



# Idea Marketplace

42<sup>nd</sup> Annual International Conference and Idea Marketplace

**Shaping the Academic Landscape: Integrated Solutions**

**July 7–11, 2007**

Sheraton Chicago Hotel and Towers, Chicago, IL

SCUP's "Idea Marketplace" is an interactive opportunity for idea and information exchange, knowledge sharing, and learning. We invite you to be a participant in this learning environment where you can "display" your ideas, products, and services. The Idea Marketplace will be held in the lower level Exhibit Hall at the Sheraton City Hotel & Towers in Chicago, Illinois. Exhibitors please note that the schedule shows specific activities that will take place in the marketplace and when traffic will be the highest. You are invited and encouraged to attend sessions during the other times when traffic in the Idea Marketplace will be lighter.

## Benefits

- One complimentary full conference registration
- Opportunity to purchase one additional registration for \$375
- Electronic list of pre-registered attendees as of May 30, 2007 (does not include phone, fax, or email addresses).
- Firm listing in preliminary and final programs
- Listing on SCUP's Web Page
- Visibility at the conference

## Attendees

The annual international conference brings together presidents, vice-presidents, provosts, directors of facilities, research, finance, information technology, and other planning disciplines from all types of colleges, universities, and related organizations. More than 1,800 attendees are expected at SCUP-42.

## Exhibitor Selection, Booth Assignment, and Set-Up

Booth assignments will be made with every effort to accommodate your first choice. Please refer to the Terms and Conditions on the back of this sheet. Each 8' x 10' booth includes pipe and drape—8' high along the backwall and 36" high along the sidewalls, a 7" x 44" identification sign with booth number and company name, one skirted 6' x 2' table, two chairs and wastebasket. The Exhibit Hall is carpeted but you are free to order additional carpeting from the decorator to customize your booth. Exhibitor Kits will be sent in April 2007 which will include information on ordering furniture, electrical services, telephone, plants, labor, and/or shipping.

## Security

SCUP will provide 24-hour security during set-up, the show and break-down and will exercise reasonable care for the protection of exhibitor materials and displays. Exhibitors desiring special security precautions may arrange for private guard services at their own expense.

## Raffle Prize Drawings

Raffle prizes are welcome for drawings held during the times the Idea Marketplace is open. You may award your prizes during the scheduled hours or mail them to the winners. We will not be making loudspeaker announcements of winners to avoid disruption of conversations taking place. There will be a board available for posting winners.

