

28th Annual Conference on
**Distance Teaching
& Learning**

August 8-10, 2012
Madison, Wisconsin

▪ Teach ▪ Learn ▪ Connect ▪ Teach ▪ Learn

**Exhibitor
Prospectus
2012**

Exhibit dates: August 8 & 9

Early-bird deadline: May 1

<http://depd.wisc.edu/info>



Continuing Studies

UNIVERSITY OF WISCONSIN-MADISON

Reserve your booth today...

- **Reach** more than 900 distance education and training professionals from around the world.
- **Promote** your latest products, services, and resources to the online teaching and training market.
- **Network** with end users and recommend effective solutions for their organizations.
- **Develop** new client relationships and connect with current customers.

For 27 years the Annual Conference on Distance Teaching & Learning has provided an exchange of current resources, research, and best practices that are relevant to the design and delivery of distance education and training. Participants—ranging from newcomers to experienced practitioners in the field—represent higher education, K-12 schools, business & industry, military, government, and non-profit organizations (see charts on page 3).

Every year the conference offers attendees more than 160 sessions, educational forums, keynote speakers, and networking opportunities. The Exhibit Hall is a value-added “event” that gives attendees the opportunity to talk with industry experts and view the latest in technologies and services, enhancing their overall conference experience. (NOTE: More than 65% of our exhibitors return every year because of their successful interactions and opportunities to network and connect with conference attendees.)

We invite you to be part of the attendee experience!

Elevate your presence and be a sponsor...

Be a leader in the field and demonstrate your commitment and support of the conference and its mission. Reserve your Gold, Silver, or Bronze sponsorship today as there are limited packages available.

In addition to the advantages of being an exhibitor, this is an opportunity for your company to have a higher level of visibility by sponsoring a conference event and participating in the Products & Services Showcase. Sponsors receive further recognition through custom signage, handbook advertising, and logo links on our website.

If a Gold, Silver, or Bronze Sponsorship isn't what you're looking for, Customized Sponsorships are available to better suit your company's needs. Please contact Kimary Peterson at **608-265-4159** to discuss other options.

We look forward to working with you in 2012.

Best regards,

Kimary

Kimary Peterson, Conference Manager
University of Wisconsin-Madison Division of Continuing Studies
608.265.4159 or disted@dcs.wisc.edu

TENTATIVE EXHIBIT HALL SCHEDULE

Wednesday, August 8

Exhibitor Move-in 12:00-4:00 pm
Grand opening 4:00-6:30 pm

Thursday, August 9

Open 9:30 am-5:30 pm
Exhibitor Move-out 5:30-9:00 pm

Friday, August 10

Exhibit Hall Closed

28th Annual Conference on Distance Teaching & Learning

www.uwex.edu/disted/conference

Exhibit and Sponsorship Opportunities

▶ STANDARD BOOTH PACKAGE

- 8' x 10' **carpeted** booth space with 6' table, 2 chairs, wastebasket, and 7" x 44" exhibitor I.D. sign
- 8' high back drapes and 3' high side drapes
- Conference materials (printed roster, handbook)
- Thursday box lunch
- Listing/URL link on conference website
- 70-word description in Conference Handbook

NOTE: *Internet and electricity are **NOT** included.*

Fees	By May 1	After May 1
Standard booth	\$925	\$1,075
Non-profit booth*	\$675	\$825

*Must have Form 501©(3) on file with conference staff

▶ EXHIBIT OPTIONS

- **Take-one table** **\$350**

If you are unable to exhibit at the conference, but still want a presence at the event, shared space will be provided to display promotional materials. Materials must be sent to conference staff 2 weeks in advance; extra materials will not be returned.

- **Exhibitor Registration** **\$275/person**

If you are interested in attending conference sessions and keynotes, this special rate is available to 2012 exhibitors (regular fee estimated at \$465).

Maximum: 2/booth

- **Advertising in the Handbook**

Expand your presence by placing an ad in the Conference Handbook—the on-site event guide and post-conference resource for attendees. Ad space is **included** with sponsor packages. **Deadline: 7/1/12**

Full-page black and white ad **\$900**

Half-page black and white ad **\$550**

****2012 exhibitors take 15% discount**

- **Electronic Roster** **\$100**

All standard booth packages will receive a 2012 printed roster. Exhibitors may also purchase an **electronic** roster of **postal addresses** (sent two weeks after event). An electronic roster is **included** with sponsor packages.

▶ SPONSORSHIP PACKAGES

Maximize your company's visibility at the conference and support our conference mission.

