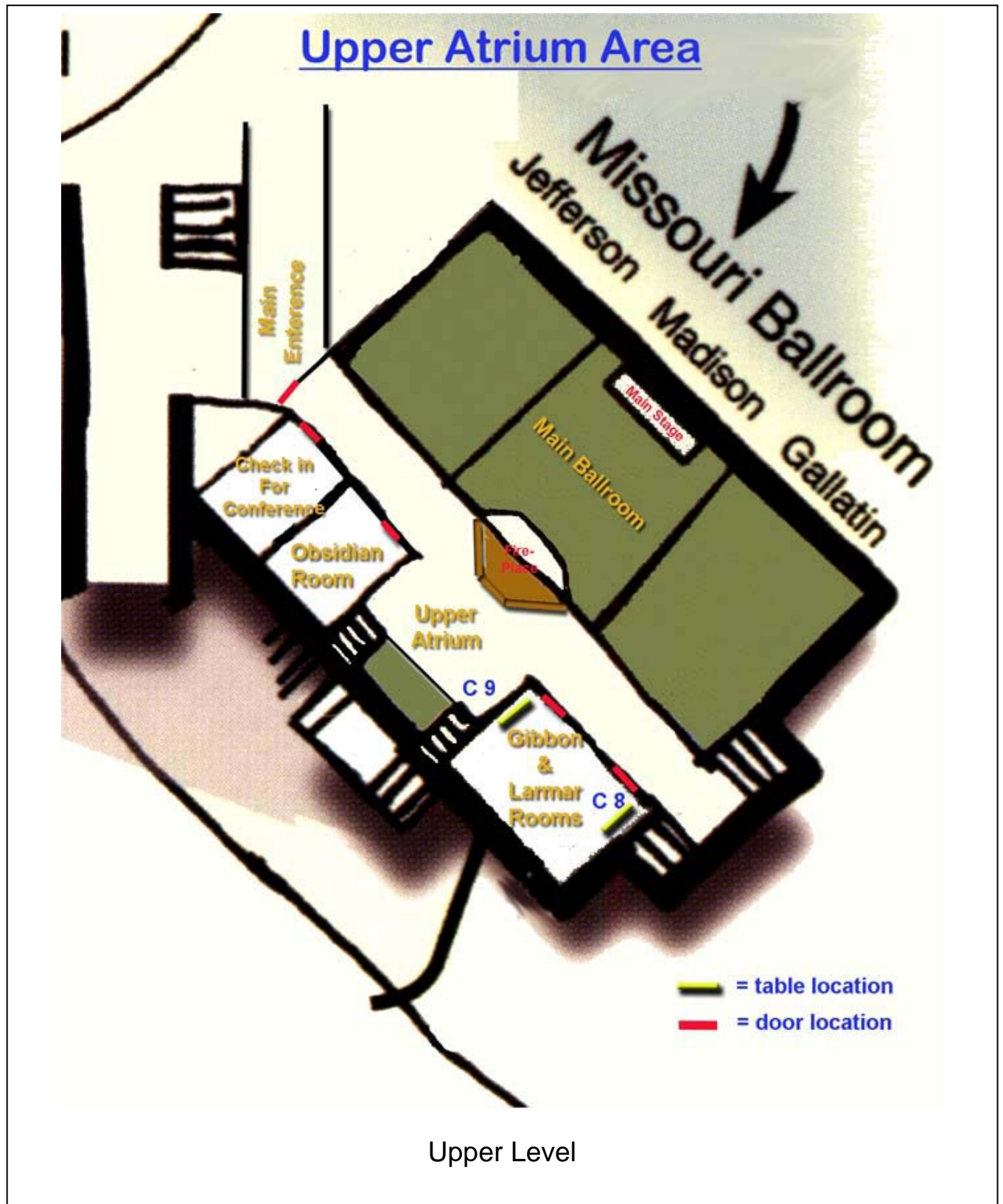
10. SHIPMENT OF GOODS – Exhibitor materials may be shipped in advance of the conference at the sole responsibility of the Exhibitor. **We recommend that you ship your items not less than 1 week prior to March 5, 2010, due to weather conditions. Big Sky does NOT receive deliveries on the weekend. All items MUST arrive by March 5, 2010.** The facility address for delivery is:

