



### Exhibit Hall Information

Thank you for supporting the 2017 UPCEA Annual Conference in Chicago, IL. We are looking forward to an innovative event. The following pages include helpful information about your experience as an exhibitor.



### Location

The 2017 UPCEA Annual Conference will take place at:  
Sheraton Grand Chicago  
301 East North Water Street  
Chicago, IL 60611

UPCEA has secured a discounted rate of \$229 per night for UPCEA attendees.

**Important Deadline:** The cut-off for this discount is Friday, **February 24, 2017**; To reserve your room, [click here](#)

### Exhibitor Conference Registration, logo and description

Per your exhibit booth package each 10x10 exhibitor booth receives two (2) complimentary full conference registrations, logo placement and company description up to 50 words in the on-site conference program, and inclusion on signage/online mobile app. Please use the following link to submit this information:

<https://upcea.wufoo.com/forms/qgodxir1cirlua/>

**Important Deadline: February 15, 2017.** The above form must be completed by February 15, 2017, to assure your logo and description is included in the printed program. Forms submitted after this date will only be included in the mobile app and online.

*Note: Attendee must be listed on corporate roster in order to receive member rate. Additional registrations can be purchased at the corporate member or non-member attendee registration rate via <http://conferences.upcea.edu/annual2017/registration.html>*

### Exhibit Space and Kit

The exhibitor area for the Annual Conference will be in the Riverwalk Hall located on level one of the hotel. UPCEA will provide one (1) 6-foot draped table, two (2) chairs, one (1) wastebasket, pipe/drape and identification sign which will be supplied by UPCEA's exhibitor service company GES. The Exhibit Hall is carpeted.

**Important Deadline:** Exhibitor kits will be provided by our exhibitor service company, GES the week of February 6; please be sure to read through the kit and highlight the discount deadline. The kit will contain information on ordering additional furniture, electric, shipping and internet through our exhibitor service company GES.

\*We highly encourage exhibitors to work with our cost efficient exhibitor service company GES for shipping services, as you may incur additional charges shipping through the hotel.

**\*Basic Wi-Fi will be available complimentary onsite in all UPCEA meeting space (includes exhibit area) however, if you are depending on large bandwidth or streaming you will need to purchase this from the hotel. Please refer to pages 3-6 of this handbook for additional internet forms.**

## **Exhibit Hall Hours\***

### **Wednesday, March 22**

9:00 AM – 2:15 PM  
2:45 PM – 7:00 PM  
2:45 PM – 3:15 PM  
5:00 PM – 7:00 PM

Exhibitor Setup (*all exhibitors must be set up by 2:15pm*)  
Exhibit Hall Open  
Grand Opening of Exhibit Hall & Coffee with Exhibitors  
Opening Reception in Exhibit Hall

### **Thursday, March 23**

7:30 AM – 8:30 AM  
7:30 AM – 5:30 PM  
10:15 AM – 10:45 AM  
2:45 PM – 3:15 PM

Breakfast and Networking with Exhibitors in Exhibit Hall  
Exhibit Hall Open  
Networking Break in Exhibit Hall  
Networking Break in Exhibit Hall

### **Friday, March 24**

8:00 AM – 9:00 AM  
8:00 AM – 11:00 AM  
9:30 AM – 10:00 AM  
11:15 AM – 2:00 PM

Breakfast and Networking with Exhibitors in Exhibit Hall  
Exhibit Hall Open  
Networking Break in Exhibit Hall  
Exhibit Hall Tear Down (*tear down may not begin until 11:15am*)

*\*New this year! Roundtable Concurrent Sessions will be held in the Exhibit Hall. Please check the UPCEA website for updates <http://conferences.upcea.edu/annual2017/schedule.html>*

### **Pre & Post Attendee List**

Exhibitors should expect to receive a pre and post event mailing address list in Microsoft Excel format. The list will have all registered attendees' information. The list will include attendees' first and last names, institutions, the professional's title and physical address. Email addresses and phone numbers will NOT be present. They can be found in the event's mobile application. Our members and attendees have made clear their distaste for "blanket" promotional emails. You can expect the pre-conference attendee list the week of February 24th and the post-conference list 7 business days after the conference on April 5th.

