

Call for Exhibitors & Sponsors

ACUTA

The Association for Information Communications Technology Professionals in Higher Education

Fall Seminar

Track 1. Who's in Charge of the Network?

Track 2. IT Services for Free?

Financial Issues Surrounding IT

Metro DC (Vienna, VA)

Sheraton Premiere at Tysons Corner

Seminar Dates: October 24-27, 2010

Exhibit Dates: October 24-26, 2010

“ In addition to an invaluable source for market intelligence, ACUTA has proven to be a great venue for connecting with existing clients and new business. We have also found ACUTA to be an organization that truly cares about the needs of its corporate members and takes action to support their work.

Chad Schumacher, PosTrack Technologies



Attendee Profile

ACUTA Attendees Make & Influence Decisions

75% *Senior Management*
Director, Manager, CIO, CTO, Asst/Assoc Director/Manager

18% *Technical Staff*
Supervisor, Specialist, Administrator, Analyst, Engineer, Technician, Consultant, Leader, Coordinator, Programmer, Operator, Representative, Technologist

7% *Executive Administration*
President, Vice President, Chancellor, Provost, Dean

Projected Attendance for Fall 2010

70+ Campuses

125-150 Attendees

Attendance by Geographic Location at Last 3 Seminars

Denver • Portland • New Orleans

Northeast	Southeast	Midwest	West	Canada/Other
20%	22%	36%	20%	2%

Approximately 20% of attendees have never attended an ACUTA event before.

“ Even if we are familiar with a given vendor's offerings, the exhibit hall visits allow us to engage directly with corporate R&D staff or business unit executive reps, in a higher-education-focused environment; this allows us to better work with our local reps in deploying useful technologies.

Brian D. Voss
Vice Chancellor for Information Technology & CIO
Louisiana State University and A&M College



Exhibitor Information

FAQ

- Q. Where is the exhibit hall?
A. The Sheraton Premiere Tysons Corner, Grand Ballroom
- Q. Is the exhibit hall carpeted?
A. Yes. Carpet is predominantly blue and gold.
- Q. Who is the official decorator?
A. General Exposition Services. An official show kit with information and order forms for shipping, labor, electricity, furniture, and more will be available online 6-8 weeks prior to the opening of the event.
- Q. What comes with the booth space?
A. Each 8' x 10' booth includes 8' rear drape and 3' side drape. Two side chairs and an ID sign listing your company's name and booth number are also provided.
- Q. How can I pay for my booth?
A. ACUTA accepts VISA, MasterCard, American Express, Discover, and company checks. One-half the total fee is due with application. Full payment is due prior to the show.
- Q. May I attend the educational sessions?
A. Each company will receive one session pass per 8' x 10' exhibit booth. This pass will allow one member of your exhibit staff entry into all of the educational sessions, but does not include meals or social events. Full and social registrations are available at additional cost. The pass is transferable among your staff.
- Q. How are hotel reservations handled?
A. Each person or company is responsible for making his or her own reservations within the ACUTA block at the Sheraton Premiere Tysons Corner. Call 703/448-1234, or book online at <http://www.starwoodmeeting.com/book/acuta2010>. Reservation information is included in the information kit. Mention ACUTA to get the special rate of \$179 single/double (plus tax) through 9/17/10.

