



# FRONTIERS IN EDUCATION CONFERENCE



## 2012 ACADEMIC EXHIBITOR'S KIT

Sheraton Seattle Hotel  
Seattle, Washington

October 3 – 6, 2012

Sponsored by

**IEEE Computer Society**

**IEEE Education Society**

**ASEE Educational Research and Methods Division**

Hosted by

**Seattle University**

### EXHIBIT DATES AND HOURS

10/4/2012	Thursday	9:00 a.m. – 5:00 p.m.
10/5/2012	Friday	9:00 a.m. – 4:30 p.m.

## GENERAL INFORMATION

The 42nd annual Frontiers in Education Conference (FIE), sponsored by the IEEE Education Society, the IEEE Computer Society, and the ASEE Educational Research and Methods Division, will be held October 3rd – 6th at the Sheraton Seattle Hotel, Seattle, Washington. The exhibit hall will be open to attendees on October 4th from 9:00 a.m. – 5:00 p.m. and October 5th from 9:00 a.m. – 4:30 p.m.

The Frontiers in Education Conference is one of the two major international engineering education conferences offered every year. Seattle University will be this year's host institution. Over 600 academic and industry representatives are expected to attend. Participants will include college deans, department chairpersons, faculty in engineering, engineering technology, and computer science, as well as industry leaders from throughout the country and the world. The majority of the attendees, however, are computer science, engineering and engineering technology faculty.

The Frontiers in Education exhibits have become a very popular and rewarding tradition for both attendees and exhibitors. To insure maximum exposure, the exhibits and the refreshment breaks will be located in the same space. A special "Focus on Exhibits" session is planned for the afternoon of Friday, October 5th.

In the past several years, booth space has been very popular, with a high percentage of exhibitors returning.

## WHO SHOULD EXHIBIT

- Publishers – display your computer science, engineering, and engineering technology textbooks, engineering education related textbooks, and associated software on technical writing and new multimedia technologies.
- Computer Software and Hardware Companies – demonstrate your latest products to your most consistent users.
- Lab Equipment Companies – present your latest equipment for all engineering fields. Attendees will represent most engineering disciplines.
- Manufacturers and Consulting services – introduce state-of-the-art equipment, tools, and programs geared to educators.
- Professional Societies – provide assistance and offer new techniques in engineering and engineering education.

## BOOTH RENTAL INFORMATION

FIE 2012 will offer 10' wide by 10' deep booths. The booth rental rates are as follows:

- **Academic Institutions and Departments** **\$700**

The booth rental fee includes:

- One six-foot table, one wastebasket, two chairs
- Complimentary power and wireless internet access
- One full registration (this includes the program book, the proceedings, admission to the technical sessions, and a complete meal package)
- One black and white full-page advertisement in our conference program.

Additional tables, chairs, risers, etc. can be arranged with the show decorator, who will contact you prior to the conference.

**For additional personnel working in the booth** individual registrations can be purchased for \$350 each. (This includes a name badge, access to the exhibit hall, technical sessions, meals and breaks).

To reserve a booth or for other general information concerning exhibiting, contact the FIE 2012 Exhibits Chair:

**Prof. Robert J. Hofinger**  
**Purdue University**  
**3824 Windward Place**  
**West Lafayette, IN 47906-8629**  
**Phone: (765) 463-1182**  
**Cell: (765) 490-2142**  
**Fax: (765) 463-1182**  
**E-mail: [rhofinge@purdue.edu](mailto:rhofinge@purdue.edu)**

## **FOCUS ON EXHIBITS**

Attendees and participants will be encouraged to visit the exhibit area throughout the conference. In order to provide full exposure for the exhibits, a special "Focus on Exhibits" session is planned for the afternoon of Friday, October 5th, during which time there will be no technical sessions scheduled. For additional exposure during the "Focus on Exhibits" session, please consider donating one of your company's products to be given away as a door prize.