### **Rules and Regulations**

The link below includes the full rules and regulations for reference. If you have any questions please let us know. [http://conferences.upcea.edu/annual2017/UPCEA\\_RR%202017.docx](http://conferences.upcea.edu/annual2017/UPCEA_RR%202017.docx)

### **Contact Us!**

#### **Exhibiting and Membership**

Varsha Patel  
Member Services Coordinator  
[vpatel@upcea.edu](mailto:vpatel@upcea.edu)  
202-659-3130

#### **Partners and Sponsorship**

Kimberly Zaski  
Director of Membership and Engagement  
[kzaski@upcea.edu](mailto:kzaski@upcea.edu)  
202-400-2569

**See you in Chicago!**



## Exhibitor Internet Service Order Form Hilton San Diego Bayfront

**\*PLEASE READ THOROUGHLY TO ENSURE A COMPLETE SERVICE REQUEST\***

1. **Fill out the accompanying forms completely:** include contact (ordering and onsite), payment information and signatures on all faxed or mailed service requests.
2. **Using a credit card for payment: Please contact Cindy Esteban at 619-321-4276 for all Credit Card payments. Payments can't be sent via fax or email or on any paper form. Charges will be posted immediately.**
3. **Include service drop location within your booth:** On the bottom of the order form is a diagram for service location. Simply fill in the blank lines with orientation (i.e. front, back and/or adjacent booth numbers) and mark an (X) within the diagram for drop location. **\*\*\*Charges may apply for service relocations\*\*\***
4. **Additional network devices (more than one):** When ordering services you will receive one routable IP Address, any additional devices using network resources (regardless of IP addressing scheme) will be subject to an additional device fee, charged per device. Simply order additional device/IP addresses for these connections (in excess of the one included IP address), all hubs and cabling will be provided.  
  
**\*\*\* You will not be permitted to use access points, switches or hubs without paying for the additional devices\*\*\***
5. **Terms & Conditions:** Please read through the accompanying terms and conditions as you are acknowledging such with your order form signature.
6. **Services not covered by this form:** More network solutions such as; VLAN(s), videoconferencing, Wi-Fi Hotspots, Webcasting and more are available upon request. Email requests for a customized solution to Cindy Esteban at [Cindy.Esteban@Hilton.com](mailto:Cindy.Esteban@Hilton.com)
7. **Fax or mailing your order: Please fax completed orders to 619 321-4373. If sending via mail please mail to Hilton San Diego Bayfront ATTN: Cindy Esteban, 1 Park Boulevard, San Diego, California, United States 92101. Please be sure to include the following when placing your order.**
  - a. **A completely filled out exhibitor form:** including ordering/onsite contact info, set-up time and service location diagram.
  - b. **A completely filled out payment Signature form:** Via Check to be mailed. **Please note Credit Card info must be called in to Cindy Esteban at 619-321-4276. Credit Cards will be processed immediately. Do not mail or fax or attach any Credit Card info to this form.**
  - c. **Make sure both the order and payment forms are signed: this will make sure there are no delays in your service request(s).**
8. **Questions? Contact Hilton San Diego Bayfront - 619-321-4276 (PST) or Email to [Cindy.Esteban@Hilton.com](mailto:Cindy.Esteban@Hilton.com)**

# Exhibitor Internet Service Order Form Hilton San Diego Bayfront

\*\*\*NO STAMPS PLEASE - FILL IN ALL FIELDS OR YOUR ORDER WILL NOT BE PROCESSED\*\*\*  
PLEASE PRINT LEGIBLY

## Customer Information

## Show Information

Company Name:		Ordering Contact Email:			
Ordering		Ordering Contact		Booth Number:	
Contact: On-Site Contact:		Phone: Onsite Cell Phone:		Set Up Date/Time:	
Company Address:				Strike Date/Time:	
City:	ST:	ZIP:		Exhibit Room:	
Show Name:				Show Dates	