Companies Participating in ACUTA Events in 2009-2010

3Com Corporation • 911 Enable • 911 ETC, Inc. • A1 Teletronics • Aastra • ADC • ADTRAN • AdvanTel Networks • Alcatel-Lucent • Alertus Technologies • Allied Fire & Security • Allot Communications • Amcom Software Inc. • Anixter • Apogee • Applied Global Technologies • Aruba Networks • Aspect • AT&T • Avaya, Inc. • AVST • AVST: Applied Voice & Speech Technologies • Benbria • BICSI • Black Box Resale Services • BlackBerry By Research in Motion • Blackboard, Inc. • Bradford Networks • Brady Corporation • Broadview Networks • BT Conferencing • Campus TeleVideo • Carousel Industries • CEECO • Cetus, Inc. • Ciena Corporation • Cisco Systems • Citel Technologies Inc. • Code Blue Corporation • CommuniTech Services, Inc. • Compco, Inc. • Conveyant Systems, Inc. • Cooper Notification • Corning Cable Systems • Cortelco • CosmoCom • CRI • Crown Castle USA Inc. • CSDNET Inc. • Digital Acoustics • DiVitas Networks • E & I Cooperative Purchasing • e2Campus By Omnilter, LLC • ECHO Labs LLC • EMBARQ • Enterasys Networks • Esna Technologies Inc. • EventBuilder • Everbridge • Exinda • ExteNet Systems, Inc. • Extricom Inc. • Fujitsu Network Communications, Inc. • GaggleMail Email Archiving • GAI-Tronics Corporation • GBH Communications, Inc. • Genesys • Graybar • HaiVision Network Video, Inc. • Hello Direct • Henderson Engineers, Inc. • Hi Country Wire & Telephone • Howard Technology Solutions • HP ProCurve Networking • Integra Telecom, Inc. • Interactive Intelligence, Inc. • JTS/BridgeWave/Motorola • KOI Computers Inc. • Mann Wireless • Mapcom Systems • Matsch Systems • MaxCell • MaxCell Group • MetaSwitch • Micro Technology Services, Inc. • Microsemi • Microsemi/PowerDsine • MicroShare • MICTA • Minuteman/Para Systems • Motorola • Multicom, Inc. • Mutare Software • NextG Networks • Nuance Communications • Oberon • Optelian • Optibase, Inc. • OutPost Sentinel • PAETEC • Parlance Corp. • PenCell Plastics • Phybridge Inc. • PlanNet Consulting • Polycom, Inc. • PosTrack Technologies, Inc. • Power & Tel • Professional Computing Resources, Inc. • Public Telephone • Quiktron • Qwest Communications • Rath Security • Rave Mobile Safety • RedSky Technologies, Inc. • Ribbit • Senti • Senti, Inc. • ShoreTel, Inc. • snom Technology Inc. • Sprint • Superior Essex, Inc. • Talk-A-Phone Co. • Techni-Tool • Telecom Technology Resellers LLC • Telecommunication Software • TeleDynamics • TeleMate.Net Software • Telpro, Inc. • The Northridge Group, Inc. • T-Metrics, Inc. • T-Mobile • Trapeze Networks • VALCOM • Vantage Technology Consulting Group • VERICOM Global Solutions • Verizon • Verizon Wireless • Visser Digital Media • Voice Mobility • VoicePlus, Inc. • Walker and Associates • Wandering WiFi • Watchitoo, Inc. • Winncom Technologies • WTC Consulting, Inc. • Xirrus • X-Wires Broadband

