



2010 Exhibitor/Sponsor Contract



About the Conference

While the conference is new, its history, background and leadership are not. The original conference started in 2000, under a different name and location. The current eduWeb Conference's director headed up the former conference for six years to great success. Under Shelley Wetzel's leadership, the conference grew to incorporate educational institutions around the country and attendees and presenters from around the world!

Shelley, having seen the need to continue the conference and make many needed improvements, turned to other educational leaders and companies working in the field of educational marketing and development to form the eduWeb Conference in 2006. The conference generated immediate press and had a record number of proposals.

The conference focuses on "both sides of the fence" (front end and back end) regarding websites development.

- The "front end" includes marketing, communications, advancement, admissions—it includes any non-IT office that now has a website and knows that part of its strategy is to communicate to internal and external audiences.
- The "back end" includes information technology, database development, applications, instructional design, mobile technology, RSS and more.

The core to having a conference like this was to bring these sides together...to learn from the other side, to learn to talk each other's language and hopefully bring a better working relationship among the personnel that now create the Web.

Institutions and Companies That Have Attended

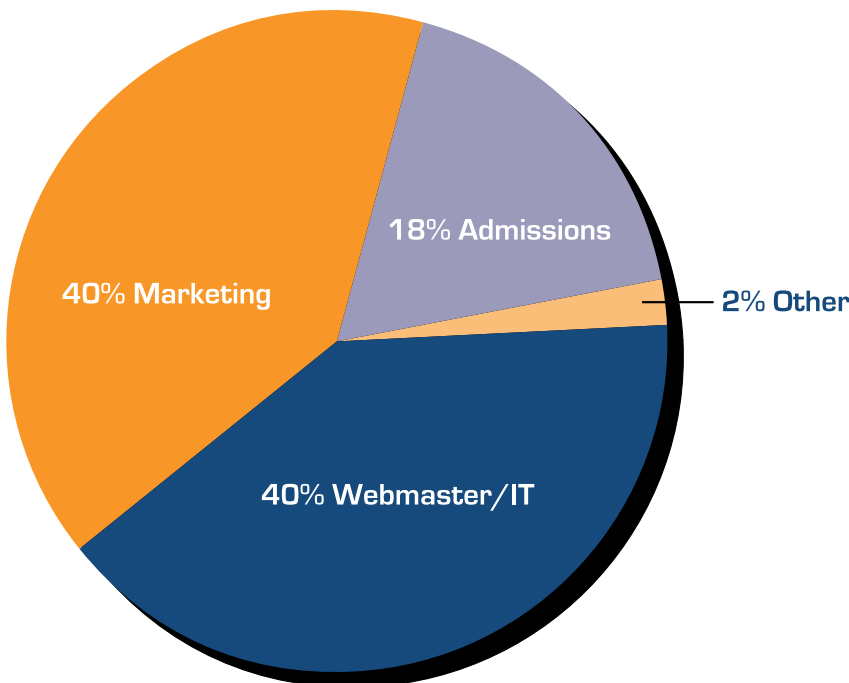
- American University
- Anne Arundel Community College
- Arcadia University
- Auburn University
- Bates College
- Bridgewater State College
- Brigham Young University
- Caldwell College
- California University of PA
- Canisius College
- Carleton College
- Central College
- Chesapeake College
- Clayton State University
- Clemson University
- Colby College
- Colby-Sawyer College
- Columbus State University
- Columbus Technical College
- Creighton University
- Christopher Newport University
- Clayton State University
- Clemson University
- College of Santa Fe
- Columbus State University
- Columbus Technical College
- The Community College of Baltimore County
- Cornell University
- Creighton University
- Cuyahoga Community College
- Davenport University
- Davidson College
- DePaul University
- Drexel University
- Duquesne University
- Fairfield University
- Ferris State University
- Franklin Pierce University
- George Mason University
- The George Washington University
- Goddard College
- Graduate Management Admission Council
- The Hotchkiss School
- IE Design & Communications
- Illinois Wesleyan University
- Keystone College
- Jacobson Consulting Applications, Inc.
- Johns Hopkins Berman Institute of Bioethics
- Johns Hopkins University
- Johnston Community College
- Kansas City University of Medicine and Biosciences
- Keystone College
- Keith Moore Associates
- LaGrange College
- La Salle University
- Lake Forest College
- Pittsburgh Technical Institute
- Raritan Valley Community College
- Rensselaer Polytechnic Institute
- Research Foundation of CUNY
- Rhodes College
- Rice University
- Richard Stockton College of NJ
- Roanoke College
- Robert Morris University
- Rollins College
- Rollins College, Crummer Graduate School of Business
- Sacred Heart University
- Saginaw Valley State University
- San Diego State University
- School of the Art Institute of Chicago
- SchoolDude.com
- Simpson College
- Slippery Rock University
- Southern Adventist University
- Spelman College
- Stony Brook University
- Susquehanna University
- Temple University
- The University of Akron
- The University of Alabama at Birmingham
- University of Baltimore
- University of Delaware
- University of Kansas
- University of Maryland Baltimore
- University of Maryland Baltimore, Graduate Program in Life Sciences
- University of Maryland, Graduate Program in Life Sciences
- University of Maryland School of Nursing
- University of Maryland School of Pharmacy
- University of Maryland University College
- University of Missouri-Columbia
- University of North Carolina Wilmington
- University of Oslo
- University of Richmond
- University of Southern Indiana
- University of Texas Medical Branch
- The University of Virginia
- The University of Virginia's College at Wise
- The University of Winnipeg
- U.S. Naval Academy Alumni Association
- Virginia Tech
- Wagner College
- Wake Forest University
- Washington and Lee University
- Washington State University Vancouver
- Wayne Community College
- Weber State University
- West Chester University
- West Virginia University
- Wheelock College
- Widener University School of Law
- Wilkes University
- Xavier University