**\*\*Shared Ethernet Network Access to (up to 500Mbps) \*\*** 10/100 Mbps, RJ-45 Ethernet Connection with 1 IP Address, see below for additional connections. **WIRED\_\_\_\_\_ WIRELESS\_\_\_\_\_**

**PLEASE NOTE THERE IS A 24% ADMINISTRATIVE FEE ADDED TO ALL ORDERS**

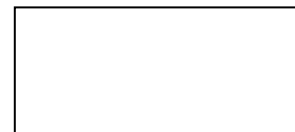
<i>High Speed Ethernet Service (per booth)<sup>1</sup></i> <i>Exhibitor HSIA Services are billed as a one-time fee.</i>			Discount <sup>1</sup>	Standard	Total
			Circle One		
■ One Day Exhibit	→	→	\$650.00	\$850.00	
■ Two Day Exhibit	→	→	\$850.00	\$1,050.00	
■ Three or More Day Exhibit	→	→	\$1,050.00	\$1,250.00	
<i>Additional Services are billed as one-time fee<sup>2,3</sup></i>	QTY				
■ Additional IP address (each) <small>auto-assigned once connected to network</small>			\$125.00	\$150.00	
■ Additional Routable Static IP address (each) <small>assigned by Hilton San Diego Bayfront</small>			\$150.00	\$200.00	
			<b>Total - (before 24% Administrative fee)</b>		

1. Orders received with payment **15 days prior** to first show date qualify for discount price.
2. Client must pay for each device connected to the network (wired or wireless) regardless of addressing scheme used. To maintain network integrity, **exhibitors are required to get prior approval from Hilton San Diego Bayfront in order to setup their own networking equipment on the provided connection(s)** (info required: WAP SSID, Channel and WEP encryption key of your access point).
3. Cables and 10/100 auto-sensing switch is included with multiple device orders.  
\*Subject to \$150 charge if switch is not returned or returned damaged after use\*

**Booth Layout Diagram:**

Provide orientation and mark service location with (X).  
Please provide any additional information that is pertinent.

**BACK**



**FRONT**

By placing this order, the undersigned agrees to terms, conditions, limited liability and acceptable use policy as stated at the end of this form

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

Exhibitor Internet Service Order Form  
Hilton San Diego Bayfront

**Payment Authorization**

***Payment Information***

Company Check or Money Order

**Hilton San Diego SO# (Completed by Hilton Staff)** \_\_\_\_\_

**MAKE PAYABLE TO:  
HILTON SAN DIEGO BAYFRONT**

**Total:** \_\_\_\_\_

**+ 24%:** \_\_\_\_\_

***Grand Total:*** \_\_\_\_\_

**MAIL TO: HILTON SAN DIEGO BAYFRONT, ONE PARK BLVD, SAN DIEGO CA 92101  
ATTN: CINDY ESTEBAN**

***Credit Card Payment:***

**Please contact the Cindy Esteban at 619- 321- 4276 for payment via Credit card,  
please note, Credit card Payments will be processed immediately.**

**\*\*DO NOT SEND CREDIT CARD INFO VIA FAX OR EMAIL\*\***

**\*\*Services must be paid for prior to event start date. \*\***



# Exhibitor Internet Service Order Form

## Hilton San Diego Bayfront

### General Terms & Conditions

**1. Services.** Hilton's network management services (the "Services") may include Connection to the Internet. In order to provide Internet connectivity, Hilton shall: (a) manage all data circuits; (b) ban all unauthorized wireless access points and signals - otherwise known as Rogue APs; (c) provide on-site technical assistance, as needed and in the reasonable discretion of the parties; and (d) provide a twenty-four (24)-hour telephone support and Monitoring of the network and all network equipment from its network operations center - NOC.

**2. Policies Incorporated by Reference.** Hilton's Privacy Policy and Acceptable Use Policy, as such may be amended from time to time, each of which is posted on Hilton's Web site at [www.Hilton.com/Hospitality](http://www.Hilton.com/Hospitality), are hereby incorporated by this reference as if fully set forth herein, and Customer shall be bound by the terms thereof.