## **EXHIBITOR SHOWCASE**

Again this year, FIE will offer an "Exhibitor Showcase" that provides companies a longer block of time for demonstrations or presentations. This is an excellent opportunity to invite faculty members who are using your product to explain their applications to other educators. A list of the Exhibitor Showcase sessions will be distributed to conference attendees as part of the registration packet and posted in the exhibit area.

The Exhibitors Showcases will be held on Thursday, October 4th and Friday, October 5th in a meeting space within the exhibit hall. Up to six (6) **1½ hour sessions** will be available this year. If you are interested in participating in the Exhibitor Showcase, please contact Prof. Robert Hofinger. There will be a \$200 charge for each Exhibitor Showcase, to cover the cost of room set up and the audio/visual equipment (a data projector and a screen).

## **SPONSORSHIPS**

For even more exposure, **consider becoming a Corporate Affiliate.** Affiliate monies in the past have funded conference events such as plenary speakers, breaks, lunches, receptions, and the rental of audio/visual equipment. Another option is to donate give-away items (with your company logo) for inclusion in the registration packet or as a door prize for the "Focus on Exhibits" session. Appropriate recognition will be given on the FIE web site, in conference publications, and signage at the conference. Corporate Affiliates also will be recognized during the conference luncheons.

Corporate Affiliate support for the conference in previous years has ranged from \$500 to \$10,000. If your organization cannot afford full support of an activity, we would welcome any support, be it financial or otherwise. In addition to the participation and communication advantages listed above, Corporate Affiliate support helps to keep registration costs low, enabling more attendance and enhancing further growth of the Frontiers in Education Conference.

You may become a Corporate Affiliate by simply checking the appropriate box on the Exhibit Space Application/Contract and indicating the amount and desired use of your funds. If you are interested in a larger or customized sponsorship, please call the assistant to the General Co-Chairs, Kevin Curry, at the number below, to discuss available opportunities.

Dr. Richard LeBlanc or Dr. Ann Sobel FIE 2012 General Co-Chairs	Kevin Curry Assistant to the General Co-Chairs
email: <a href="mailto:leblanc@seattleu.edu">leblanc@seattleu.edu</a> <a href="mailto:sobelae@muohio.edu">sobelae@muohio.edu</a>	email: <a href="mailto:kcurry@ku.edu">kcurry@ku.edu</a> TEL: (785) 864-7861

## ADVERTISEMENTS

To increase your exposure to conference attendees, FIE is offering several other marketing options:

1. Advertise in the conference proceedings.  
Full page black and white ad is included with your registration  
Upgrade to a full page color ad for \$1,000/page
2. Proceedings USB Sponsorship  
Sole sponsor--\$5,000
3. Proceedings USB Advertising Insert (Due by August 31, 2012)  
Exhibitor--\$500  
Non-exhibitor--\$1,000  
Corporate Sponsor (donating \$1,000 or more)—complimentary

## EXHIBITOR APPLICATION AND REGISTRATION

Exhibitors must register using the **EXHIBIT SPACE APPLICATION AND CONTRACT**. Additional contracts are available from the Exhibits Chair or on the FIE 2012 website. Receipt of your signed contract, accompanied by a check for the full amount, constitutes a valid contract for exhibit space. All fees are payable in U.S. Dollars. No personal checks on non-U.S. banks will be accepted. Exhibitors will be able to pick up their conference materials at the registration desk during normal registration hours. We also accept all major credit cards.

## HOTEL RESERVATIONS

Your hotel reservation can be made directly with the hotel. If you do, please be sure to identify yourself as a "2012 Frontiers in Education Conference" participant to obtain this special rate. Or you may make your reservations on our link at the FIE website: <http://fie2012.org/hotel>.

Sheraton Seattle Hotel  
1400 6th Avenue  
Seattle, WA 98101 USA  
Hotel Front Desk: 206-621-9000  
Hotel Fax: 206-621-8441  
Hotel Website: <http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=460>

**Room Rates:** \$169 single or double (plus tax)  
**Rooms will be held at this rate until 5:00 p.m. (Pacific Time) Tuesday, September 11, 2012**

## SET UP

The exhibits will be ready for set up on Wednesday, October 3rd, 2012 between 1:30 p.m. and 6:00 p.m. Exhibits must be set up by 6:00 p.m.

