



# UPCEA / ACE

## **Exhibitor Prospectus and Sponsorship Opportunities**

**January 29-31, 2014**

**San Diego, Coronado Island Marriott Resort**

## Why Exhibit?

UPCEA is the leading organization for colleges and universities engaged in professional, continuing, and online education. ACE is the nation's most influential, respected, and visible higher education association representing the presidents of U.S. accredited degree-granting institutions, which include two- and four-year colleges, private and public universities, and nonprofit and for-profit entities. This co-hosted event will attract over 300 presidents, provosts, deans, directors, and other administrators engaged in higher education and curious about new resources and products for online education. The 2014 Summit will provide numerous opportunities for you to interact with current and potential clients.

## Exhibit Pricing

UPCEA Corporate Member or ACE Alliance Program Member	Non-member
\$1,250 – tabletop w/ 1 registration included	\$1,750 – tabletop w/ 1 registration included

*Note: Additional registrations may be purchased at the member or non-member attendee registration rate via the Summit website: <http://conferences.upcea.edu/SOLS/exhibiting.html>*

## Program Book Ad Pricing

Summit Program Book Note: All ads are color.	UPCEA Member or ACE Alliance Program Member Price	Non-Member Price
▪ Back Cover	\$1,895	\$2,395
▪ Inside Back Cover	\$1,495	\$1,895
▪ Full Page Ad	\$995	\$1,295
▪ Half Page Ad	\$595	\$795

Please contact Cheri Simpson, UPCEA Director of Corporate Relations, at 919-240-4909 or [csimpson@upcea.edu](mailto:csimpson@upcea.edu) to reserve your ad space. Don't delay! Space is limited.

Questions about exhibiting? Please contact Beth Bennett, ACE Director of Advancement, at 202-939-9474 or [bbennett@acenet.edu](mailto:bbennett@acenet.edu).

# 2014 UPCEA/ACE Summit for Online Leadership & Strategy

January 29-31, 2014

## Exhibitor Rules and Regulations

The following exhibitor rules and regulations supplement the Online Application to Contract for Exhibit Space at the 2014 UPCEA/ACE Summit for Online Leadership & Strategy at the Coronado Island Marriott Resort & Spa, 2000 Second Street, Coronado, California 92118. The Online Application can be accessed here:

<http://conferences.upcea.edu/SOLS/exhibiting.html>

By submitting the Online Application to Contract for Exhibit Space, the exhibitor agrees to be bound by and adhere to the following terms, rules and regulations and all amendments thereto and decisions of UPCEA/ACE. An exhibitor kit will be sent to all exhibitors in November 2013.

### 1. Dates and Exhibit Hours: Wednesday, January 29th thru Friday, January 31<sup>st</sup>, 2014

#### **SETUP Wednesday, January 29 10am--12:30pm**

- Wednesday, January 29 1pm--5pm
- Thursday, January 30 9am--4pm
- Friday, January 31 8:30am--11am

#### **TEAR DOWN Friday, January 31 11am-1pm**

**The Networking Reception is scheduled for Wednesday evening outside on the patio, weather permitting. All exhibitors will have a highboy table with company name indicated for networking with attendees. This two-hour reception is, therefore additional, designated exhibit hours.**

Please note the exhibit hours listed above have been scheduled to include dedicated exhibit hours for specific events in the Exhibit Area, and to allow time and space for client appointments, attendees' convenience and flexibility for all.

UPCEA/ACE reserves the right to make changes to the exhibit hours; however, such changes will be made known as far in advance of the Summit as possible.

### 2. Installation and Dismantling of Exhibit Tabletops:

Installation is scheduled from 10am-12:30pm on Wednesday, January 29, 2014. Exhibitors who do not meet this deadline will not be allowed to continue setting up until 2 hours prior to the next day's exhibit hours. UPCEA/ACE reserve the right to assign labor to setup any display that is on the premises but not fully setup by 12:30pm on the 29th; the exhibitor shall be responsible for any and all labor and other charges incurred by UPCEA/ACE in completing the setup.