Who Attends

- Admissions Web Software & Technology Specialist
- Application Architect/Senior Software Engineer
- Art Director
- Assistant Director of Admissions
- Assistant Director of College Relations
- Assistant Director, Computing & Network Services
- Assistant Director, Enrollment Marketing
- Assistant Director of New Media
- Assistant Director of Public Relations
- Associate Dean of Admissions & Financial Aid
- Associate Director of Web Content Management
- Associate Vice President for Academic and Enrollment
- Associate VP for Technology
- Chief Marketing Officer
- Communications Director
- Communications Manager
- Content Manager
- Content Webmaster
- Dean of Admissions
- Dean of Enrollment Management & External Relations
- Director of Admission, Graduate Programs
- Director of Broadcast Marketing and Media
- Director of Communications
- Director of Electronic Communications
- Director of Interactive Development
- Director, Internet Communications
- Director of Internet Marketing
- Director of Instructional Technology
- Director of Marketing & Communications
- Director of Web Content Management
- Director of Web Services/Online Marketing
- Executive Director of University Communications
- Graphic Designer
- Head IT Engineer
- I-Net Administrator Interactive Recruitment Manager
- IT Director
- Manager, Editorial Services
- Manager of Engineering Communications
- Manager, Enrollment Publications and Communication
- Manager of Instructional Technology
- Media/Web Services Manager
- Senior Director, Web & Portal Marketing
- Senior Lecturer
- Technical Writer
- Technology Manager, Enrollment Management
- VP/CTO
- VP Development Services
- VP, Information Services
- Web Application Developer
- Web Architect
- Web Communications Developer
- Web Content Editor
- Web Content Writer
- Web Designer
- Web Developer
- Webmaster

Attendee Profile Pie Graph



2010 Exhibitor Information

The eduWeb Conference offers exhibitor/vendor tables (not booth space) and various sponsorships.

COST:

\$1,000 (Tables 1–20; see diagram)

\$900 (Tables 22–27: see diagram)

INCLUDES:

- 6' x 30" Table (no booths) with 2 chairs
- Company logo, name and descriptive text with link on conference website
- Listing and 50-word description in conference program
- 1/4-page ad in Conference Program; upgraded ads available at additional costs
- 1 complimentary ticket to conference and related events for exhibitor staff; additional exhibitor staff: \$250 per person.
- 1 piece of marketing literature (up to 8.5 x 11") inserted into attendee registration bag.
- Registered attendee list (one electronic list 6 weeks prior to event; one electronic list 1 week prior to event; one final electronic list within 30 days after the event).

The eduWeb Conference will attempt to honor requests for special table arrangements, but cannot guarantee assignments in accordance with preferred locations. Applicants therefore agree to accept the table assigned by the conference planning committee. For more information, please contact Shelley Wetzal at shelley@eduweb-conference.com.