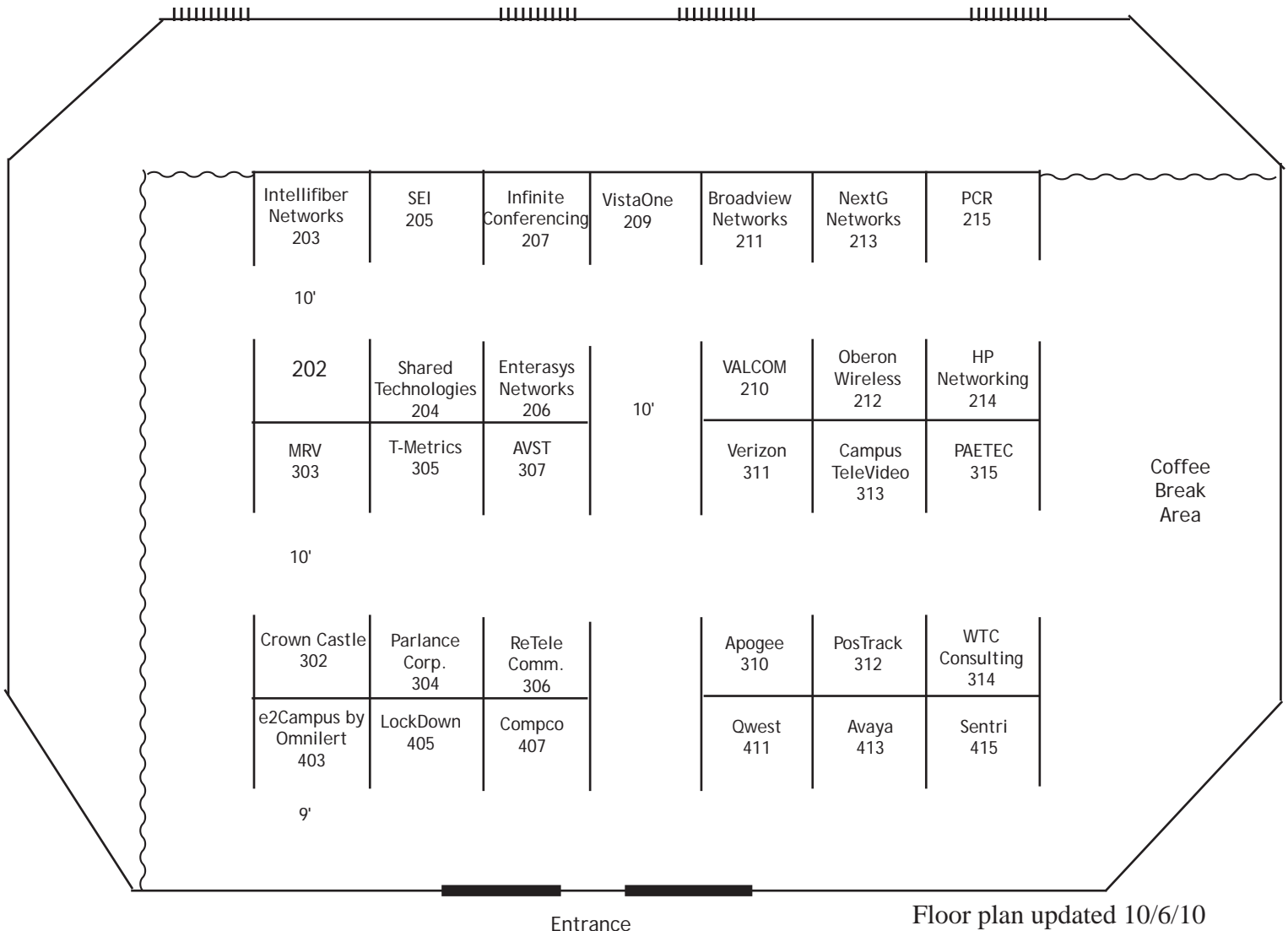
as of 6/14/10

Exhibiting Gets Results!



The Association for Information Communications
Technology Professionals in Higher Education

Fall Seminar * Metro DC Area (Vienna, VA)
October 24-27, 2010 * Exhibit Dates: Oct. 24-26
Sheraton Premiere at Tysons Corner * Grand Ballroom



Floor Plan Updates

For updates to this floorplan, visit the Corporate Participation section of the ACUTA website. The latest floorplan as well as applications for exhibitors and sponsors are available online.

www.acuta.org

Exhibit Agenda

Exhibitor Move-In/Set-Up	
Sunday, Oct. 24	10:00 am-5:00 pm
Show Hours	
Sunday, Oct. 24	6:00-8:00 pm
Monday, Oct. 25	10:00-11:00 am
Monday, Oct. 25	2:00-3:00 pm
Tuesday, Oct. 26	10:00-11:00 am
Tuesday, Oct. 26	2:00-3:00 pm
Tear Down	
Tuesday, Oct. 26	3:00-7:00 pm

- Notes:
- Booths are 8' deep by 10' wide
 - Ceiling height: 29'
 - |||| Denotes fire exit
 - Tentative: Pending fire marshal approval
 - Drawing not to scale
 - ~ Denotes drape wall

Exhibit in Metro DC/Vienna and You Get...