All sponsor packages include:

- Logo link on conference website
- Special recognition in conference handbook AND on sponsor signage at conference
- Electronic conference roster of attendee postal addresses (no emails)

Gold Sponsor (4 available) \$5,000	<ul style="list-style-type: none"> • Two endcap booths • Priority booth selection • Full-page ad in Handbook • Two conference registrations • Participation in the Product & Service Showcase • Sponsor signage at selected conference event
Silver Sponsor (4 available) \$3,700	<ul style="list-style-type: none"> • One standard booth package • Full-page ad in Handbook • One conference registration • Participation in the Product & Service Showcase • Sponsor signage at selected conference event
Bronze Sponsor (6 available) \$2,600	<ul style="list-style-type: none"> • One standard booth package • Half-page ad in Handbook • Participation in the Product/Service Showcase • Sponsor signage at selected conference event

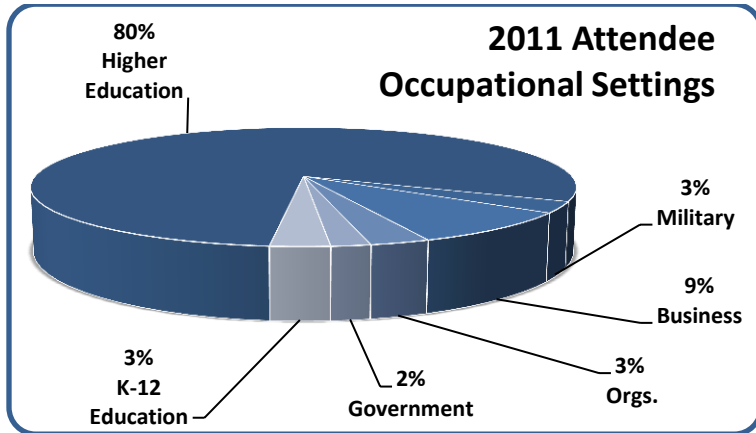
▶ CUSTOM SPONSORSHIP

Call

Call to discuss custom sponsorship options for hardware support, conference functions, or educational forums.

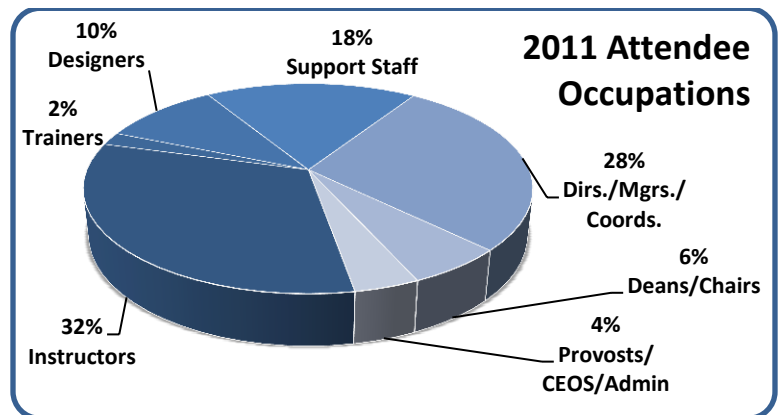
Contact Kimary Peterson, Conference Manager
608.265.4159 or disted@dcs.wisc.edu

2011 Conference Attendees



Attendees by country

• Australia	1
• Canada	13
• China	1
• Denmark	1
• Finland	1
• Iceland	2
• Israel	5
• Japan	2
• Nigeria	4
• Oman	1
• Saudi Arabia	4
• South Africa	3
• Trinidad	1
• Turkey	1
• United Kingdom	2
• United States	857



Frequently Asked Questions

- **Types of businesses who exhibit at the conference?** Publishers, software & hardware providers, delivery tool contractors, learning & course management systems, non-profit consortiums & organizations, design & development services, technology solution providers, and other distance education and training service businesses.
- **Do exhibitors need to register for the conference?** The booth fee does NOT include registration to the conference, and booth reps are not required to be registered attendees. However, if your staff is interested in attending any conference sessions, we offer a special exhibitor registration rate of \$275 per person; maximum of 2 per booth (vs. \$465).
- **How do I select my booth location?** Booth selection takes place in June. First priority goes to sponsors. Then exhibitors will select their top locations based on the order the booth application/contract was received.
- **Are there speaking opportunities for exhibitors and sponsors?** Sponsorship Packages include participation in the Product & Service Showcase. Our Call for Proposals online process is open every year from November to January for those interested in submitting a proposal to present (this year's deadline: 1/19/12, 4:00 pm CST).
- **Prize drawings in the Exhibit Hall?** Prize drawings will be held during the final hour of the Exhibit Hall on Thursday. If your company is interested in donating a prize (minimum value: \$50), please contact us in advance at disted@dcs.wisc.edu