TABLE EXHIBITS:

The Doubletree Hotel provides a 6' x 30" skirted table, 2 chairs and 1 wastebasket per exhibitor. It is understood that the primary nature of each exhibit is a tabletop display only and requires a 6' x 30" table. The average space between each table will be 1' - 2'. Tables around the pillar in the center of the room may be corner-to-corner, as noted in the diagram.

The above rental agreement does not include drayage and placement of display equipment,

decoration and related services, guard services, electrical and drapes, storage of any exhibit-related materials, box delivery or handling. The exhibitor table (see diagram) is fully air-conditioned and well lit. Continental Breakfasts and a refreshment break will be held in or near the ballroom. Monday's reception will be held in the State Room exhibit space.

ELECTRONIC ATTENDEE LISTS

All exhibitors will receive an electronic list (in an Excel format) of conference attendees. The list will be emailed 6 weeks prior to the start of the conference. This will allow exhibitors the opportunity to do one pre-conference and one post-conference mailing to attendees.

The second and final electronic list will be sent within 30 days after the close of the conference and will provide you with a complete roster of attendees, including on-site registrations. This is a one-time only complimentary rental of these lists.

NOTE: We ask that you provide an opt-out option in your emails to attendees.

Sponsorship Options

Each sponsor option includes your 50-word description, logo and recognition in conference program and website, and your marketing literature (1 piece) included in the registration packets. Some sponsorships include a laminated sign on foamcore with logo and name.

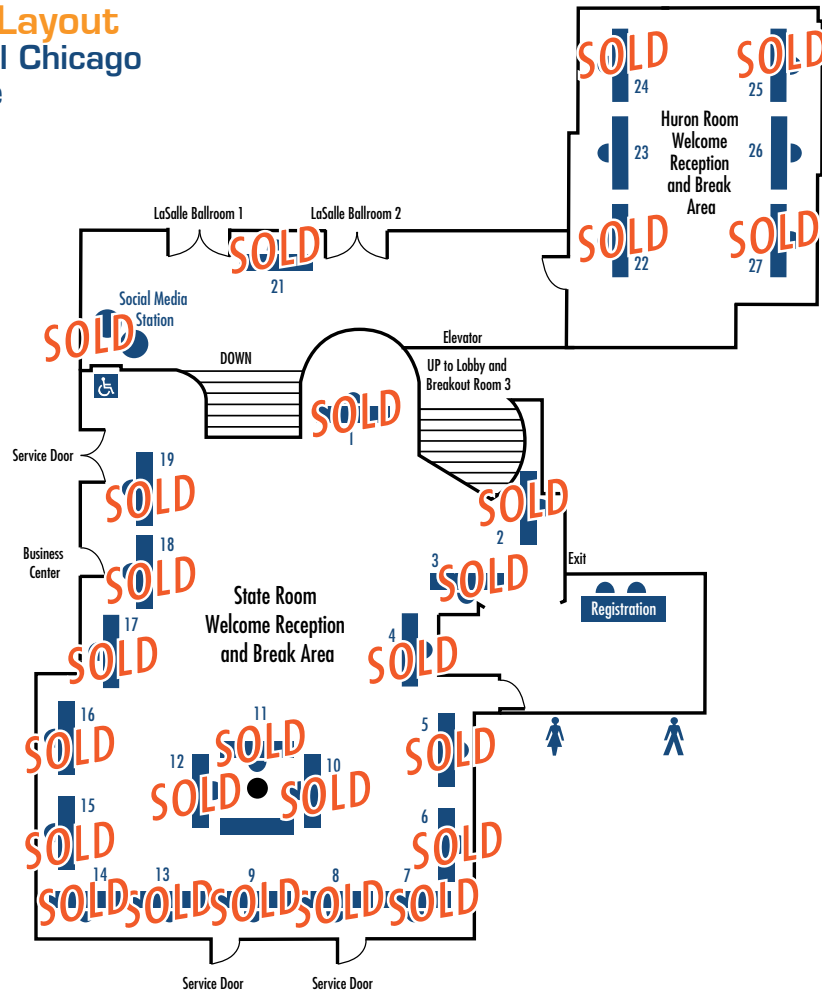
Sponsorships such as **Tuesday and Wednesday Continental Breakfasts, Tuesday Lunch, Monday Opening Reception, Attendee Tote Bags, Opening Keynote Speaker and Upgraded ads** are available. See the Sponsorship Form on the last page for details and pricing.