**3. Configuration by Hilton.** In the event that Hilton configures any of Customer's hardware and/or software so that the Customer may use the Services, such configuration shall be undertaken with reasonable care and in keeping with standard industry practices. Under no circumstances shall Hilton be liable to Customer for any damage caused by such configuration, and Hilton makes no representation or warranty that any such configured hardware or software shall be in fact be compatible with the Services or returned to its original condition or configuration at any time. Any re-configuration of Customer's hardware and/or software shall be undertaken by Customer at its sole risk and expense.

**4. Limitation of Security.** Customer acknowledges that messages sent over the Internet are not guaranteed to be completely secure, and Customer shall not hold Hilton responsible for any damages caused by any delay, loss, diversion, alteration or corruption of any messages or data which are sent or received through or by means of the Services. Communications over the Internet may be subject to interruption, transmission blackout, delayed transmission due to Internet traffic or incorrect data transmission due to the public nature of the Internet or otherwise, and Hilton shall not be liable for any loss or damage resulting therefore. All activities conducted in connection with Customer's use of the Services are at Customer's own risk. Hilton does not warrant the security of any information Customer may forward or be requested to provide to any third parties.

**5. No Warranties.** Customer acknowledges that it is technically impracticable to provide Services free of faults, and Hilton does not undertake to do so. Hilton hereby warrants that it shall perform the Services in accordance with the terms hereof. SERVICES ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS AND ALL OTHER WARRANTIES ARE HEREBY EXPLICITLY DISCLAIMED, INCLUDING WITHOUT LIMITATION, ANY AND ALL WARRANTIES OF MERCHANTABILITY AND/OR WARRANTIES OF FITNESS FOR ANY PARTICULAR PURPOSE. Without limiting the foregoing, it is agreed and understood that while Hilton is obligated to facilitate connectivity to the Internet as a part of the provision of the Services, Hilton makes no representation whatsoever as to the functionality of the Internet itself. Customer acknowledges that ultimate connectivity to the Internet depends in substantial part on the capacity of hardware, software and other means and devices which are beyond the ability of Hilton to control or manage.

**6. Limitation of Liability.** Neither Hilton nor its affiliates shall be liable to Customer or any third party on account of any claim; loss; lost revenues or profits; consequential, indirect, incidental or punitive damages; costs; court costs and attorneys' fees; expense or liability suffered, incurred or sustained by Customer from any cause arising from or relating to this Agreement, including, without limitation, damages claimed as a result of any temporary or permanent failure of availability or performance of the Services, unless such claim, loss, damage, cost, expense or liability stems from the willful breach or gross negligence of Hilton relating to its obligations under this Agreement. Hilton's entire liability for any claim, loss, damage or expense from any cause arising out of or related to this Agreement, whether based on contract, tort, warranty or on any other legal or equitable ground shall be limited solely to money damages and shall in no event exceed sums actually paid for the Services provided pursuant to this Agreement.

**7. Indemnification.** Customer shall indemnify and hold harmless Hilton, the owner and manager of the property where the Services are provided, as well as each such party's officers directors, employees, agents and assigns, from and against any claims which may result from damages caused to Customer and/or any third parties by virtue of Customer's use of the Services and any failure thereof and all loss, cost, damage, expense or liability, including, without limitation, court costs and attorneys' fees, arising out of, in whole or in part, directly or indirectly, intentional violations of any applicable law or governmental regulation by Customer. Further, Customer acknowledges that Hilton has no control over the content of information transmitted by Customer or its users and that Hilton does not examine the use to which Customer or its users put the Services or the nature of the information Customer or its users send or receive. Customer shall indemnify and hold Hilton, its stockholders, officers, directors, employees and agents harmless from any and all loss, cost, damage, expense or liability relating to or arising out of the transmission, reception, and/or content of information of whatever nature transmitted or received by Customer or its users.