Your Booth...

- 8'x10' carpeted booth in increments up to 8'x30'
- 8' rear drape, 3' side drape for in-line booths
- One-line company identification sign
- Two side chairs
- 1 free session-only pass per 8'x10' with access to online handouts
- Free exhibit hall passes provided for local customers

Marketing Tools...

- Pre-registered attendee lists provided on request after 9/17/10
- Pre-registered attendee list on mailing labels provided on request
- Company contact placed on seminar attendee list
- On-site registrant list provided after seminar on request
- Listing on ACUTA Web meeting page with FREE hot link

Traffic Generators...

- Two-hour opening reception in hall with hors d'oeuvres and open bar
- Exhibits open two hours daily, all exclusive exhibit time
- Morning and afternoon coffee breaks held daily in exhibit hall
- \$25 of booth fee pooled to purchase exhibit hall door prizes
- Door prize drawings held in exhibit hall daily
- Door prize cards require signature of every exhibitor

Sponsor in Metro DC/Vienna and You Get...

Visibility...

- Prominent signage at the event
- A two-minute speaking opportunity at the event (coffee breaks excluded)
- Placement of company/product brochures in attendee portfolios (\$325 value)
- General audience acknowledgement/thanks by Association official
- Written acknowledgement in seminar brochure
- Banners permitted and literature/giveaways table provided upon request
- Video presentation permitted (coffee breaks only)
- Door prizes announced at exhibit booth (coffee breaks only)

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*Where can you contact
100-125
potential customers
in just three days?*

*ACUTA
Fall Seminar
Metro DC/
Vienna, Virginia!*



Educational Program

Track 1. Who's in Charge of the Network?

Research computing, P2P applications, SaaS, IP communications—all of these things continue to require an increasing amount of bandwidth. Prices for Internet services have dropped, but the demand continues to increase and strain IT budgets. Users will consume all the bandwidth you give them! What are organizations doing to tame the increasing thirst for bandwidth? This track will focus on all aspects of network management including security, traffic shaping, caching, and performance monitoring.

Track 2. IT Services for Free? Financial Issues Surrounding IT

The economic downturn is no excuse for strained IT budgets—we've always had to fight for every dollar we need. There is a growing trend that network services should be treated as a utility. How do you quantify the services your organization provides? This track will focus on financial issues IT organizations face. Chargeback models, core services versus non-core services, cell phone stipends - all of us face these challenges. We'll discuss how to deal with them, what other organizations are doing, and strategies for the future.

Corporate Participation

How can you participate in ACUTA seminars to maximize your exposure, meet the greatest number of potential customers, and go back to your office with a list of highly qualified leads?

1. Give a Corporate Presentation

At each event, ACUTA designates a limited number of sessions as corporate presentations. When you purchase a corporate presentation slot, you can present information about your company's products and services to a targeted audience of decision-makers with real buying authority. Visit the Corporate Participation section of the ACUTA website to learn more about this unique opportunity at <http://www.acuta.org/ex-spon> or call Donna Hall (859/278-3338 ext. 231) for availability. You must be an ACUTA corporate affiliate to participate as a corporate presenter.

2. Be a Sponsor

Sponsorships provide excellent visibility and public relations as your name is put in front of seminar attendees. Meals, coffee breaks, certain activities, handouts, and other opportunities are available for sponsorship. When your company participates in this way, you show your support for ACUTA and add value to the seminar experience. See the Exhibitor/Sponsor Application Form for a complete list of available sponsorships. For a detailed list of the features and benefits, visit <http://www.acuta.org/ex-spon/sponsorships10.pdf>.