About the Exhibit Hall

This year's exhibit space at the Doubletree Hotel is convenient to all sessions, social events and networking opportunities. Exhibit hall is open during sessions. You are welcome to man your table top at that time if you want, or if you have a full conference registration, we invite you to attend the sessions. Please visit eduwebconference.com for conference schedule.

INITIALS _____

Exhibitor Hall Layout
Doubletree Hotel Chicago
Magnificent Mile



2010 Exhibitor Regulations

NATURE OF EXHIBITOR TABLES

All exhibitor tables planned for the national eduWeb Conference must be in keeping with the intent of the conference and must be clearly related to the educational web-related field.

APPLICATION FOR EXHIBITOR TABLE SPACE

The contract for exhibitor table space, when properly executed by the exhibitor and accepted and confirmed in writing by the eduWeb Conference, shall be considered a binding agreement between the two parties, henceforth to become subject to the rules and regulations stated herein.

Please note: Exhibitor table space purchased at the conference is done so by a company or organization, as opposed to a division of such. The eduWeb Conference will include the name of the company in the Conference Program. The company description may list division and affiliate names. Applications from subsidiary organizations or divisions will be considered new exhibitors, and as such, exhibitor priority points from parent companies will not be applied or transferred.

ASSIGNMENT OF EXHIBITOR TABLE SPACE

Exhibitor table space will be assigned in the order in which application and FULL payment is received. Exhibitor table space will not be confirmed until payment is received. Confirmation of table assignment(s) will be sent to the exhibitor. It is strongly recommended that the exhibitor refrain from printing any promotional material or advertisements that indicate a specific table assignment until written confirmation is received.

CIRCULATION AND SOLICITATION

Circulars or advertising matter of any description may be distributed only within the table space assigned to the exhibitor. Any firm, organization or individual not assigned space will be restricted from soliciting business in any manner within the exhibiting table.

USE OF SPACE

All demonstrations or other promotional activities must be confined to the limits of the exhibitor table. Exhibitors may not construct or arrange any walls, partitions or signs, or use decorations, etc., that may obstruct the general view of any other exhibitor.

INITIALS _____

Displaying of any promotional materials, products or any other information within the conference venues, except in the purchased table space, is strictly prohibited. No exhibitor shall assign or sublet its space. Only confirmed exhibitors will be permitted to solicit business in any way within the exhibitor table

The eduWeb Conference reserves the right to restrict or remove exhibits which—because of noise, method of operation, materials, or for any other reason—become objectionable. Also, the eduWeb Conference may prohibit or remove any exhibit that, in the opinion of the conference, may detract from the general character of the conference as a whole.

Dismantling of any exhibit may not begin before 12 p.m., Wednesday, July 26, 2010.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, stag members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

CONFERENCE ATTENDANCE

Conference attendance (all events) is limited to those registered and paid table staff.

CANCELLATION DATE

Payment for table will be refunded in full, less a \$250 per table space processing fee, if written—via postal mail, email, or fax—request for cancellation is received by the eduWeb Conference no later than June 7, 2010. Telephone cancellations will not be accepted. No refunds will be made if the exhibitor cancels the contracted space after June 7, 2010 or if the exhibitor fails to occupy the exhibitor table space onsite. Requests for refunds due to cancellation cannot be honored after June

7, 2010. These regulations become a part of the contract between the exhibitor and the eduWeb Conference. They have been formulated in the best interest of the exhibitors. If eduWeb cancels, moves, or reschedules the event, except as outlined in the section, titled Catastrophe, exhibitor may at its option terminate this agreement and eduWeb will, within 30 days of notice, refund all monies paid by Exhibitor.

FLOOR PLAN

The eduWeb Conference maintains the right to modify the floor plan to the extent necessary for the best interest of the conference.

PACKAGE/BOX DELIVERY & HANDLING:

Exhibitor must notify the Hotel of all exhibitor-related packages sent to the Hotel prior to their delivery.

The Hotel will deliver cartons or boxes to exhibitor's table. A \$25.00 per package handling charge will apply.

Any one article weighing greater than 100 pounds shall be the responsibility of Client for delivery, handling and set-up.

As storage space is limited, no packages may be stored for exhibitor without prior approval. Exhibitor holds harmless the Hotel, its staff and management, for any boxes, cartons, packages or articles either lost or damaged.

