UPCEA is the leading association for professional, continuing, and online education. Founded in 1915, UPCEA now serves more than 400 institutions, including most of the leading public and private colleges and universities in North America.

2015 marks the 100th Annual Conference that celebrates dimensions of UPCEA in its name: Access, Innovation, Engagement: A Century of Reinventing Higher Education. While this year’s conference builds upon the same standard of excellence of all preceding conferences, it also celebrates all that has been accomplished by the profession and its association over the past 100 years. This conference boldly tackles the challenges facing higher education in this time of complexity and change, demand for greater access and affordability, and an unprecedented impact of technology on teaching, learning and administration. This year’s conference will bring together over 800 leaders in the continuing and online education community along with 50+ companies that help these leaders reach their goal.

"I always look forward to the UPCEA annual convention as the highlight of the professional year: always up-to-date, with fresh ideas and best practices in the many realms of continuing and professional studies--plus of course the very nicest people in all of higher education."

Robert Wiltenburg, Ph.D.
Dean, University College
Washington University in St. Louis
Location
We welcome you to Washington, D.C., home of UPCEA, and of our Centennial Conference. Washington, D.C. is the perfect location for this conference, in all of its complexity, rich history, diversity, cultural resources and political impact on educational policy. Our 100th conference takes advantage of all of these elements.

Renaissance Washington, DC Downtown Hotel
999 Ninth Street NW
Washington, DC 20001
UPCEA has negotiated a discounted conference rate of $269; based on availability through March 5, 2015. To book your reservation please follow the link below:
https://aws.passkey.com/event/11456754/owner/545/home

Exhibit Hours and Activities
Exhibitors are not required to be present at their booth the entire time; UPCEA encourages exhibitors to participate in education sessions with attendees to learn firsthand from potential customer’s challenges, strategies and new developments in their institutions.

Below are the exhibit hours; suggested times to staff your booth are italicized. For the complete conference schedule

**MONDAY, March 30**
12:00 PM – 4:30 PM        Exhibitor Setup
6:00 – 8:00 PM             Opening Reception in Exhibit Hall

**TUESDAY, March 31**
10:30 AM – 5:00 PM         Exhibit Hall Open
10:30 – 11:00 AM           Networking Refreshment Break
3:15 – 3:45 PM             Networking Refreshment Break

**WEDNESDAY, April 1**
8:00 – 11:00 AM            Exhibit Hall open
10:30 – 11:00 AM           Networking Refreshment Break
11:00 AM – 2:00 PM         Exhibit Hall Dismantle
Exhibit Support and Benefits

Exhibit space is limited; due to popular demand we are unable to “hold” tabletop space. To confirm reserve your booth please review the Rules and Regulations (page 5) document and then complete the online registration. Please note that payment and logos must be received by certain dates to be included in print and online elements, it may take two business days to post to web or app.

The above pricing includes the following benefits

- (2) Full conference registration*
- Logo on Conference website (logo due by March 20, 2015 5 PM Eastern)
- Logo in program with company description (limited to 50 characters) and contact name/email (due February 27, 2015 5 PM Eastern)
- Listing in Conference app - Company, description and contact name/email. (logo due by March 20, 2015 5 PM Eastern)
- Pre- and post-attendee mailing list. The lists do not include emails. Emails can be found in the mobile app and also in the UPCEA CORE member directory, access to those is a benefit of corporate membership. Pre-attendee list will be sent to completed registrants on March 10, 2015. The Post-list will be sent on April 13, 2015. Lists will not be generated in-between.

