



FRONTIERS IN EDUCATION CONFERENCE



2013 EXHIBITOR'S KIT

Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, OK

October 23 – 36, 2013

Sponsored by

IEEE Computer Society

IEEE Education Society

ASEE Educational Research and Methods Division

Hosted by

The University of Oklahoma

EXHIBIT DATES AND HOURS

10/24/2013	Thursday	9:30 a.m. – 5:00 p.m.
10/25/2013	Friday	9:00 a.m. – 4:30 p.m.

GENERAL INFORMATION

The 43rd annual Frontiers in Education Conference (FIE), sponsored by the IEEE Education Society, the IEEE Computer Society, and the ASEE Educational Research and Methods Division, will be held October 23rd – 26th at the Renaissance Oklahoma City Convention Center Hotel in Oklahoma City. The exhibit hall will be open to attendees on October 24th from 9:30 a.m. – 5:00 p.m. and October 25th from 9:00 a.m. – 4:30 p.m.

The Frontiers in Education Conference is one of the two major international engineering education conferences offered every year. The University of Oklahoma is this year's host institution. Over 600 academic and industry representatives are expected to attend. Participants will include 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. To insure maximum exposure, the exhibits and the refreshment breaks will be located in the same space. A special "Focus on Exhibits" session is planned for the afternoon of Friday, October 25th.

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

BOOTH RENTAL INFORMATION

FIE 2013 will offer 10' wide by 10' deep booths. The booth rental rates are as follows:

- **Academic Institutions and Departments** **\$700**

The booth rental fee includes:

- One six-foot table, one wastebasket, two chairs
- Complimentary power and wireless internet access
- One full registration (this includes the program book, the proceedings, admission to the technical sessions, and a complete meal package)
- One black and white full-page advertisement in our conference program.

Additional tables, chairs, risers, etc. can be arranged with the show decorator, who will contact you prior to the conference.

For additional personnel working in the booth individual registrations can be purchased for \$350 each. (This includes a name badge, access to the exhibit hall, technical sessions, meals and breaks).

To reserve a booth or for other general information concerning exhibiting, contact the FIE 2013 Exhibits Chair:

Prof. Robert J. Hofinger
Purdue University
3824 Windward Place
West Lafayette, IN 47906-8629
Phone: (765) 463-1182
Cell: (765) 490-2142
Fax: (765) 463-1182
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 the afternoon of Friday, October 25th, 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 24th and Friday, October 25th in a meeting space within the conference building. Up to six (6) **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 room set up and the audio/visual equipment (a data projector and a screen).

SPONSORSHIPS

For even more exposure, **consider becoming a Corporate Affiliate**. Affiliate monies in the past have funded conference events such as plenary speakers, breaks, lunches, receptions, and 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 the assistant to the General Co-Chairs, Kevin Curry, at the number below, to discuss available opportunities.

Kevin Curry Assistant to the General Co-Chairs
email: kcurry@ku.edu
TEL: (785) 864-7861

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 is included with your registration
Upgrade to a full page color ad for \$1,000/page
2. Proceedings USB Sponsorship
Sole sponsor--\$5,000
3. Proceedings USB Advertising Insert (Due by August 30, 2013)
Exhibitor--\$500
Non-exhibitor--\$1,000
Corporate Sponsor (donating \$1,000 or more)—complimentary

EXHIBITOR APPLICATION AND REGISTRATION

Exhibitors must register using the *EXHIBIT SPACE APPLICATION AND CONTRACT*. Additional contracts are available from the Exhibits Chair or on the FIE 2013 website. 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. We also accept all major credit cards. Exhibitors will be able to pick up their conference materials at the registration desk during normal registration hours.

HOTEL RESERVATIONS

Your hotel reservation can be made directly with the hotel. We will supply you with more information about registration as the conference approaches.

Renaissance Oklahoma City Convention Center Hotel
10 North Broadway Avenue • Oklahoma City, Oklahoma 73102 USA
<http://www.marriott.com/hotels/travel/okcbr-renaissance-oklahoma-city-convention-center-hotel/>

Room Rates: \$139 king or double (plus tax)
Rooms will be held at this rate until 5:00 p.m. (Central Time) Friday, September 20, 2013

SET UP

The exhibits will be ready for set up on Wednesday, October 23rd, 2013 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 26th, 2013. There is a final break in the exhibit area from 4:00 p.m. to 4:30 p.m. Exhibits should be dismantled by 6:00 p.m.