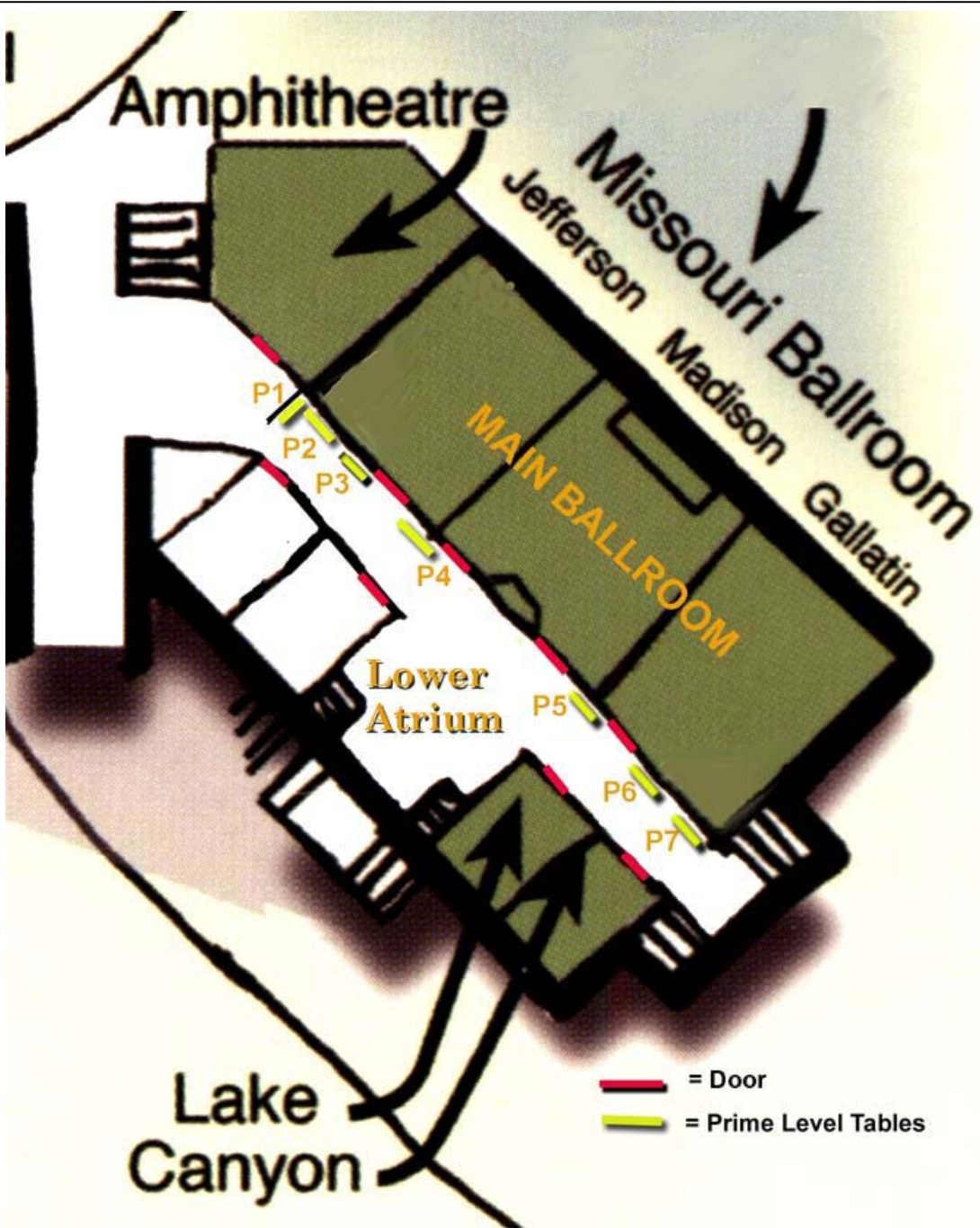
**IEEE Aerospace Conference  
c/o Big Sky Resort  
1 Lone Mountain Trail  
Big Sky, MT 59716**

