

# STAKE YOUR CLAIM

★ 22<sup>ND</sup> ANNUAL UPCEA MARKETING SEMINAR

★ NOVEMBER 6-8, 2013

★ HYATT REGENCY ★ AUSTIN, TX

## **UPCEA 2013 Marketing Seminar**

**In Austin, Texas**

## **EXHIBITOR PROSPECTUS**

**NOVEMBER 6-8, 2013**

**HYATT REGENCY AUSTIN**

## Why Exhibit?

UPCEA is the leading organization for colleges and universities engaged in professional, continuing, and online education. Our Marketing Seminar attracts over 200 marketers, directors, deans, and other administrators engaged in higher education and curious about new resources and products. The 2013 Seminar will provide numerous opportunities for you to interact with current and potential clients.

### Exhibit Pricing

Corporate Member	Non-member
\$1,250 – tabletop w/ 1 registration included	\$1,750 – tabletop w/ 1 registration included

*Note: Additional registrations can be purchased at the member or non-member attendee registration rate via the conference website.*

### Program Book Ad Pricing

Marketing Seminar Program Book <i>Note: All ads are color.</i>	Member Price	Non-Member Price
▪ Back Cover	\$1,895	\$2,395
▪ Inside Front Cover	\$1,695	\$2,195
▪ Inside Back Cover	\$1,495	\$1,895
▪ Full Page Ad	\$995	\$1,295
▪ Half Page Ad	\$595	\$795

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

**UPCEA  
General Session/ Exhibitors**

Texas Ballroom

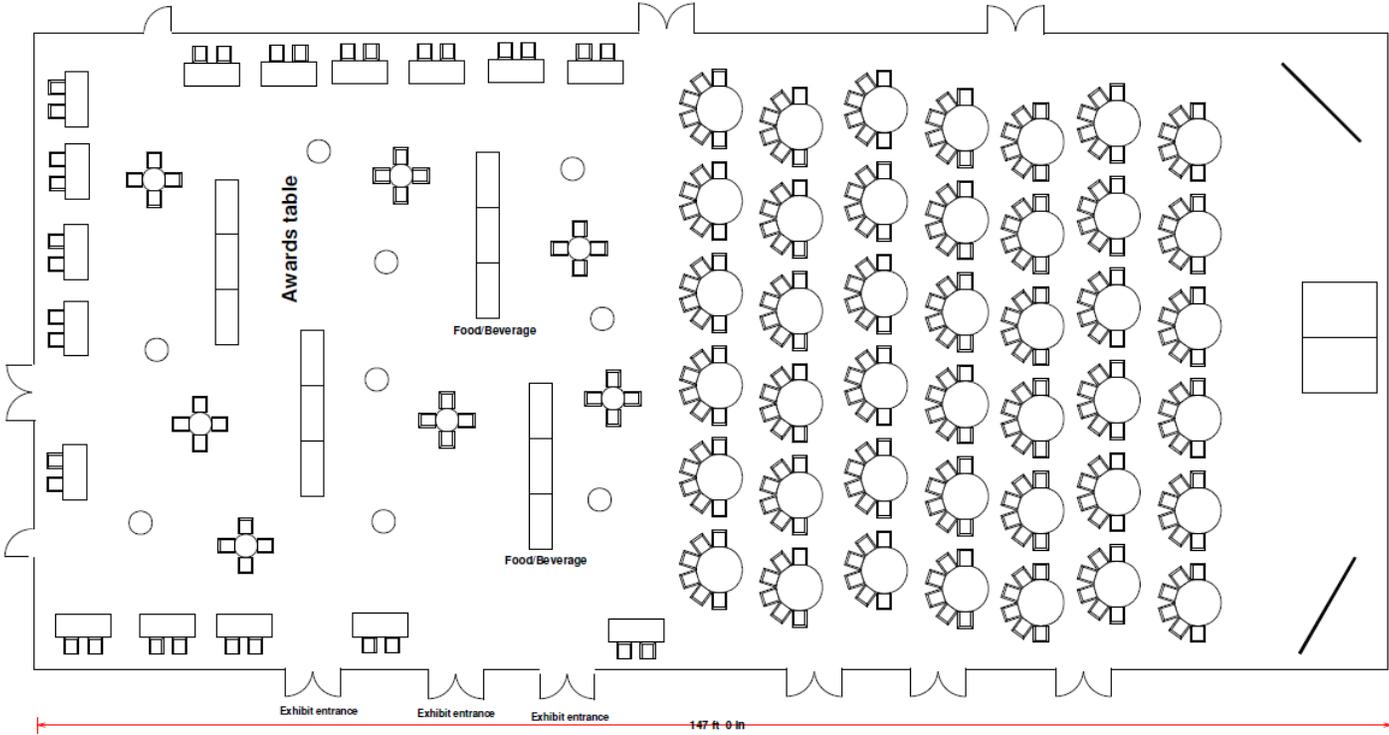


Exhibit entrance    Exhibit entrance    Exhibit entrance    147 ft - 0 in

# 2013 UPCEA Marketing Seminar

November 6-8, 2013

## Exhibitor Rules and Regulations

The following exhibitor rules and regulations supplement the Online Application to Contract for Exhibit Space at the 2013 UPCEA Marketing Seminar at the Hyatt Regency, 208 Barton Springs, Austin, Texas 78704. The Online Application can be accessed here: <http://conferences.upcea.edu/marketing/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. An exhibitor kit will be sent to all exhibitors in August.