3. Get a FREE Internet Listing!

For no additional charge, information regarding your participation in ACUTA events will be posted to ACUTA's website. Company listing includes a brief product/service summary, contact information, and "hot link" to your corporate website.

4. Conduct a Focus Group

ACUTA can help to arrange and facilitate focus groups for Corporate Affiliate companies with ACUTA college and university members. Focus groups can be an excellent way to obtain valuable feedback about products and services for the higher education market, from highly qualified buyers and users of telecommunications and information technology.

For more information, visit our website at www.acuta.org/ex-spon or contact Amy Burton (859/278-3338 ext 240) for availability.

Tentative Schedule

Sunday, October 24

- 4:00-7:00 p.m. Registration
Meeting Note Pads sponsored by Compco
Meeting Pens sponsored by Verizon Business/Verizon Wireless
Badge Holders sponsored by PAETEC
Portfolios sponsored by Qwest
Souvenir Meeting Pins sponsored by PosTrack
- 5:30-6:00 p.m. First-time Attendees Orientation
Sponsored by Vantage Technology Consulting Group
- 6:00-8:00 p.m. Reception/Exhibits *
- 8:00-10:00 p.m. Hospitality Suite

Monday, October 25

- 7:30 a.m.-4:00 p.m. Registration Desk Open
- 7:30-8:30 a.m. Breakfast *
- 8:30-10:00 a.m. Session
- 10:00-11:00 a.m. Coffee/Exhibits
Coffee Break sponsored by Qwest
- 11:00 a.m.-Noon Session
- 12:00-1:00 p.m. Lunch *
- 1:00-2:00 p.m. Session
- 2:00-3:00 p.m. Coffee/Exhibits
Coffee Break sponsored by WTC Consulting, Inc.
- 3:00-4:00 p.m. Session
- 4:00-5:00 p.m. Corporate Presentation
- 6:00 p.m. Dinner Event *

Tuesday, October 26

- 7:30 a.m.-4:00 p.m. Registration Desk Open
- 7:30-8:30 a.m. Breakfast *
- 8:30-10:00 a.m. Session
- 10:00-11:00 a.m. Coffee/Exhibits *
- 11:00 a.m.-Noon Session
- 12:00-1:00 p.m. Lunch *
- 1:00-2:00 p.m. Session
- 2:00-3:00 p.m. Coffee/Exhibits *
- 3:00-4:00 p.m. Session
- 4:00-5:00 p.m. Corporate Presentation

Wednesday, October 27

- 8:00-11:00 a.m. Registration Desk Open
- 7:30-8:30 a.m. Breakfast *
- 8:30-9:40 a.m. Session
- 9:40 - 9:50 a.m. Coffee Break *
- 9:50 - 11:00 a.m. Session

* Sponsorships are still available for these activities.

“

ACUTA is a great program to be involved with, and AVST has participated in all of its events for several years now. We focus on the higher education market, and attendees of these conferences are very important to our business. Additionally, the ACUTA organization works hard to make sure that we achieve our objectives. That's refreshing.

—Denny Michael, AVST



For CEECO, the ACUTA show represents a great opportunity to meet, face to face, with its loyal and potential customers to discuss business. This is especially the case because the persons attending the show are the proper persons for such discussions. The show often gives us the opportunity to help customers with issues as well as giving us further insight into their needs. It is, without a doubt, a mutually beneficial meeting venue.

—Les McCreary, CEECO

Application for Exhibit Space/Sponsorship

1

MARK YOUR CHOICES FOR BOOTH NUMBER(S) AND/OR SPONSORSHIPS

Booth Size (Member/Nonmember) 8'x10' (\$1,550/\$1,700) 8'x20' (\$3,100/\$3,400) 8'x30' (\$4,650/\$5,100)

Booth Number(s) 1st Choice _____ 2nd Choice _____ 3rd Choice _____

SPONSORSHIPS

★ Breakfast : \$1,500

Mon Tues Wed

★ Lunch: \$1,900

Mon Tues

Coffee Break: \$750

Mon a.m. p.m.