Exhibitor Terms and Conditions

Booth Space

- The contracted space is to be used by the company listed on the Exhibitor/Sponsor Application Form and Contract. The contracted space shall NOT be sublet, shared, or assigned without the written consent of the conference staff.
- No signs, displays, furniture, decorations, or any other booth materials may protrude into the aisle or encroach upon neighboring booths.
- Promotional materials are confined to the contracted space and not to be distributed in the general conference areas.
- Storage of empty containers, shipping boxes, and other display cartons must be arranged through the Exhibit Service Contractor, Valley Expo & Displays.
- Exhibitors must keep volume levels on any electronic equipment used in their space to a manageable level and not intrude upon another exhibitor's space. We suggest using headphones for attendees to listen to demos.
- Each booth is allowed a maximum of **three booth representatives.**

Booth Confirmation and Assignment

Confirmation of booth space/sponsorship will be sent upon receipt of signed contract and full payment.

Booth space will be **assigned in June** at the discretion of the conference staff on a first-come, first-served basis with priority going to sponsors.

Exhibitor Service Kit

A complete Exhibitor Service Kit will be sent **six to eight weeks prior** to the conference. Any equipment and/or services that are not included in the standard booth package must be ordered through the Exhibit Hall Service Contractors listed below. Exhibitors must comply with any rules and regulations set forth by these contractors.

Exhibit Hall Service Contractors:

- Valley Expo & Displays
Booths, cleaning, shipping, & equipment/sign rental
- Monona Terrace Community & Convention Center
Electricity, phone, & Internet services

Installation/Dismantling

All displays must be set up during the scheduled time and remain intact until the official close of the Exhibit Hall. **A \$250 fee** will be charged for any early move-outs and will also impact future booth contracts for this conference.

Booth Cancellation

All booth cancellations prior to June 1, 2012 will be charged a **\$200 service fee**. After that date all exhibit booth fees are **nonrefundable** and exhibitors will forfeit all fees.

Event Cancellation

In the event of fire, strikes, riots, civil commotion, natural disasters, war, and other unavoidable circumstances making it necessary to cancel the 28th Annual Conference on Distance Teaching & Learning or to cancel the Exhibit Hall, the Conference Staff shall not be held liable. In such an event, all payments made for the exhibit space will be returned, less exhibition expenses incurred for the conference.

Insurance

Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

Exhibitors shall abide by and observe all federal, state, and local laws, codes, ordinances, rules and regulations, and all rules of the Monona Terrace Community & Convention Center.

Hold Harmless

The Board of Regents of the University of Wisconsin System agrees to provide liability protection for its officers, employees, and agents while acting within the scope of their employment. The Board of Regents further agrees to hold harmless the Distance Teaching & Learning Conference, its officers, agents and employees from any and all liability, including claims, demands, losses, costs, damages, and expenses of every kind and description (including death), or damages to persons or property arising out of or in connection with or occurring during the course of this agreement where such liability is founded upon or grows out of the acts or omissions of any of the officers, employees or agents of the University of Wisconsin System while acting within the scope of their employment where protection is afforded by ss. 893.82 and 895.46(1), Wis. Stats.

Similarly, contracted exhibitor agrees to hold harmless the University, and all its officers, employees, and agents from any and all liability, including claims, demands, losses, costs, damages, and expenses of every kind and description, or damages to persons or property arising out of or in connection with or occurring during the course of this agreement, where such liability is founded upon and grows out of the acts or omissions of employees, officers, or agents of exhibitor.

Amendments

Any and all matters not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of the Conference Staff and shall be binding on the exhibitor. The Conference Staff may make reasonable changes, amendments, or additions to these terms and conditions in the best interests of the conference.



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

Monona Terrace Exhibitor Rules

A. Smoking

1. In compliance with City Ordinance 23.05, smoking is not permitted in the building.

B. Booths, Displays, Decorations and Signs

1. Care must be taken when moving materials across the exhibit hall floor. Any damage to the surface of the Monona Terrace floor may result in additional charges. When using a forklift or moving materials across the floor, please be sure to raise the materials above floor level so that floor is not scratched, gouged or damaged in any way.
2. No materials may be attached, taped, nailed, pinned, or otherwise fastened to any ceiling, carpet, floor, permanent drapery, painted surface or wall of the Monona Terrace. Duct tape or any other heavy adhesive tape may not be adhered to any surface, including the carpet or floor.
3. Strict guidelines apply for hanging signage. Any costs incurred by Monona Terrace from the use of, or removal of signage or decorations will be billed accordingly.
4. Helium balloons are allowed only when securely anchored to exhibits. Helium balloons may not be given away or sold. A balloon removal fee will be assessed should Monona Terrace be required to retrieve balloons from the ceiling.
5. Glitter, decals, gum, confetti, and stickers may not be distributed or affixed inside the facility.