*Additional registrations may be purchased at the member or non-member attendee registration rate. Exhibitors will be listed in the exhibitor list and also as attendees. Registration is made via the Summit website: [http://conferences.upcea.edu/annual2015/registration.html](http://conferences.upcea.edu/annual2015/registration.html)

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Standard Booth</th>
<th>Furnished Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8x10 booth with pipe/drape and identification sign (no logos)</td>
<td>8x10 booth with pipe/drape, identification sign (no logos), (1) 6ft draped table, (2) side chairs and (1) wastebasket</td>
</tr>
<tr>
<td>Member $2,500</td>
<td>Member $2,700</td>
<td></td>
</tr>
<tr>
<td>Nonmember $3,500</td>
<td>Nonmember $3,700</td>
<td></td>
</tr>
</tbody>
</table>

**Reserve Standard Booth**  **Reserve a Furnished Booth**

Registration and Payment

Once you have read the Rules and Regulations document you may complete the online registration form.

*All payments must be received on or before February 27, 2015 to be guaranteed listing in the printed program*

Exhibit Space and Booth Assignment

The Exhibit Hall will be located in the Renaissance Ballroom right next to the general and concurrent session rooms giving exhibitors opportunities to network with attendees. Booths are assigned on a first come first serve basis and only after payment is received. UPCEA will contact vendors for booth preferences after payment is complete; UPCEA staff will do their best to accommodate exhibitor preference however we cannot guarantee any booth locations.
**Sponsorship Support and Benefits**

Enhance the attendee experience, maximize your marketing dollars and increase visibility with some of the below unique sponsorship opportunities.

<table>
<thead>
<tr>
<th>Conference Tote Bag</th>
<th>Lanyards</th>
<th>Conference Notepad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>$5,000</strong></td>
<td><strong>$7,000</strong></td>
</tr>
<tr>
<td>Branded conference bag will be provided to each attendee. Sponsorship includes logo on bag, (1) insert in the bag and recognition on conference program/signage.</td>
<td>Branded lanyards given to each attendee. Sponsorship includes logo on lanyard and recognition on conference program/signage</td>
<td>Branded notepads are given to each attendee. Sponsorship includes logo on notepad and recognition on conference program/signage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Welcome Reception</th>
<th>Five-in-One Reception: Regional Pride</th>
<th>Refreshment Break (3 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$5,000 each</strong></td>
</tr>
<tr>
<td>Exclusive sponsor of the Welcome Reception hosted in the exhibit hall. Sponsorship includes logo on drink ticket, program, app and various signage through the conference.</td>
<td>Exclusive sponsor of the Regional Pride Reception hosted at the Carnegie Library (across the street from hotel). Sponsorship includes logo on reception menu, drink ticket, program, app and various signage in the library</td>
<td>Includes recognition on signage, program and branded coffee sleeves.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wifi Sponsor</th>
<th>Charging Stations (4 available)</th>
<th>Room Drops (2 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>$3,000 each</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>Includes recognition in program and mobile app in addition to your choice of internet access password.</td>
<td>Includes branding on charging screen, in program and mobile app</td>
<td>Deliver your message directly to UPCEA guests staying at the Renaissance. Sponsor may produce one room drop item to be placed in each guest room. Sponsor is responsible for item and any hotel drop fees</td>
</tr>
</tbody>
</table>

UPCEA is open to customizing and tailoring support opportunity to help you reach your goal. Each option above includes pre, post and onsite visibility on the regional event website, conference program, and signage, which help to gain even more recognition at the conferences this year.

If you are interested in showing your support through sponsorship please contact Marie Fredlake, mfredlake@upcea.edu or 202 631 1057
2015 UPCEA Annual Conference
March 30-April 1, 2015, Washington, DC
Exhibitor Rules and Regulations

The following exhibitor rules and regulations supplement the Online Application to Contract for Exhibit Space at the 2015 UPCEA Annual Conference at the Renaissance Washington, DC Downtown. 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 and its official show contractor.