## DISMANTLING

Exhibits may not be dismantled or removed before 4:30 p.m. on Friday, October 6th, 2012. There is a final break in the exhibit area from 4:00 p.m. to 4:30 p.m. Exhibits should be dismantled by 6:00 p.m.

## ASSIGNMENT OF SPACE

Approximately 20 booths will be available, and they will be assigned on a first-come, first-served basis. However, companies committed to exhibiting prior to this mailing and Corporate Affiliates will have priority. See the prior information about becoming an FIE Corporate Affiliate.

## SHIPPING INFORMATION

We are contracting with a local shipping company for advance shipment and return of booth materials. They will provide information on their service fees and forms. Additional information will become available upon registration.

## **MISCELLANEOUS USE OF SPACE**

Reassignment, subletting or sharing any part of allotted booth (or room) space is prohibited. Solicitations and distribution of printed advertising must be confined to the booth space only. Operation of objectionable material and sound devices will not be allowed. Aisles must be kept clear. The Exhibits Chair reserves the right to transfer booth locations in order to solve competitive conditions, avoid similarity in firm names, or to effect a more uniform distribution of space.

Exhibitors must use materials that will pass local fire inspection regulations. Drapes and curtains must be flameproof. Volatile liquids, gases, or combustible substances may **NOT** be present. All electrical work must be arranged through the show decorator or the Seattle Sheraton Hotel personnel, in order to insure compliance with local regulations.

All of the rules and regulations mentioned are to be construed as a part of the space rental contract. The Exhibits Chair reserves the right to interpret them, as well as make final decisions on points these rules do not cover.

## **LIMITATION OF LIABILITY**

Neither the sponsors, (ASEE, IEEE, Seattle University) nor the Seattle Sheraton Hotel nor any of their officers, agents, employees, or other representatives shall be held liable, and they are hereby released from liability, for any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall hold the Seattle Sheraton Hotel harmless from, any and all claims, demands, suits, liability, damages, loss, attorney's fees, and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees, or other representatives. It is suggested that all Exhibitors provide for their own floater insurance coverage, protecting themselves against damage, loss or theft.

## **SECURITY**

The exhibit area will have a security guard in attendance when the reception area is not open. For your own security, the conference recommends that exhibitors should keep an attendant in their booth(s) during the hours the exhibits are open and remove valuable equipment when the exhibits are closed.

## **REFUNDS/CANCELLATIONS**

Exhibit space assigned and confirmed may be cancelled without penalty through August 10, 2012. Exhibit space cancelled after August 10, 2012 and until September 4, 2012 will be subject to a 25% cancellation fee. After September 4, 2012 no refunds will be made. A \$30 fee also will be charged for returned checks. KU Continuing Education reserves the right to cancel the FIE conference and return all fees in the event of insufficient registration. The liability of the University of Kansas is limited to the registration fee. The University of Kansas will not be responsible for any losses incurred by registrants, including but not limited to airline cancellation charges or hotel deposits.

## **PROGRAM ACCESSIBILITY**

We can accommodate persons with disabilities. Please call (785) 864-5823 and a representative from KU Continuing Education, the logistics provider for the conference, will contact you to discuss your needs. To ensure proper accommodations, please register with your needs at least two weeks before the start of the conference.

The University of Kansas is committed to providing programs and activities to all persons, regardless of race, religion, color, national origin, ancestry, sex, age disability, and veteran status. In addition, university policies prohibit discrimination on the basis of sexual orientation, marital status, and parental status.