UPCEA/ACE and the Marriott shall not be responsible for any injuries or damages to persons or property incurred in the exhibit setup. No setting up or moving of materials is permitted during exhibit or General Session hours. Dismantling may begin **only after** the Exhibit Hours officially end on Friday, January 31 at 11am. UPCEA/ACE reserve the right to assign labor to remove any display that is not dismantled and removed by 1pm on Friday, January 31; the exhibitor shall be responsible for any and all labor and other charges incurred by UPCEA/ACE in the dismantling, removal and storage of such materials.

### 3. Facility Maintenance:

Exhibitor and its agents shall not injure, deface or damage any part of the exhibit building, tabletops, tabletop contents, show equipment or décor. When such damage appears, the exhibitor and/or its agent shall be liable to the owner of the property for any such damage. UPCEA/ACE shall have the right at any time to enter the leased area occupied by the exhibitor or otherwise inspect exhibitor's materials.

#### **4. Storage:**

Packing crates and/or boxes are not permitted in sight in the tabletop area during the exhibit period(s). It is the exhibitor's responsibility to mark and identify their boxes and crates. UPCEA/ACE and the Marriott assume no responsibility or liability for the condition of contents of crates and boxes. Due to local Fire Code Regulations it may be necessary to store empty crates or boxes outside the building. UPCEA/ACE and the Marriott assume no responsibility or liability for theft or damage to them.

#### **5. Shipping:**

Exhibitors wanting to ship items in advance to the Marriott may do so by addressing such items to:

**TO:**  
**Raymond Elicone**  
**2000 Second Street**  
**Coronado, CA 92118**  
**HOLD FOR ARRIVAL – UPCEA/ACE Summit for Online Leadership & Strategy**

**FROM: UPCEA/ACE Summit Exhibitor**  
**[EXHIBITOR NAME/COMPANY NAME and DATE OF ARRIVAL OF PICKUP OF SHIPPED MATERIALS]**  
**[COMPLETE RETURN ADDRESS]**

Shipping questions can be directed to Raymond Elicone at 619-522-3009.

#### **6. Assignment of Tabletop Space/Payment Terms:**

Reasonable efforts will be made to honor specific tabletop location requests; however, UPCEA/ACE do not guarantee specific tabletop space or location requests. UPCEA/ACE reserve the right to change location assignments at any time, as it may in its sole discretion deem necessary. Payment should be made to **UPCEA** (who is handling registration and payment for the event) pursuant to the terms of the Online Application to Exhibit contract (check vs. credit card). UPCEA/ACE reserve the right to not accept an exhibit application that might be objectionable, unethical, in breach of the law or contrary to the best interests of the Summit, and to prohibit and/or remove any exhibits which might detract from the general character of the Summit.

#### **7. Cancellation of Tabletop Space:**

All requests for cancellation of tabletop space must be made in writing. If an exhibitor cancels, the following deadlines shall apply: a. full refund will be granted where notice of cancellation is received by UPCEA before **November 29, 2013**; b. 50% refund will be granted where notice of cancellation is received by UPCEA on or before **December 6, 2013**; and, c. 0% refund for cancellation requests received after **December 6, 2013**. Once the tabletop space is canceled, UPCEA/ACE reserve the right to resell the space.

#### **8. Display Guidelines:**

Exhibit space includes a 6' skirted tabletop and 2 chairs. Note: The Exhibit Area is in the Coronado Foyer directly outside of the General Session ballroom. No walls, partitions, paintings, decorations or any other type of obstruction may be erected that interfere in any way with the view of any other exhibitor or which detract from the general character of the Seminar. All storage boxes and/or crates must be stored from sight during show hours and the exhibitor agrees to maintain daily cleanliness of the tabletop area. No audio-visual device or sound system shall be operated in a manner that disturbs or interferes with other exhibitors. Exhibitors shall not assign or sublet any allocated space without prior written consent of UPCEA/ACE.

## **9. Security:**

The Marriott provides security 24 hours a day by a proprietary staff of officers. UPCEA/ACE and the Marriott strongly recommend that each exhibitor not leave portable, valuable merchandise exposed in the Exhibit Area, especially during set-up and dismantling. The exhibitor retains sole legal and financial responsibility for its own exhibit personnel or volunteers, exhibit materials and the conduct of its activities within the Exhibit Area.