Tues a.m. p.m.

Wed a.m.

- ★ Internet Cafe \$2,500
- Handout Website..... \$ 1,000
- First Time Attendees' Orientation..... \$ 650
- Souvenir Pins \$ 4,600
- Portfolios \$ 1,800
- Badge Holders \$ 4,500
- Meeting Note Pads \$ 3,000
- Meeting Pens \$ 3,000
- Portfolio Stuffers..... \$ 325
- Publications Table \$ 100

★ Sponsorship comes with complimentary full registration. Details on sponsorships at www.acuta.org/ex-spon/sponsorships.pdf

If you would like a FREE 50-word summary of products/services to be posted on the meeting website, send it via e-mail to aburton@acuta.org.

GROUP SPONSORSHIPS (Limit 5 sponsors per event)

Be a contributing sponsor to either of these events.

Call Amy Burton (859/278-3338 x240) for details about special benefits.

Sunday Night Reception..... \$ 750

Monday Night Event..... \$ 1,000

Are You an ACUTA Corporate Affiliate?

ACUTA Corporate Affiliates receive discounts on attendance, special consideration for booth selection, and many other benefits. For information about how you can become a Corporate Affiliate, contact Amy Burton, ACUTA Manager, Membership Marketing and Corporate Relations, at 859/278-3338, ext. 240 or e-mail aburton@acuta.org. Visit our website at www.acuta.org.

Corporate Priority Program

For details about special benefits for exhibitors and sponsors, visit our website at www.acuta.org/ex-spon.



For over 20 years, ACUTA has been a vital part of our sales and marketing in higher education for our asset, service and financial management software. The events inform us about important IT/Telecom trends and help us network with existing and prospective customers. I highly recommend ACUTA. —Randy Burns, Compro

2 SIGN AND DATE BELOW

"We apply for the exhibits/sponsorships as indicated, and do hereby agree to all terms and conditions, rules and regulations as explained in this application."

Signature _____

Date _____

Print/Type Name _____

Title _____

Company Name _____

You will receive an exhibitor/sponsor information kit.

Customer Representative _____

(Will be listed on the addendum to the attendee list)

Title _____

E-mail _____

Address _____

City, State Zip _____

Telephone _____ Fax _____

Company Liaison _____

(Person in charge of exhibit/sponsorship, to whom instructions should be sent. Include full contact info if different from above.)

Title _____

E-mail _____

Address _____

City, State Zip _____

Telephone _____ Fax _____

Billing Address (if different from above)

Address _____

City, State Zip _____

Telephone _____ Fax _____

Please charge to: Am Ex MasterCard VISA Discover

Card # _____

Exp. Date _____ *Verification # _____

Print name on card _____

Signature _____

Amount to be charged: \$ _____

* Verification # is the 4-digit number on the front of AmEx cards & 3-digit number on the back signature line for MasterCard & Visa.

3 SEND APPLICATION AND PAYMENT TO:

Amy Burton, ACUTA, 152 W. Zandale, Ste. 200, Lexington, KY 40503-2486.

Phone 859/278-3338; Fax 859/278-3268

E-mail: aburton@acuta.org

- Half of total fee is due with application. Full payment due prior to show.
- Applications submitted after 9/17/10 must be accompanied by full payment of fees.
- Make check payable to ACUTA.
- ACUTA accepts VISA, MasterCard, American Express & Discover

HOTEL RESERVATIONS: Go online to www.starwoodmeeting.com/book/acuta2010 or contact the Sheraton Premiere at Tysons Corner at 703/448-1234. Mention ACUTA and receive the special rate (\$179 single/double) through 9/17/10