*For up to date conference information, a conference program, or for ideas about providing additional support for an event by becoming a "Corporate Affiliate," please call Kevin Curry at (785) 864-7861 or at <http://fie2012.org>*

# FIE Exhibitor Application and Contract

October 3-6, 2012 • Seattle Seattle Hotel • Seattle, Washington

We hereby apply for exhibit space in the 2012 FRONTIERS IN EDUCATION CONFERENCE Exhibition and Display. In making this application, we agree to conform to the Exhibit Regulation for the 2012 FRONTIERS IN EDUCATION CONFERENCE as noted in the EXHIBITOR'S KIT. It is mutually agreed that all of said regulations shall be interpreted by the Exhibits Chair, and that the parties hereto shall be bound by such interpretation. Acceptance of this application by the Exhibits Chair shall be converted into a full contract for exhibits. Due to space limitations and other factors, application does not necessarily mean acceptance.

## 1 Please Print

Exhibitor name \_\_\_\_\_  
Name of officer authorized to sign \_\_\_\_\_ Title \_\_\_\_\_  
Authorized signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_ Telephone \_\_\_\_\_  
City \_\_\_\_\_ Fax \_\_\_\_\_  
State \_\_\_\_\_ ZIP \_\_\_\_\_ - \_\_\_\_\_ E-mail \_\_\_\_\_  
Company Web site \_\_\_\_\_

## 2 Exhibitor Rates

- Academic Institution or Department: \_\_\_\_\_ @ \$700 \$ \_\_\_\_\_  
 Additional Booth Personnel Registrations: \_\_\_\_\_ @ \$350 \$ \_\_\_\_\_  
 Exhibitor Showcase Presentation Session: \_\_\_\_\_ @ \$200 \$ \_\_\_\_\_  
 Full-page Color Ad: \_\_\_\_\_ @ \$1000 \$ \_\_\_\_\_  
 Advertisement on USB Proceedings: \_\_\_\_\_ @ \$500 \$ \_\_\_\_\_

Please list names of registering personnel:

Exhibitor Personnel: 1 \_\_\_\_\_

Additional Booth Personnel: \_\_\_\_\_  
(\$350 each)

- My company would like to be a Corporate Affiliate.  
(Please see Web site for options, or call Kevin Curry at 785-864-7861.)

**Total** \$ \_\_\_\_\_

## 3 Payment Options

Registrations will not be processed until payment is received. Payment for early bird registrations must be received on or before the early bird deadline.

Check which form of payment you wish to use:

- Check enclosed, **payable to The University of Kansas.**  
 Credit card company \_\_\_\_\_  
Card # \_\_\_\_\_ Exp. \_\_\_\_\_  
Name on card (print) \_\_\_\_\_  
Cardholder's phone # \_\_\_\_\_

## 4 Contact Person(s)

Please list the name(s) of others who should receive conference material:

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ - \_\_\_\_\_  
E-mail \_\_\_\_\_ Fax \_\_\_\_\_  
Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ - \_\_\_\_\_  
E-mail \_\_\_\_\_ Fax \_\_\_\_\_

## 5 Preferred Means of Communication

Please continue to send KUCE information by (check all that apply):

- Mail  E-mail  Fax  
 Please remove my name from the mailing list.

## 6 Easy Ways to Register

**Mail** Complete the registration form and mail with payment to:

The University of Kansas  
Continuing Education  
Registrations  
1515 Saint Andrews Drive  
Lawrence, Kansas 66047-1619

**Phone** Toll-free 877-404-5823  
or 785-864-5823

**Fax** 785-864-4871

## Special Accommodation

If you will need special accommodation, please mark the box above, and a member of the Continuing Education staff will contact you.  
AA137030/JCN120878

## Privacy Policy

KU Continuing Education does not share, sell, or rent its mailing lists. You have our assurance that any information you provide will be held in confidence by KU Continuing Education.

We occasionally use mailing lists that we have leased. If you receive unwanted communication from KUCE, it is because your name appears on a list we have acquired from another source. In this case, please accept our apologies.

## Program Accessibility

We accommodate persons with disabilities. Please call 785-864-5823 or mark the space on the registration form, and a KU Continuing Education representative will contact you to discuss your needs. To ensure accommodation, please let us know at least two weeks before the start of the conference.

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