Exhibitor-related packages sent to the Hotel must be addressed to your on-site contact as follows:

Doubletree Hotel Chicago Magnificent Mile
300 E. Ohio
Chicago, IL 60611
Attn: eduWeb Conference
Event Dates: July 26-28, 2010
Contact's Name: eduWeb

EXHIBITOR MARKETING MATERIALS

Exhibitors who elect to send marketing materials as part of their exhibitor agreement shall be solely responsible for all costs associated with production, storage and delivery of those materials to/from the conference. Any remaining or leftover materials will be distributed to the vendor at the conference. If the exhibitor elects to not retain these, the conference will dispose of these as they see fit.

INITIALS _____

The conference is not responsible for any mis-guided or lost materials not received two days prior to the start of the conference. Any materials received after the cut-off date of Saturday, July 24th 2010 will not be included in the attendee packets. Hand delivered materials cut off is Sunday, July 25th, 2010 at 12 noon at the Chicago DoubleTree hotel.

Please send these materials – CLEARLY marked as eduWeb Attendees Bag Materials to:

Doubletree Hotel Chicago Magnificent Mile
300 E. Ohio
Chicago, IL 60611
Attn: eduWeb Conference
Event Dates: July 26-28, 2010
Contact's Name: Shelley Wetzal

EXHIBIT TABLES STAFFING

The eduWeb Conference requests that each organization open its exhibit table on time each day and that all tables be manned with registered staff throughout the day until closing announcements have been made.

HOTEL PROPERTY

Care of building and equipment: Exhibitors or their agents shall not injure or deface the walls or floors of the building, the exhibit space, or the exhibit equipment. No nails, tacks or screws shall be attached to the walls, woodwork or floor of the hotel facilities. When such damage appears, the exhibitor is liable to the Hotel management, if caused directly by exhibitor.

RECEPTIONS/CATERED EVENTS/HOSPITALITY

Meetings, receptions or catered functions must not conflict with eduWeb Conference programmed events. Invitations and company literature may only be distributed at designated exhibit space. ALL hospitality suites must be approved by the eduWeb Conference. Room deliveries must be approved by the eduWeb Conference.

RESTRICTIONS ON SELLING

It is agreed that the sole purpose of contracting for exhibit space is to display and/or demonstrate equipment, supplies and/or services. Sales within the confines of the Exhibit Hall are prohibited. Displaying prices is also prohibited.

FIRE REGULATIONS AND TRAFFIC MANAGEMENT

Fire regulations and traffic management require that exhibit floor aisles be open at all times. Each exhibitor is responsible for keeping the aisles near its table free of congestion caused by demonstrations or other promotions.

SECURITY

The Doubletree Hotel will provide general property security during set up, exhibit hours and when the Exhibit Hall is closed, but the furnishing of such service shall not be construed to be an assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall, at all times, remain in the sole possession and custody of each exhibitor. It is recommended that exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after the exhibit hours.

ADA

Both Exhibitors and eduWeb Conference (including show management and facility) acknowledge their responsibilities under the Americans with Disabilities Act to make their tables and conference accessible to handicapped persons. Exhibitor and eduWeb shall also indemnify to hold harmless each other against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by their failure to comply with the act.

LIABILITY

Neither party will be responsible for any injury, loss or damage that may occur to either party's employees, property or business except if caused by acts or omissions as a result of negligence, recklessness or willful misconduct of the party or its affiliates, contractors or agents. In no event will either party be liable to the other party for any indirect, special or consequential damages of any kind.

INITIALS _____

Neither party shall be liable for failure to perform its obligations under this contract as a result of strikes, riots, war, acts of terrorism, acts of God, or any other cause beyond its control. Both parties assume 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 hold harmless the other party from responsibility and liability resulting directly, indirectly or jointly, from other causes that arise because of the actions or omissions of the party's agents, employees or independent contractors, whether acting within or without the scope of their authority.

There is no other agreement or warranty between the exhibitor and the eduWeb Conference except as set forth in this contract. The rights of the either party under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the party.

CATASTROPHE

In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, or the public enemy or other cause, the

Conference or any part thereof is prevented from being held, or is canceled by the eduWeb Conference, the conference shall refund to exhibitor all of the fees paid (minus the \$250 processing fee) under this agreement within 30 days of cancellation. In no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid.