1. Application & Fees

Exhibit booth and sponsorship costs are listed in the events checklist within the Call for Exhibitors & Sponsors. A minimum advance payment fee of 50% of the total booth and/or sponsorship cost must accompany this application. When invoiced, the remaining balance shall be due and paid no later than the date of the event. Letters of agreement received less than 45 days prior to the event must be accompanied by 100% payment of event fees. Exhibitors and sponsors with an outstanding balance due at the time of their assigned event may be prohibited from participation until payment is made. Said prohibition does *not* constitute cancellation for either party, hence no refund of advance fees. Letters of agreement will be accepted in order of receipt. In the case of conflicting, simultaneous submissions, ACUTA reserves the right to determine the final assignment. If the requested booth/sponsorship is unavailable, the applicant will be advised of alternate selections available. If none of the alternate selections are acceptable to the applicant, the cancellation policy set forth below will apply. If there are no alternate selections of like size and/or cost available, the applicant will receive a full refund (no administrative fees imposed).

2. Cancellation Policy

Cancellation or rescheduling of the event *by ACUTA* will result in a full refund (no administrative fees imposed) for any fees paid to ACUTA by the sponsor or exhibitor. Cancellation *by the sponsor or exhibitor* must be received in writing and will result in a refund of received fees based upon the following schedule: Received 60 days or more prior to event start date: *full refund**; received 59 to 45 days prior to event start date: *50% Refund**; received 44 days or less prior to event start date: no refund. **There is a non-refundable administrative fee of \$200 per 8'x10' seminar booth, \$400 per 8'x10' equivalent conference booth, and the greater of \$100 or 20% of total sponsorship fees.* Sponsors or Exhibitors who have not paid but cancel 61 days or more prior to the event start date are responsible only for the administrative fees as noted above; less than 60 days prior to the event start date are liable for 50% of their event fees plus administrative fees; less than 45 days are liable for the full event fee. Any open invoices after a cancellation must be paid in full within 45 days after receipt. Unpaid liabilities will be treated as an outstanding balance due, and the exhibitor or sponsor may not be allowed to participate in future ACUTA events until payment is made. ACUTA reserves the right to resell/reassign booth spaces and/or sponsorships upon receipt of written cancellation. Letters of agreement not fully paid by the event start date are subject to cancellation and/or re-assignment at ACUTA's discretion, without refund and with liability for the balance due. If any booth space remains unoccupied at 4:00 p.m. on the opening day of the event or any time thereafter, ACUTA reserves the right to assign that space for any other use, without refund and with liability for the balance due.

3. Liabilities and Restrictions

ACUTA may provide an unarmed security guard; however, ACUTA assumes no responsibility or liability for loss or damaged equipment, equipment failure or nondelivery of equipment. Exhibitor shall be fully responsible to pay for any and all damages to property owned by ACUTA, the hotel, or its owners or managers, which results from any act or omission of exhibitor. Neither ACUTA nor the hotel nor their agents or representatives will be responsible for any injury, loss or damage that may occur to an exhibitor or to an exhibitor's employees or property from any cause whatsoever. Exhibitors shall obtain, at their own expense, adequate insurance against such injury, loss or damage and agree to name ACUTA as additional insured. ACUTA shall not be liable for any injury whatsoever to property of an exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The applicant assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to indemnify, defend and hold harmless ACUTA, the hotel, and its owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees or independent contractors, acting within or without the scope of their authority. The applicant agrees to abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company. The applicant further agrees to abide by all ACUTA exhibit and sponsorship guidelines hereby incorporated in this agreement.

4. Location of Exhibits

All measurements and booth layouts shown on the floor plan are as accurate as possible, but ACUTA reserves the right to make such modifications and change booth assignments as may be necessary to adjust the floor plan at any time to meet the requirements of the city, hotel or ACUTA.

5. Eligible Exhibits

All exhibits must be related to communications technology products and services. ACUTA has the sole right to determine the eligibility of any company or product for inclusion in the event. Registered exhibitors shall not assign or sublet any part of the booth space, and shall not advertise or display any goods other than those manufactured or distributed in the regular course of its business. Use of booth space is restricted to the organization whose name appears on the exhibit application.