## **10. Playing or Reproduction of Music:**

Exhibitor shall not play music that is inappropriate, or at a level that is disturbing to other exhibitors and attendees.

## **11. Tabletop Sales Transactions:**

To ensure compliance with applicable federal, state and local laws and regulations, no tabletop sales transactions will be permitted in the Exhibit Area during the Summit Exhibition; however, the exhibitor may accept an order at the tabletop where the sales transaction is consummated and then appropriately invoice at a later date.

## **12. Errors and Omissions:**

UPCEA/ACE assume no responsibility or liability for any services performed or materials delivered by other suppliers to the Exhibit Area, their personnel or their agents.

## **13. Liability/Insurance:**

Notwithstanding the security provided under Section 9 above, the exhibitor understands and agrees that UPCEA/ACE and the Marriott, including their respective officers, directors, employees, staff, agents or volunteers, shall not be responsible for the safety of property of the exhibitor from theft, damage by fire, accident, vandalism or other causes, and the exhibitor hereby waives and releases any claims or demands it may have against any of them by reason of any damage to or loss of any property of the exhibitor. The exhibitor further understands and agrees that UPCEA/ACE and Marriott, including their respective officers, directors, employees, agents, staff and volunteers, shall not be liable for injury of any type from any cause to persons conducting or otherwise participating in the Summit Exhibition or to invitees, guests or employees of the exhibitor. The exhibitor understands and agrees that UPCEA/ACE and the Marriott, including their respective officers, directors, employees, agents or volunteers, do not carry business interruption or property damage insurance coverage for loss or damage of exhibitor's property. It is strongly recommended that the exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury or death. The exhibitor understands and agrees that UPCEA/ACE, including their respective officers, directors, employees, agents or volunteers, shall not be liable to exhibitor in excess of consideration paid by exhibitor, exclusive of deposit, for breaches of conduct or tortuous conduct by UPCEA/ACE.

## **14. Hold Harmless and Indemnification:**

Exhibitor agrees to indemnify, hold harmless and defend UPCEA/ACE and Marriott, and their respective officers, directors, employees, agent, staff and volunteers from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever as they arise (including, but not limited to court costs, reasonable attorneys' fees and interest) which UPCEA/ACE and the Marriott may incur, suffer, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act, error or omission or breach of these terms, conditions, rules or regulations by the exhibitor, its officers, directors, employees, staff, volunteers, agents or representatives. Exhibitor assumes full responsibility and liability for the actions of its agents, employees, representatives and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless and defend UPCEA/ACE and the Marriott, as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of acts, errors or omissions of the exhibitor, its agents, employees, representatives or independent contractors whether acting within or without the scope of their authority.

**15. Enforcement of Regulations:**

UPCEA/ACE retain full power and authority to interpret and enforce all rules and regulations of the Summit Exhibition and power to make amendments and/or further rules and regulations that are considered necessary for proper conduct in the Exhibit Area and at the Summit. Such decisions shall be binding upon all exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for UPCEA/ACE to require immediate removal of the exhibit and/or offending exhibitor. Failure to comply may also result in forfeiture of all further rights to exhibit at future seminars and conferences sponsored by UPCEA or ACE, together with all fees paid. UPCEA/ACE may lease any space so forfeited to another exhibitor and retain all revenue collected.

**16. Cancellation or Postponement of Show:**

In the event the Summit Exhibition is postponed due to any occurrence not occasioned by the conduct of UPCEA/ACE or the Marriott or exhibitor, whether such occurrence be an Act of God, common enemy, result of war, riot, civil commotion, act of terrorism, public health emergency, labor dispute, government act, or act or conduct of any person or persons not party or privy to this agreement, then performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Summit Exhibition, the obligations of the parties under this agreement shall automatically be terminated and all rental payments made under this agreement shall be refunded to the exhibitor, less a pro rata share of expenses actually incurred by UPCEA/ACE in connection with the Summit Exhibition. UPCEA/ACE reserve the right, with no liability to the exhibitor for refunds, additional expenses or otherwise, to change the date or place of the Summit Exhibition upon two weeks written notice to the exhibitor, effective from the date of mailing of such notice.