Be sure to include: YOUR COMPANY NAME, point of contact and phone number, and "IEEE Exhibit". For more information, call the resort directly at: (406) 995-5891. Please note that each crate must be able to fit through a 42” doorway, with maximum depth less than 52” and maximum height less than 7’. Total weight of each crate must not exceed 2500 lbs. In addition, we request that you email your tracking numbers to [promotions@aeroconf.org](mailto:promotions@aeroconf.org) to assist us in having your packages ready and waiting for you when you are ready to setup your booth.

11. INSURANCE – Fire, theft and liability insurance protecting the Exhibitor personnel or booth items is mandatory and not the responsibility of the conference to verify. Proof of insurance may be requested in the event of an accident of unexpected damage or injury occurring.
12. FIRE LAWS – Federal, State and City fire laws must be observed. Exhibitors are required to ensure that their displays and other booth materials comply with the fire regulations. Aisles and fire exits must not ever be blocked.
13. ATTENDANCE – Exhibitors must purchase a conference registration (or be granted a complementary registration), at least at the Guest level. Note that at least one complementary registration is included with each level of Patron Program participation.
14. CLEAN UP – Exhibitors are expected to maintain a generally clean and clear area surrounding their booth.
15. SUB-LEASING – No Exhibitor may assign, sublet or apportion any portion of his space. Booths may be shared by multiple vendors at the discretion of the committee.
16. NOISE – Public address or other loud devices for the reproduction of sound beyond the individual Exhibitor booth, or excessive operating noise that distracts neighboring Exhibitors is prohibited.
17. LIMIT OF LIABILITY – The committee shall not be responsible for any injury, loss of damage that may occur to the Exhibitor of the Exhibitor’s property, employees or any others designated by them, from any cause whatsoever prior, during or subsequent to the conference activities. Nor shall the committee be held liable for an act of God that makes the facility unusable during this period. The Exhibitor furthermore, upon a signed agreement, releases the committee from and agrees to indemnify and save harmless the committee against any and all claims for such loss, damage and injury to Exhibitor and Exhibitor representatives. Exhibitors are liable for any damage caused by affixing displays to building floors, walls or to standard booth equipment, or for damages caused by the Exhibitor in any other manner. The committee will not be responsible for delays, damage, loss, increased cost or any other circumstance beyond its control.

# Exhibit Booth Floor Plans





Lower Level

## 2010 IEEE Aerospace Conference Exhibit Booth Application Form

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

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

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibit Booth Level: \_\_\_\_\_ Booth Choice: \_\_\_\_\_

Amount: \_\_\_\_\_ Credit Card No: \_\_\_\_\_

Exhibitor Name(s): \_\_\_\_\_

Exhibitor Point of Contact mobile phone number \_\_\_\_\_

Guest Name(s): \_\_\_\_\_

Our program is very flexible and open to other suggestions for support. Please do not hesitate to contact me at [promotions@aeroconf.org](mailto:promotions@aeroconf.org).

On behalf of the IEEE Aerospace Conference, thank you for choosing our conference to exhibit your products and services. It is greatly appreciated, and we look forward to providing opportunities for you through the conference.

Please print out this form, fill it out, make your check payable to the:

### **2010 IEEE Aerospace Conference**

Mail the check and this form to:

**IEEE Aerospace Conference Office  
1301 Lynngrove Drive  
Manhattan Beach, CA 90266  
attn: Exhibitors and Patrons Program Chair**