**8. Service Interruptions, Modifications, and Instructions.** Customer agrees that Hilton may, as required in its sole discretion: (a) temporarily suspend the Services for the purpose of repair, replacement, maintenance or improvement of any of Hilton's equipment, software or telecommunication services; (b) vary the technical specification of the Services for any reason; or (c) give instructions about the use of the Services resulting from any applicable law, rule, or regulation. Such instructions shall be deemed to form part of this Agreement.

**9. Dispute Resolution.** In the event that this Agreement and/or the Services become the subject of a dispute between the parties, such dispute shall be resolved between the parties exclusively through arbitration, in accordance with this Section 9 and the commercial dispute resolution procedures of the American Arbitration Association. Each party shall select one person to act as an arbitrator, and a third arbitrator shall be chosen by the first two arbitrators (such three arbitrators, the "Panel"). The judgment on the award rendered by the Panel may be entered in any court having competent jurisdiction and shall be final, non-appealable and conclusive and binding upon the parties. The arbitration shall be held in Washington, D.C. Each party shall bear its own expenses incurred in any such arbitration. The arbitrator shall not be empowered to award costs, fees or damages in excess of the limitations imposed herein to either party.

#### 10. Miscellaneous.

A. Force Majeure. Hilton shall not be liable for its failure to perform any of its obligations herein if such failure results from delays, failure to perform, damages, losses or destruction, or malfunction of any equipment or any consequence thereof caused or occasioned by, or due to fire, flood, water, the elements, labor disputes or shortages, utility curtailments, power failures, explosions, civil disturbances, governmental actions, shortages of equipment for supplies, general disruption of the Internet, unavailability of transportation, acts or omissions of third parties, acts of God, or any other cause beyond Hilton's reasonable control.

B. No Waiver. The failure of either party to enforce or insist upon compliance with any of the provisions herein or the waiver thereof, in any instance, shall not be construed as a general waiver or relinquishment of any other provision hereof.

C. Binding Effect; Amendment. This Agreement shall be binding upon and enforceable against Customer and anyone using or accessing the Services by or through Customer, as an employee, agent, invitee or otherwise, and Customer shall be responsible for the conduct of such persons. This Agreement may not be amended except by an instrument in writing, executed by the parties.

D. Notices. All notices, requests, consents, and other communications hereunder shall be in writing and shall be deemed effectively given and received upon delivery in person, or one business day after delivery by national overnight courier service or by telecopier transmission with acknowledgment of transmission receipt, in each case addressed to the parties to this Agreement.

E. Merger. This Agreement supersedes and merges all prior agreements, promises, understandings, statements, representations, warranties, indemnities and covenants and all inducements to the placing and accepting of this Agreement relied upon by either party herein, whether written or oral, and embodies the parties' complete and entire agreement with respect to the subject matter hereof. No statement or agreement, oral or written, made before the execution of this Agreement shall vary or modify the written terms hereof in any way whatsoever.

F. Third Party Beneficiaries/Parties in Interest. This Agreement has been made and is made solely for the benefits of parties, and their respective successors and permitted assigns. Nothing herein or in this Agreement is intended to confer any rights/remedies on any third party.

G. Relationship of the Parties. Each party hereto shall conduct itself under this Agreement as an independent contractor and not as an agent, partner, joint venture or employee of the other party, and shall not bind or attempt to bind the other party to any contract. Nothing contained herein or in this Agreement shall be deemed to form a partnership or joint venture between the parties.

H. Severability. If any term or provision of this Agreement is determined to be illegal, unenforceable, or invalid in whole or in part for any reason, such illegal, unenforceable, or invalid provisions or part(s) thereof shall be stricken therefore and such provision shall not affect the legality, enforceability, or validity of the remainder of this Agreement. If any provision, or part thereof, of this Agreement is stricken in accordance with the provisions of this section, then the stricken provision shall be replaced, to the extent possible, with a legal, enforceable, and valid provision that is as similar in tenor to the stricken provision as is legally possible.

I. Governing Law. This Agreement shall be governed by the laws of the Commonwealth of Virginia, regardless of its laws regarding conflicts of laws.