## Schedule

### Saturday, July 7

Exhibitors set up booths 8:00 AM–5:00 PM

### Sunday, July 8

Exhibitors finish set-up 9:00 AM–NOON

Idea Marketplace Opening 4:00 PM–5:30 PM

### Monday, July 9

Continental breakfast 7:00 AM–8:15 AM

Regional lunches available 11:00 AM–1:00 PM

Exhibit Hall closed 1:00 PM–4:00 PM

Wine & cheese reception 4:30 PM–5:30 PM

### Tuesday, July 10

Continental breakfast 7:00 AM–8:15 AM

Refreshment break 10:00 AM–10:30 AM

Chicago-style lunch 11:30 AM–12:45 PM

Exhibitors dismantle booths 1:00 PM–9:00 PM

## SCUP-42 Idea Marketplace Rules and Regulations for Exhibit Space

1. The Society for College and University Planning (SCUP) reserves the right to exercise sole discretion in the acceptance or refusal of applications for exhibit space.
2. Assignment of space will be made on a first-come first-serve basis. Booths are shown in the floor plan with dimensions and locations believed, but not warranted to be accurate. Exhibitor agrees that SCUP shall have the right to make changes in the floor plan arrangement of booths, if necessary.
3. Exhibitor agrees that SCUP and Sheraton Chicago Hotel & Towers Cityfront Center Hotel shall have final determination and enforcement of all rules and regulations and conditions.
4. The SCUP-42 Idea Marketplace is designed to provide an opportunity to exhibit products and services related to higher education planning. The Idea Marketplace is held strictly as a means of product/service display and not of selling. Visit [www.scup.org/membership/culture.html](http://www.scup.org/membership/culture.html) for information about SCUP's unique culture.
5. Installation of exhibits may begin at 8:00 AM on Saturday, July 7, 2007 in the Exhibit Hall and must be completed no later than 5:00 PM. Exhibitors must have an authorized representative present during installation and dismantling of its exhibit.
6. Exhibitor may forfeit any space unoccupied by 4 pm July 7 and the space reassigned or used by Exhibit Management. No refund will be made to the original contracting firm. Exhibitors may not assign or sublet any of their space.
7. No displays may be dismantled before 1:00 PM Tuesday, July 10, 2007. It will be each exhibitor's responsibility to see that all of its materials are removed from the exhibit floor by 9:00 PM July 10.
8. Booth rental shall include a draped background 8' high along the backwalls and 3' high along the sidewalls and a uniform identification sign 7" x 44" showing booth number and company name. One skirted 6' x 2' table, two chairs and a wastebasket will be provided. The exhibit area IS carpeted.
9. Exhibitors will receive an exhibitor's Service Kit in April, 2007, containing information, rates and order forms for additional furniture, electrical services, telephone, plants, labor, shipping, and other services. Union regulations in force will be provided.
10. All materials used for decorative purposes shall be flameproof. Explosive and flammable materials conflicting with the Underwriter's Fire Prevention or Chicago Fire Department rules shall not be permitted.
11. Exhibitor must confine activities to the space contracted. Exhibitor will not be permitted to use strolling equipment or distribute samples of souvenirs except within its booth. Any actions that may undermine the efforts of another exhibitor such as loud music or obstructing walls will not be permitted.
12. Exhibitor is prohibited from using amplifying equipment of any nature without permission of SCUP, and, if permission is granted, the use of such equipment must not interfere with adjacent exhibitors or other activities on the Expo floor.
13. Signs/posters are only allowed within each exhibitor's booth. No signs or other articles can be fastened to walls or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any tool or material that could mark the floor or walls is prohibited. All products or balloons that could rise to the ceiling because of the products physical properties are prohibited.
14. The SCUP Expo Manager must approve raffles, donations and all other promotional plans. Exhibitor shall not distribute any food or beverage items or any throwaway-type items without prior approval of the SCUP Expo Manager.
15. Use of the SCUP logo or the SCUP-42 conference logo on any products or materials must be approved by the SCUP Expo Manager.
16. Guard service will be provided on a 24-hour basis during installation, showing and dismantling of displays. Exhibitor assumes entire responsibility and hereby agrees to protect, defend, indemnify and save harmless SCUP and the Sheraton Hotel and subsidiary companies and their respective partners, directors, officers, employees, and agents (the "Indemnitee") against all claims, losses, and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding only any such liability caused by the sole negligence of the Indemnitee. In addition, exhibitor acknowledges that neither SCUP nor the Sheraton Hotel nor any of the other indemnitees maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.
17. Exhibitor agrees to assume full responsibility for complying with the US Federal Copyright Law of 1978 (17 USC 101, et seq.) and any regulations issued thereunder including, but not limited to, the assumption of any and all responsibilities for paying royalties that are due for the use of copyrighted work in exhibitor's performances or exhibitions to the copyright owner, and exhibitor agrees to defend, indemnify, and hold harmless SCUP and the Sheraton Hotel, their officers, employees, and agents, for any claims, losses, expenses, or damages growing out of exhibitor's infringement or violation of the copyright law and/or regulations.
18. In the event that the Expo is cancelled, postponed, or relocated on account of fire, strikes, government regulations, casualties, Acts of God, or other causes beyond the control of the SCUP, exhibitor waives any and all damages and claims for damages.



### **Expo Manager**

Betty Cobb  
Society for College and  
University Planning (SCUP)  
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Ann Arbor, MI 48104  
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# Idea Marketplace Application

## Shaping the Academic Landscape: Integrated Solutions

July 7–11, 2007

Sheraton Chicago Hotel and Towers, Chicago, IL

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

www. \_\_\_\_\_

Booth Preferences (see floor plan) 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_ 5th \_\_\_\_\_

### Cost and Payment

SCUP Member: Reserve \_\_\_\_\_ booth(s) at \$2,000 US per 8' deep x 10' wide booth

Nonmember: Reserve \_\_\_\_\_ booth(s) at \$2,600 US per 8' deep x 10' wide booth

A \$1,000 US deposit (or full payment) for each booth must accompany your application. SCUP will invoice your balance which is due within 30 days of receipt. If your application is not accepted, your deposit or payment will be refunded in full. Cancellations must be made on or before April 1, 2007. Refunds will not be granted after April 1, 2007 unless all exhibit space has been sold and all cancelled space is resold.

Deposit of \$1000 or entire amount of \$2,000/\$2,600 is included via check \_\_\_\_\_ or use the credit card below \_\_\_\_\_.

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Firm Description

You will be contacted about providing a 50-word description of your firm for the conference program.

### Terms, Conditions and Exhibitor Acceptance

I, the duly authorized representative of the above-named organization, on behalf of said organization, have read and agree to all the terms and conditions contained in this contract and agree to abide by the SCUP–42 Idea Marketplace Rules and Regulations. I also understand that this application becomes a contract with my signature and SCUP's acceptance of it.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

### Booth Staff Registration

Securing a booth does not mean that your booth staffers are automatically "registered" for the conference. When registration opens, booth staffers must go online and register checking the "I am an exhibitor" box and entering a coupon code that will be sent to you. Your first booth staffer will be able to register for the one "free" registration that comes with your booth. One additional booth staffer will be able to purchase a registration at a reduced rate of \$375.

### To apply, mail, fax, or email this form to:



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Society for College and University Planning  
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