1. Dates and Exhibit Hours:

   **Exhibit Hours**

   - Monday, March 30  6:00pm -- 8:00pm [Reception]
   - Tuesday, March 31  10:30am -- 5:00pm
   - Wednesday, April 1  8:00am -- 11:00am

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

   **Dedicated Exhibit Hours for Specific Events:**

   - Monday, March 30  Networking Reception  6:00pm -- 8:00pm
   - Tuesday, March 31  Refreshment Break  10:30am -- 11:00am
   - Tuesday, March 31  Refreshment Break  3:15pm -- 3:45pm
   - Wednesday, April 1  Refreshment Break  10:30am -- 11:00am
   - Wednesday, April 1  Grand Prize Drawing  10:45am

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. Exhibitors are required to staff their booth during designated exhibit hall hours.

2. **Official Exhibit Contractor:**

   UPCEA has selected an Official Exhibit Contractor to provide services and furnishings for the Exhibit Hall and Activities Center. The purpose of this contractor is to provide quality service and products to exhibitors at a competitive rate in a safe and timely fashion, thereby assuring a smooth and problem-free event. The following services will be provided by the official exhibit contractor: freight handling in and out; standard rental furnishings; cleaning services; installation and dismantling of exhibits; equipment for installation and dismantling of exhibit; and other ancillary services. UPCEA strongly prefers the use of the Official Exhibit Contractor for freight handling and installation and dismantling of exhibits.

3. **Service Order Kit:**

   A Service Order Kit will be sent to exhibiting firms in good standing approximately 8-10 weeks prior to the Conference. The Kit contains important information and order forms for the services offered by the official exhibit contractor, including freight handling, labor, booth furnishings, audio/visual, electrical, internet, etc.

4. **Installation and Dismantling of Exhibit Booths:**

   Exhibitor installation is scheduled from Noon to 4:30pm on Monday, March 30, 2015. 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 up by 4:30pm on March 30; the exhibitor shall be responsible for any and all labor and other charges incurred by UPCEA in completing the set up. UPCEA and its official exhibit contractor shall not be responsible for any injuries or damages to persons or property incurred in the exhibit set up. No setting up or moving of materials is permitted during exhibit hours. Dismantling may begin only after 11:00am on Wednesday, April 1, 2015 and must be completed no later than 3:00pm. UPCEA reserves the right to assign labor to remove any display that is not dismantled and removed by 3:00pm on April 1; 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 closing of the Exhibit Hall and Activities Center.

5. **Facility Maintenance:**

   Exhibitor and its agents shall not injure, deface or damage any part of the exhibit building, booths, booth 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 and the official exhibit contractor shall have the right at any time to enter the leased area occupied by the exhibitor or otherwise inspect exhibitor’s materials.
6. Storage:
Packing crates and/or boxes are not permitted in view in booths during the exhibit period(s). It is the exhibitor’s responsibility to mark and identify their boxes and crates. UPCEA, the Renaissance Washington, and the official exhibit contractor 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, the Renaissance Washington, and the official exhibit contractor assume no responsibility or liability for theft or damage to them.

7. Assignment of Booth Space:
Booth assignments will only be made after payment is received. Booths are assigned on a first come, first serve basis. Reasonable efforts will be made to honor specific booth requests; however, UPCEA does not guarantee specific booth space or location requests. UPCEA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

8. Payment:
Payment must be received by February 27 to guarantee listing in the program. Payment should be made to UPCEA pursuant to the terms of the Exhibit Application to Contract: credit card payments should be submitted via the UPCEA website under “Annual Conference Exhibiting,” and checks should be mailed to UPCEA, Department 6048, Washington, DC 20042-6048. 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 Conference, and to prohibit and/or remove any exhibits which might detract from the general character of the Conference.

9. Cancellation of Booth Space:
All requests for cancellation of booth 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 January 30, 2015; b. 50% refund will be granted where notice of cancellation is received by UPCEA on or before February 27, 2015; and, c. 0% refund for cancellation requests received after February 27, 2015. Once booth space is canceled, UPCEA reserves the right to resell the space.