**17. Waiver:**

Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of their agreement. Any rights of UPCEA/ACE shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of both UPCEA and ACE.

**18. Applicable Law and Jurisdiction:**

Exhibitor agrees that the laws of the District of Columbia shall control the construction and enforceability of this agreement and hereby consents to the jurisdiction of the District of Columbia and Federal District Court within the District of Columbia with respect to any right of action arising under this agreement.

**19. Severability:**

In the event any provision of this Agreement is held invalid or unenforceable, then neither remaining provisions of this agreement nor other applications of provisions involved shall be affected thereby.

**20. Agreement subject to Terms of Facility Lease:**

This agreement between the exhibitor and UPCEA/ACE is subject to the terms and conditions of the lease agreement between UPCEA/ACE and the exhibition facility, and to the terms of any and all agreements between UPCEA/ACE and any other party relating to the Summit Exhibition. The exhibitor shall not undertake any act or fail to fulfill any obligation which shall be in violation of said lease or agreements

## Sponsorship Opportunities

Help kick off the Summit with a fun-filled networking reception at the beautiful Coronado Island Marriott Resort and Spa! Your company receives prominent recognition prior to and during the event, recognition in the Summit Program Book, mobile app, onsite signage, and more!! Other sponsorship opportunities are also available.

### ◆ Thursday Plated Luncheon | \$10,000

[Thursday, January 30, 2014]

#### Benefits:

- One (1) complimentary attendee registration
- One (1) complimentary, full page, color ad in the Summit Program Book
- Verbal recognition at luncheon
- Recognition on signage displayed before and during the event
- Recognition on the UPCEA and ACE websites
- Recognition in the Summit Program Book
- Recognition in the Summit mobile app

### ◆ Opening Welcome Reception | \$8,500

[Wednesday, January 29, 2014]

#### Benefits:

- One (1) complimentary attendee registration
- One (1) complimentary, full page, color ad in the Summit Program Book
- Verbal recognition at reception
- Recognition on signage displayed before and during the event
- Recognition on the UPCEA and ACE websites
- Recognition in the Summit Program Book
- Recognition in the Summit mobile app

### ◆ Complimentary Wireless Access for All Attendees | \$7,500

#### Benefits:

- Recognition as sponsor of complimentary wireless access when attendees sign in
- Recognition on the UPCEA and ACE websites
- Recognition in the Summit Program Book
- Recognition in the Summit mobile app
- Company name as sponsor on signage at the conference

## ◆ Tote Bags for Attendees | \$7,500

### Benefits:

- Company name and logo printed on one side of each tote bag (UPCEA/ACE on the other side)
- Recognition on the UPCEA and ACE websites
- Recognition in the Summit Program Book
- Recognition in the Summit mobile app

## ◆ Hot Breakfast (two available) | \$6,000 each

[Thursday, January 30 or Friday, January 31, 2014]

### Benefits:

- One (1) complimentary full page, color ad in the Summit Program Book
- Recognition on signage displayed before and during the event
- Verbal recognition at the sponsored breakfast
- Recognition on the UPCEA and ACE websites
- Recognition in the Summit Program Book
- Recognition in the Summit mobile app

## ◆ Badge Lanyards for Attendees | \$2,500

### Benefits:

- Company name and logo printed on lanyards for attendees
- Recognition on the UPCEA and ACE websites
- Recognition in Summit Program Book
- Recognition in the Summit mobile app

## ◆ Refreshment Break (four available) | \$1,500 each

[Wednesday, January 29 (afternoon), Thursday, January 30 (morning or afternoon), or Friday, January 31, 2014 (morning)]

### Benefits:

- Recognition on signage displayed by the refreshment station during the sponsored break
- Recognition on the UPCEA and ACE websites
- Recognition in the Summit Program Book
- Recognition in the Summit mobile app

**If you are interested in sponsorship and/or exhibiting, please contact Cheri Simpson, UPCEA Director of Corporate Relations at 919-240-4909 or [csimpson@upcea.edu](mailto:csimpson@upcea.edu), or Beth Bennett, ACE Director of Advancement, at 202-939-9474 or [bbennett@acenet.edu](mailto:bbennett@acenet.edu)**