C. Move In/Move Out

1. All equipment must be transported into the facility through designated loading dock areas.
2. Only small, hand-carry items are permitted through Lobby Glass entrances on Level 4. Large items/pallets must be moved into the building through the designated loading dock areas.
3. Trucks and vehicles will be allowed on the dock only during official move-in/move-out times. Once materials have been unloaded, vehicles must be moved to the parking ramp.
4. Vehicles left unattended at the loading dock for an excessive period of time are subject to being ticketed or towed.

D. Fire Codes

1. Exhibitors, service contractors, and event promoters must comply with all federal, state, and local fire codes which apply to places of public assembly.
2. All exhibitor materials must be flame proof.
3. Gasoline, propane, or other flammable items are prohibited.
4. Open flame is not permitted in the building.
5. Fire extinguishers, hose cabinets, fire hose connections, fire alarm pull stations, and other fire alarm devices must remain clear, visible, and unobstructed at all times.
6. Any exhibit booth or other structure with a ceiling and enclosed sides may require special fire protection measures and must be approved in writing by a Monona Terrace Event Coordinator prior to the event.
7. The use of a hazer or fog-producing machine must be approved in writing by Monona Terrace staff prior to the event.

E. Vehicles

1. The display of any and all vehicles that are powered by a combustion engine must be approved in advance by Monona Terrace. Approved vehicles must adhere to the following restrictions:
 - a. Fuel tanks to be less than $\frac{1}{4}$ full.
 - b. The fuel tank cap must be locked or taped down, and at no time is the removal or addition of fuel allowed in/around the Center.
 - c. Vehicle electrical systems must be disconnected by either removing the battery, battery cables, or disconnecting the battery cables and taping contact with non-conductive electrical tape.
 - d. Mats or another type of protective material must be placed under all tires, as well as the engine to protect the floor from damage. No substance may be sprayed or otherwise applied to tires or vehicle while in the facility that could potentially stain or create a slick surface on the floor.
2. Exhibitors are responsible for any floor or carpet damage caused by spillage of fuels, oils, or similar substances.

F. Food and Beverage

1. Monona Catering is the exclusive caterer. **No** food or beverages shall be brought onto Monona Terrace premises except through the building caterer.
2. No free samples are to be given away or distributed without prior written consent of Monona Catering Management.
3. Carry out or delivery service foods are not allowed in the building. Food arrangements must go through Monona Catering.
4. No alcoholic beverages are allowed in the exhibit area during decorator or exhibitor move-in or move-out.

G. Shipping/Handling of Exhibit Materials

1. All exhibitor shipments should be coordinated through the service contractor.

2. Monona Terrace does not have storage capabilities. **Freight received prior to the event move-in day will be refused.** Your service contractor can assist you with warehousing advanced shipments. The official service contractor will accept on-site shipments on the move-in day.
3. Monona Terrace will not accept any C.O.D. deliveries.
4. All materials must be removed during designated move-out hours.
5. Outgoing shipments should be coordinated through the service contractor prior to exhibitor leaving the building. Federal Express shipments can be arranged through the Monona Terrace Command Center.
6. Any materials left at Monona Terrace without pick-up arrangements are subject to disposal.
7. The City of Madison is not responsible for any loss, damage, or injury to properties of any kind that are shipped or delivered to Monona Terrace.

H. Animals

1. Animals and pets are not permitted in Monona Terrace unless approved in advance by Monona Terrace. Properly identified service animals are permitted.

I. Trash Removal

1. Dispose of refuse in appropriate containers. Monona Terrace staff does not clean inside vendor booth areas.
2. Cleaning or custodial services for booths, registration areas, carpeted areas, or aisles must be arranged through the service contractor.
3. Monona Terrace provides general housekeeping in the building's public areas.
4. If an event generates an excessive amount of trash, the costs of emptying the compactor will be charged to show management.

J. Parking/RV Parking

1. No parking is allowed in the loading dock area.
2. Electricity and water are not available for R/V's.
3. Any unattended vehicles parked in loading areas (with the exception of designated move-in or move-out times) are subject to being ticketed or towed at the owner's expense.