10. Display Guidelines:
Exhibit space includes an 8’ X 10’ draped background, 3’ high draped side rails, a 7” X 44” booth identification sign. If a Furnished booth was purchased the space also includes (1) 6’ table, 2 chairs, and a wastebasket. Note: The Exhibit Hall and Activities Center is carpeted. Booth furnishings must be ordered separately, including tables and chairs, through the official exhibit contractor. 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 Conference. All storage boxes and/or crates must be stored from sight during show hours and the exhibitor agrees to maintain daily cleanliness of the booth. No audio-visual device or sound system shall be operated in a manner that disturbs or interferes with other exhibitors. Use of an audio-visual device or sound system will be subject to prior approval by UPCEA and/or the official exhibit contractor. Exhibitors shall not assign or sublet any allocated space without prior written consent of UPCEA.

11. Security:
Security will be furnished during the Conference Exhibition. However, the furnishing of security shall not be deemed to impose upon or increase the liability of UPCEA. Security is to prevent unauthorized entry into the exhibit hall. Badges must be worn at all times. UPCEA and the official exhibit contractor reserve the right to inspect any containers removed from the exhibit area. 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 Hall and Activities Center. UPCEA and the official exhibit contractor strongly recommend that each exhibitor not leave portable, valuable merchandise exposed in the Exhibit Hall and Activities Center, especially during set up and dismantling.

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

13. Booth Sales Transactions:
To ensure compliance with applicable federal, state and local laws and regulations, no booth sales transactions will be permitted in the Exhibit Hall and Activities Center during the Conference Exhibition. The exhibitor may accept an order at the booth where the sales transaction is consummated and appropriately invoiced at a later date.

14. Errors and Omissions:
UPCEA and the official exhibit contractor assume no responsibility or liability for any services performed or materials delivered by the official exhibit contractor or other suppliers to the Conference Exhibition, their personnel or their agents.

15. Liability/Insurance:
Notwithstanding the security provided under Section 11 above, the exhibitor understands and agrees that UPCEA, the Renaissance Washington, and the official exhibit contractor, 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, the Renaissance Washington and the official exhibit contractor, 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 Conference Exhibition or to invitees, guests or employees of the exhibitor. The exhibitor understands and agrees that UPCEA, the Renaissance Washington, and the official exhibit contractor, 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.

(note: unless it is stated in individual contract between exhibitor and official exhibit contractor only). 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
and/or the official exhibit contractor, 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 and/or the official exhibit contractor.

16. Hold Harmless and Indemnification:
Exhibitor agrees to indemnify, hold harmless and defend UPCEA, the Reniassance Washington, and the official exhibit contractor, 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, the Reniassance Washington, or the official exhibit contractor 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, the Reniassance Washington and the official exhibit contractor, 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.

17. Enforcement of Regulations:
UPCEA and the official exhibit contractor retain full power and authority to interpret and enforce all rules and regulations of the Conference Exhibition and power to make amendments and/or further rules and regulations that are considered necessary for proper conduct of the Conference Exhibition. 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 and/or the official exhibit contractor 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 Conference exhibitions sponsored by UPCEA, together with all fees paid. UPCEA may lease any space so forfeited to another exhibitor and retain all revenue collected.

18. Cancellation or Postponement of Show:
In the event the Conference Exhibition is postponed due to any occurrence not occasioned by the conduct of UPCEA, the Reniassance Washington, or the official exhibit contractor 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 for the Conference 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 and/or the official exhibit contractor in connection with the Conference 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 Conference Exhibition upon two weeks written notice to the exhibitor, effective from the date of mailing of such notice.

19. 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.

20. 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.

21. 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.

22. 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 Conference Exhibition. The exhibitor shall not undertake any act or fail to fulfill any obligation which shall be in violation of said lease or agreements.

23. Conference Photo Policy:
Registrants of UPCEA Events agree to allow UPCEA and its official photographer to photograph them in the context of the conference. Footage captured by the official UPCEA photographer may be used in future print and electronic promotional and archival materials. For questions or concerns, please call 202.659.3130 or email info@upcea.edu.