6. Booth Standards

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space should be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. Exhibit booths will be sold in increments according to the official floor plan. The standard equipment provided to the exhibitor by ACUTA will consist of a cloth backwall 8 feet high and side dividers 3 feet high, plus a 7" x 44" sign featuring the exhibitor's company name. No construction or built-up exhibit, including signs, shall exceed the overall height of the backwall, unless approved by ACUTA. Display boards and other equipment more than 3 feet in height must not extend more than 3 feet out from the booth backwall in regular aisle locations. No part of an exhibit should be more than 12' in height without express written approval from ACUTA. Twenty-four hour general security and general aisle cleaning are provided.

7. Regulations

All materials in the exhibit area must be fireproof and/or conform to all fire department regulations. Exhibitors will abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company.

8. Booth Personnel

The exhibit area is open to registered attendees of the conference and personnel of exhibiting companies (minimum age 16). Everyone must obtain a name badge to gain entrance to the exhibit area. The term "representative" refers to all employees or greeters assigned booth duty during the normal hours of the exhibits. All registered representatives must wear the official ACUTA exhibitor's badge while working in the booth. Exhibitor badges for all representatives shall bear the company name of the contract exhibitor.

9. Entertainment & Food

The exhibitor agrees not to sponsor group functions such as sporting events, tours, film showings, speeches or other activities during the convention and exhibition hours that would in any way interfere with delegate attendance at regular ACUTA activities or entice visitors away from the exhibition. The exhibitor must clear with ACUTA staff any intended group functions. In-booth food and drink preparation is prohibited.

10. Circulation & Solicitation

Distribution by the exhibitor of any printed matter, souvenirs, or other articles must be confined to the space assigned. No undignified manner of attracting attention will be permitted. All aisle space belongs to ACUTA. No exhibit or advertising matter will be allowed to extend beyond the space allotted to the exhibitor. Exhibitors may not enter other booth areas, nor remove any materials therefrom except after proper self-identification and receipt of explicit permission from the affected exhibitor. In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.

11. Photographs, Films, Sound Devices and Lighting

No photographs or videotapes shall be taken in the exhibit hall without the prior consent of ACUTA or the subject exhibitor. If moving pictures, loud speakers or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Equipment will be permitted only if tuned to conversational level and if not objectionable to neighboring exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. ACUTA reserves the right to restrict the use of glaring lights or objectionable lighting effects.

12. Sponsorships

Sponsorships will be reserved on a "first-come, first-served" basis, based on the receipt of a properly executed application and advance payment fee from a vendor requesting sponsorship of specific event. Sponsorships will not be advertised in ACUTA printed material unless proper funds are received prior to publication of the material. Sponsorship of an event includes the right to provide material for ACUTA to distribute in registration packets at that specific event. *All material to be placed in registration packets must be delivered to the hotel/seminar site no later than the Thursday preceding the Sunday registration for that event.* Sponsorships will be listed in the event agenda and will be prominently noted at the event. Sponsors of coffee breaks will be recognized by an ACUTA official at the time of the coffee break but no time will be made available for speaking. Sponsors of all other functions will be given an opportunity to speak during that function or at an appropriate time. The presentation should be brief and not require audio visual equipment. ACUTA will provide a microphone and podium. ACUTA establishes sponsorship rates based upon estimated attendance and the average cost of events. ACUTA does not warrant attendance at a specific event, nor does the Association assume any liability for failure of equipment, delivery, or similar conditions. ACUTA recognizes that on occasion additional vendor representatives may wish to be present during the time frame of their sponsored event, such as a lunch or dinner. An event registration fee is not required for those vendor representatives (limit 5) IF their presence at the ACUTA seminar/conference is limited primarily to the function that the vendor is sponsoring.