IMPLIED ENDORSEMENTS

The eduWeb Conference does not endorse the programs, products, or services of the sponsoring organizations/corporations.

CONFERENCE LIST

List Agreement for Pre and Post Conference attendee list: The Exhibitor/Sponsor agrees that in utilizing the eduWeb Conference attendee list, they will not disclose, transfer, duplicate, reproduce or retain any portion of the list in any form whatsoever nor will they permit any third party, agent, employee, or contractor of their respective agents and employees to do so. The Exhibitor/Sponsor agrees that the conference attendee list provided to them from the conference shall only be used once unless specifically approved in writing by the eduWeb Conference.

PLEASE SIGN VERIFYING THAT YOU HAVE READ, UNDERSTOOD AND AGREE TO ABIDE BY THE ABOVE STATED EXHIBITOR GUIDELINES.

This registration is not binding until and unless it is accepted and signed by the eduWeb Conference, and when so accepted and signed, it shall constitute a binding contract upon the applicant and the applicant's respective heirs, personal representatives, successors, and assigns, subject to the terms, conditions, rules, and regulations cited in Exhibitor Rules and Regulations. A properly signed registration form with payment should be mailed to the eduWeb Conference. If you agree to these conditions, please sign below.

Authorized Signature _____ Date: _____

exhibitors & sponsors



2010 eduWeb Conference ■ July 26-28 ■ Chicago, IL

Exhibitor Hours

Setup: Monday, July 26: 9 a.m. - 3 p.m.
 Monday, July 26: 3 - 6:30 p.m. (Includes Opening Reception)
 Tuesday, July 27: 8 a.m. - 5:15 p.m.
 Wednesday, July 28: 8 a.m. - 12 p.m.

Contact Name

Address

City State ZIP

Email

Company Name Company URL

Phone Fax

Exhibitor/Vendor Table: State Room \$1,000 Table # _____ Huron Room \$900 Table # _____

Sponsorships: Includes your 50-word description, logo and recognition in conference program and website, and your marketing literature (1 piece, up to 8.5 x 11" size) included in the registration packets. *(Check all that interested in)*

- Continental Breakfasts:** \$300 per day (Tues. or Wed.) or \$500 for both days; includes signage with logo and name
- Conference Tote Bag:** \$400 - **SOLD** (your 1-color logo on 1 side; conference logo other side)
- Nametags/Lanyards:** \$400 - **SOLD**
- Opening Reception on Monday:** \$800; includes signage with logo and name - **SOLD**
- Tuesday Lunch:** \$1,000; includes 1 conference registration; signage with logo and name and 1 piece of marketing literature on every seat
- Sponsor/Exhibit Package #1 - SOLD**
 - Opening Keynote Speaker:** \$1,750 *(Package saves \$425)*
 - Signage with logo and name
 - Powerpoint slide during speaker introduction
 - 2 minute intro for yourself and your company and the introduction of the speaker with a provided bio
 - Exhibitor Table (includes 1 conference registration)
 - 1 piece of your marketing literature distributed on each chair
 - 1/2-page ad upgrade in conference program
- Sponsor/Exhibit Package #2 - SOLD**
 - Opening Reception:** \$1,500 *(Package saves \$675)*
 - Signage with logo and name
 - Exhibitor Table (includes 1 conference registration)
 - 1/2-page ad upgrade in conference program

Conference Program Ad Upgrades:

(All ads are full-color; dimensions/specs to come)

- Full-page ad on outside back cover: \$475 - **SOLD**
- Full-page ad on inside front cover: \$375 - **SOLD**
- Full-page ad on inside back cover: \$375 - **SOLD**
- Full-page ad on inside of program: \$275
- 1/2-page ad (inside of program only): \$175
- Design fee: \$200

(For companies who cannot provide final art as specified, a simple 1/4-page ad with company name/logo/contact info can be created.)

Vendor Table Requirements:

For information regarding The Doubletree Chicago's services including table electricity, phone hook-up or internet access, please visit:
www.eduwebconference.com/exhibitors_sponsors/

Email Company Logo & Brief (50 words or less) Description to:

Shelley Wetzal:
shelley@eduwebconference.com

Please send eps or tif file formats for **print** and jpeg or gif file formats for **web**.

Mail Form & Check Payment to:

eduWeb Conference
 5670 Wade Court #C
 Frederick, MD 21703

Make check out to:
eduWEB Conference
 Check number _____