K. Security

1. The responsibility for complete event security belongs to the event management and exhibitors.
2. Monona Terrace security staff monitors the building perimeters, parking areas, and interior public spaces.
3. Monona Terrace reserves the right to require an appropriate number of event security or off-duty City of Madison Police Officers for all public events, event move-in and move-out, and certain food or beverage functions.

L. Floor Load

1. The floor load capacity on the exhibition hall floor is 250 pounds per square inch.

M. Adhesives

1. No adhesives may be used without prior approval of Monona Terrace.
2. Show management will be responsible for any damages incurred if inappropriate adhesives are used.

N. Americans with Disabilities Act

1. Show management must comply with all applicable requirements of the American with Disabilities Act of 1990. Monona Terrace staff will work with you to resolve any questions or issues that arise.
2. Aisles and exits must be kept clean and free of obstructions.
3. All exit signs must remain unobstructed at all times.
4. Easels, signs etc. may not be placed beyond the booth area.

O. Exhibits in the Madison Ballroom, Grand Terrace, Community Terrace or Meeting Rooms

1. When necessary to use the carpeted meeting spaces for exhibits, special guidelines must be followed. Please contact your Monona Terrace Coordinator for details. Forklifts are not allowed on the carpeted areas.
2. Show Management will be responsible for any damage caused by exhibitors to carpeted areas.

P. Utilities

1. Utilities can be ordered in advance or ordered on-site during move-in at the service desk.
2. Electrical installations are to be completed by qualified Monona Terrace Electricians only.
3. Show management will be responsible for all utility charges incurred by the show management and/or service contractor.

Q. Wireless Internet System

1. Exhibitors may NOT set up their own wireless systems in the facility due to interference issues.

R. Prohibited Materials at the Monona Terrace

- | | | |
|-------------------------------|--|--|
| 1. Fireworks or pyrotechnics | 7. Toxic materials | 13. Hazardous materials such as poisons, pesticides, acids, alkalis, corrosives, toxins, and other chemicals that pose risk to health, safety or property. |
| 2. Blasting agents | 8. Aerosol cans with flammable propellants | |
| 3. Explosives | 9. Gas operated cooking equipment | |
| 4. Compressed flammable gases | 10. Wood matches with all-surface strikes | |
| 5. Flammable gas | 11. Portable heating equipment | |
| 6. Flammable liquids | 12. Flammable swords, fire batons, etc. | |

Exhibitor/Sponsor Application Form and Contract

28th Annual Conference on Distance Teaching & Learning

August 8-10, 2012

Madison, Wisconsin

Exhibit Dates: August 8 & 9

PLEASE PRINT CLEARLY

PRIMARY CONTACT _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP+4 _____

TELEPHONE _____ E-mail _____

Principal Product/Service _____ URL _____

Booths:

- Standard booth package By May 1—\$925 _____ After May 1—\$1,075 _____
- Standard booth package— **non-profit** By May 1—\$675 _____ After May 1—\$825 _____
- Take-One Table \$350 _____

Sponsorships:

- Gold Sponsor \$5,000 _____
- Silver Sponsor Package \$3,700 _____
- Bronze Sponsor Package \$2,600 _____
- Custom Sponsor Package \$ TBD _____

**Reserve your
booth space today!
Only 60 spaces
available.**

Optional:

- Exhibitor registration (Max: 2/booth) \$275/each _____
- Full-Page Conference Handbook Ad \$900 _____ (2012 exhibitors deduct 15%)
- Half-Page Conference Handbook Ad \$550 _____ (2012 exhibitors deduct 15%)
- Electronic Postal Roster of attendees (no emails) \$100 _____ (must have booth to purchase)

TOTAL = \$ _____

Payment Information

New Policy—DO NOT send credit card payments via email.
To pay by credit card, check the “Please Invoice” option below.

Please Invoice: ____

Check enclosed: ____ (make payable to UW-Madison)

Send full payment with completed contract/application to:

Marlys Kellogg, DT&L Registration
Pyle Center, Dept. 111
702 Langdon St., Madison, WI 53706
FAX: 800-741-7416

- A service fee of \$200 will be charged for booth cancellations prior to June 1, 2012. After that date, all fees are **nonrefundable**.
- Only one organization per booth contract/application.
- Exhibitors who dismantle their booths before the Ex Hall is closed on 8/9/12 will be charged \$250.

-----UW-Madison FED. ID# 39-180596-----

Questions??
Contact Kimary Peterson at 608-265-4159.

The exhibitor agrees to abide by all terms, conditions, rules, and regulations set forth in the 28th Annual Conference on Distance Teaching & Learning Exhibitor Prospectus and the Monona Terrace Exhibitor Rules.

Authorized Signature _____ Date _____