### 1. Dates and Exhibit Hours: Wednesday, November 6<sup>th</sup> thru Thursday, November 7<sup>th</sup>

#### **SETUP Wednesday, November 6 10am--12:30pm**

- Wednesday, November 6                    1pm--5pm
- Thursday, November 7                    9am--4pm

**The Networking Reception is scheduled for Wednesday evening at the Hyatt Regency Austin Outdoor Patio. All exhibitors will have a highboy table with company name indicated for networking with attendees. This two hour reception is, therefore, additional 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 reserves the right to make changes to the exhibit hours; however, such changes will be made known as far in advance of the Conference as possible.

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

Installation is scheduled from 10am-12:30pm on Wednesday, November 6, 2012. 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 reserves the right to assign labor to set up any display that is on the premises but not fully set 12:30pm on the 6th; the exhibitor shall be responsible for any and all labor and other charges incurred by UPCEA in completing the setup. UPCEA and The Hyatt Regency 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 Thursday, November 7th at 4pm. UPCEA reserves the right to assign labor to remove any display that is not dismantled and removed by 6pm on November 7th; the exhibitor shall be responsible for any and all labor and other charges incurred by UPCEA in the dismantling, removal and storage of such materials. **No exhibit shall be packed, removed, or dismantled prior to the official closing of the Exhibit Area at 4pm on Thursday, November 7 so as to not disturb General Session attendees. We appreciate your cooperation.**

### 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 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 and The Hyatt Regency 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 and The Hyatt Regency assume no responsibility or liability for theft or damage to them.

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

Exhibitors wanting to ship items in advance to The Hyatt Regency may do so by addressing such items to:

##### **TO:**

**Hyatt Regency Austin – Receiving Department  
HOLD FOR ARRIVAL – UPCEA Marketing Seminar**

**ATTN: Laura Smeal  
208 Barton Springs  
Austin, TX 78704**

**FROM: UPCEA Marketing Seminar Exhibitor  
[EXHIBITOR NAME/COMPANY NAME]  
[COMPLETE RETURN ADDRESS]**

Shipping questions can be directed to Brittany McIntyre, Hyatt Regency Austin Sales, 512-480-2040 X6032

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

Reasonable efforts will be made to honor specific tabletop location requests; however, UPCEA does not guarantee specific tabletop space or location requests. UPCEA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary. Payment should be made to UPCEA pursuant to the terms of the Online Application to Exhibit contract (check vs. credit card). UPCEA reserves 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 Seminar, and to prohibit and/or remove any exhibits which might detract from the general character of the Seminar.

#### **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 **September 6, 2013**; b. 50% refund will be granted where notice of cancellation is received by UPCEA on or before **October 6, 2013**; and, c. 0% refund for cancellation requests received after **October 6, 2013**. Once the tabletop space is canceled, UPCEA reserves 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 a ballroom with 16' ceilings. 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.

**9. Security:**

The Hyatt Regency provides security 24 hours a day by a proprietary staff of officers. UPCEA and The Hyatt Regency 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 Seminar 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 assumes 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 and The Hyatt Regency, 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 and The Hyatt Regency, 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 Seminar Exhibition or to invitees, guests or employees of the exhibitor. The exhibitor understands and agrees that UPCEA and The Hyatt Regency, 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, 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 tortious conduct by UPCEA.

**14. Hold Harmless and Indemnification:**

Exhibitor agrees to indemnify, hold harmless and defend UPCEA and The Hyatt Regency, 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 and The Hyatt Regency 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 and The Hyatt Regency, 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 retains full power and authority to interpret and enforce all rules and regulations of the Seminar 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 Seminar. 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 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, together with all fees paid. UPCEA may lease any space so forfeited to another exhibitor and retain all revenue collected.

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

In the event the Seminar Exhibition is postponed due to any occurrence not occasioned by the conduct of UPCEA or The Hyatt Regency 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 Seminar 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 in connection with the Seminar Exhibition. UPCEA reserves the right, with no liability to the exhibitor for refunds, additional expenses or otherwise, to change the date or place of the Seminar 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 shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of UPCEA.

**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 is subject to the terms and conditions of the lease agreement between UPCEA and the exhibition facility, and to the terms of any and all agreements between UPCEA and any other party relating to the Seminar 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 Marketing Seminar with a fun-filled networking reception on the beautiful patio of The Hyatt Regency Austin! Your company receives prominent recognition prior to and at the event, recognition in the Final Program, plus signage.

### **◆ \$3,500 Contributing Sponsor of the Opening Reception on the Patio**

#### **Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed before and during the event
- recognition at the reception by UPCEA CEO or President
- 1 complimentary full page, colored ad in the Final Program

### **◆ \$2,000 Sponsor the Drink Tickets for the Opening Reception**

#### **Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed before and during the event
- company name as sponsor printed on the drink tickets
- recognition at the reception by UPCEA CEO or President

### **◆ \$1,000 Sponsor the Opening Reception Band from Austin, Texas**

#### **Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- recognition at the reception by UPCEA CEO or President

### **◆ \$3,500 Sponsor Lunch in the Exhibit Area/Texas Ballroom on Thursday, November 7<sup>th</sup>**

#### **Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on the sign board placed before and during the event
- recognition at the reception by UPCEA CEO or President
- 1 complimentary full page, colored ad in the Final Program

◆ **\$750 Refreshment Break**

**Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- signage placed by the refreshment station for the break

◆ **\$4,000 Sponsor Internet Access for All Attendees**

**Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- recognition as sponsor of Internet when attendees sign in
- company name as sponsor on signage at the conference
- recognition by UPCEA CEO or President
- 1 complimentary full page, colored ad in the Final Program

◆ **\$750 Sponsor the Conference Lanyards**

**Benefits:**

- recognition on the UPCEA website
- recognition in the Final Program
- recognition on lanyards for attendees

**If you are interested in sponsorship, please contact Cheri Simpson, Director of Corporate Relations at 919-240-4909 or [csimpson@upcea.edu](mailto:csimpson@upcea.edu)**