ASSIGNMENT OF SPACE

Approximately 20 booths will be available, 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 the Seattle Sheraton 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, Seattle University) nor the Seattle Sheraton Hotel nor any of their officers, agents, employees, or other representatives shall be held liable, 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 Seattle Sheraton 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

Exhibit space assigned and confirmed may be cancelled without penalty through August 9, 2013. Exhibit space cancelled after August 9, 2013 and until September 20, 2013 will be subject to a 25% cancellation fee. After September 20, 2013 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 at <http://fie2013.org>

FIE Exhibitor Application and Contract

October 23-26, 2013 • Oklahoma City, Oklahoma

We hereby apply for exhibit space in the 2013 FRONTIERS IN EDUCATION CONFERENCE Exhibition and Display. In making this application, we agree to conform to the Exhibit Regulation for the 2013 FRONTIERS IN EDUCATION CONFERENCE as noted in the EXHIBITOR'S KIT. It is mutually agreed that all of said regulations shall be interpreted by the Exhibits Chair, and that the parties hereto shall be bound by such interpretation. Acceptance of this application by the Exhibits Chair shall be converted into a full contract for exhibits. Due to space limitations and other factors, application does not necessarily mean acceptance.

1 Please Print

1 Exhibitor name _____
Name of officer authorized to sign _____ Title _____
Authorized signature _____ Date _____
Address _____ Telephone _____
City _____ Fax _____
State _____ ZIP _____ - _____ E-mail _____
Company Web site _____

2 Exhibitor Rates

- 2 Academic Institution or Department: _____ @ \$700 \$ _____
 Additional Booth Personnel Registrations: _____ @ \$350 \$ _____
 Exhibitor Showcase Presentation Session: _____ @ \$200 \$ _____
 Full-page Color Ad: _____ @ \$1000 \$ _____
 Advertisement on USB Proceedings: _____ @ \$500 \$ _____

Please list names of registering personnel:

Exhibitor Personnel: 1 _____

Additional Booth Personnel: _____
(\$350 each)

- My company would like to be a Corporate Affiliate.
(Please see Web site for options, or call Kevin Curry at 785-864-7861.)

Total \$ _____

5 Easy Ways to Register

- 5 **Mail** Complete the registration form and mail with payment to:
The University of Kansas
Continuing Education
Registrations
1515 Saint Andrews Drive
Lawrence, Kansas 66047-1619
Phone Toll-free 877-404-5823 or 785-864-5823
Fax 785-864-4871



Special Accommodation

If you will need special accommodation, please mark the box above, and a member of the Continuing Education staff will contact you.
AA147030/JCN131002

Privacy Policy

KU Continuing Education does not share, sell, or rent its mailing lists. You have our assurance that any information you provide will be held in confidence by KU Continuing Education.

We occasionally use mailing lists that we have leased. If you receive unwanted communication from KUCE, it is because your name appears on a list we have acquired from another source. In this case, please accept our apologies.

Nondiscrimination Policy

The University of Kansas prohibits discrimination on the basis of race, color, ethnicity, religion, sex, national origin, age, ancestry, disability, status as a veteran, sexual orientation, marital status, parental status, gender identity, gender expression and genetic information in the University's programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Director of the Office of Institutional Opportunity and Access, IOA@ku.edu, 1246 W. Campus Road, Room 153A, Lawrence, KS, 66045, (785)864-6414, 711 TTY.

Program Accessibility

We accommodate persons with disabilities. Please call 785-864-5823 or mark the space on the registration form, and a KU Continuing Education representative will contact you to discuss your needs. To ensure accommodation, please register at least two weeks before the start of the conference. See the nondiscrimination policy above.

Refund and Cancellation Policy

Exhibit space assigned and confirmed may be cancelled without penalty through August 9, 2013. Exhibit space cancelled after August 9, 2013 and until September 23, 2013 will be subject to a 25% cancellation fee. After September 4, 2012 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.

3 Payment Options

3 Registrations will not be processed until payment is received. Payment for early bird registrations must be received on or before the early bird deadline.

Check which form of payment you wish to use:

- Check enclosed, **payable to The University of Kansas.**
 Credit card company _____

Card # _____ Exp. _____

Name on card (print) _____

Cardholder's phone # _____

4 Contact Person(s)

4 Please list the name(s) of others who should receive conference material:

Name _____ Phone _____

Address _____

City _____ State _____ ZIP _____ - _____

E-mail _____ Fax _____

Name _____ Phone _____

Address _____

City _____ State _____ ZIP _____ - _____

E-mail _____ Fax _____