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777 Army Trail Blvd. • Addison, Illinois • 60101

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July, 2006

Dear Exhibitors

Welcome back to the **Illinois Technology Conference for Educators (IL-TCE)**! Last year was our most successful event yet, and it was due in part to our fantastic exhibitors. The Expo Center sold out in record time. We received many, many favorable comments from our attendees about the help and information they received while visiting with the exhibitors. We invite you to join us again for the **2007 IL-TCE Conference**. Please be aware of the following:

- ✚ We will again have a Kick-off party in the Exhibit Hall on Wednesday, February 28 from 3:00-5:30 pm. Hopefully this will allow attendees to visit exhibitors in a less crowded venue.
- ✚ There is no check in on Tuesday. The Exhibit Hall will not open until Wednesday, February 28 at 9:00 a.m.
- ✚ The Exhibit Hall will again open at 9:00 for exhibitors and 9:30 for attendees. Please join our attendees for breakfast and the keynote speaker.
- ✚ We will have a Dedicated Exhibit Hall time on Thursday when this is the only event scheduled; we will have a Dedicated Exhibit Hall time on Friday which will be the last session of the day before our annual meeting.
- ✚ Wireless connectivity is included in your booth fee.
- ✚ “Exhibit Show Specials”—lend your equipment to the conference, and we will promote the sale of that equipment in advance printed materials for free!

If you wish to be included as a presenter, please complete the on-line presentation application at <http://www.il-tce.org/proposals/>. Due to the success of our show, we cannot guarantee a presentation for your company unless you are a sponsor. You may opt to apply for a presentation through the same channels as our other presenters and will be reviewed by our evaluation team accordingly. The deadline to submit a presentation proposal is November 1, 2006. Once you have paid for your booth, you may submit your proposal. Keep in mind that presenters must be registered for the conference, either as one of your three complimentary booth personnel, as additional booth personnel (\$50) or as an attendee (\$110).

Enclosed are the advertising specs, the Application for Exhibit Space form, the Terms and Conditions and General Exhibitor Information. Also enclosed is the attendee profile. You may reserve your space by completing and returning the enclosed application along with your payment. The sooner we receive your application, the better chance to get your booth choice. **Before being assigned an exhibit space, we must receive payment and the signed contract. Booth spaces will not be assigned until December 1. You will receive an e-mail after that date with your booth number. You need that number to order electricity, etc. from Pheasant Run.**

We look forward to your participation in the **2007 IL-TCE Conference**, *“Think Outside the Box and Wires.”* If you have any questions, please don’t hesitate to ask.

Sincerely

Sara Taylor  
Conference Exhibits Coordinator  
Phone: 630.628.1088  
Fax: 630.628.5388  
E-mail: [staylor@iceberg.org](mailto:staylor@iceberg.org)

## 2007 IL-TCE GENERAL EXHIBITOR INFORMATION

### EXHIBIT DATES AND TIMES

#### **Set up:**

Wednesday, February 28                      9:00 am – 2:30 pm

**NO ONE WILL BE PERMITTED TO ASSEMBLE or  
BREAKDOWN EXHIBITS DURING EXHIBIT HOURS.**

#### **Exposition Open:**

Wednesday, February 28                      3:00 pm – 5:30 pm

Thursday, March 1                              9:30 am – 4:30 pm

Friday, March 2                                 9:30 am – 2:30 pm

#### **Dismantling:**

Friday, March 2                                 2:30 pm – 5:00 pm

Exhibitors will be permitted access to their booth 30 minutes before the opening of exhibits and 30 minutes after closing. No one will be permitted in the exhibit area at any other time without permission from the Conference Chairman. We will be offering a continental breakfast for you and the conference attendees, which will be held in the Salon area from 7:00 am to 8:30 am. You are invited to attend the Keynote speakers on each day.

### EXHIBITOR PRIVILEGES

IL-TCE booth rentals include the following:

- 10' x 10' carpeted booth areas with 2' x 8' draped table and 2 chairs
- Pipe railing, 8' high curtain back wall, and 3' high curtain side dividers
- Identification sign listing company name
- Wireless internet connectivity (not supported)
- General security guard service
- Descriptive listing in the IL-TCE 2007 Exhibit Guide
- Hotel accommodations at participant discount rates
- THREE (3) complimentary passes for booth personnel; additional passes may be purchased for other visitors/guests, etc. at \$50 per person. **NOTE: These passes do not entitle admittance to sessions, only to the Exhibit Hall.**

### BOOTH RATES

- \$600 for a 10' X 10' space—Fee includes a 10' x 10' carpeted booth which will be provided with pipe, drape, skirted table, 2 chairs, 1 exhibitor ID sign and wireless connectivity.
- Hardwired Internet Access is available for additional \$200 per access point.
- Electricity is NOT included in this fee.

**Any additional needs, such as electricity, are at the exhibitor's expense and must be addressed to the Pheasant Run Exposition Center manager's office 630.584.6300 ext 7892 or fax at 630.584.1042.**

### EXHIBITOR HOTEL INFORMATION

Blocks of rooms have been set aside for all IL-TCE participants at Pheasant Run. Please be sure to mention the conference when making your reservations. The phone number is 630.584.6300. There is a lodging tax of 11% with an energy surcharge of \$2.50 per night. The single room rate is \$114 per night.

## TERMS AND CONDITIONS

### ASSIGNMENT OF EXHIBIT SPACE

On December 4, exhibit space will be assigned in the order in which paid applications are received after Conference Sponsors have made their booth selection. Exhibit management shall use its best efforts to locate the booth away from like vendors and will accept requests to be positioned alongside other specific exhibitors based on availability. Exhibit management reserves the right to change location assignments when such action is deemed to be in the best interest of the Exhibition.

IL-TCE reserves the right without recourse to absolutely control or prohibit any exhibit, which in its opinion, is not suitable or in keeping with the character of the conference. This regulation concerns persons, things, conduct, printed matter, souvenirs, catalogues, etc. IL-TCE reserves the right to withdraw an exhibitor if payment has not been received by the conference date.

All property of the exhibitor is understood to remain under custody and control of the exhibitor, in transit to and from or within the confines of the exhibit area. Exhibitors are advised to carry floater insurance to cover exhibit material against loss or damage and public liability insurance against injury to the person or property of others. The IL-TCE and PHEASANT RUN assume **NO** responsibility for the safety of the properties of the exhibitor, his officers, agents, or employees from theft, damage by fire, accident or any other cause.

### EXHIBITOR REPRESENTATIVES

The exhibitor shall name one individual as his duly authorized representative, to have charge of the exhibit, and to accept and assume responsibility for such representatives, or alternates, in attendance at the exhibit throughout all exhibit periods. Exhibitors (three per each 10' booth) shall receive and wear identification tags. **Additional persons may be in the exhibit booth for a fee of \$50 per person. This does not allow for attendance at sessions.**

### PAYMENT AND REFUND POLICY:

A forfeit of \$100 will be required on all cancellations made prior to January 19, 2007. Cancellations after that date will be charged FULL space rental. Cancellations of exhibit space must be submitted to IL-TCE in writing.

**\*\* TELEPHONE CANCELLATIONS CANNOT BE ACCEPTED**

### ELECTRICAL NEEDS

All electrical needs are at the exhibitor's expense and must be handled through Pheasant Run. An electrical service order form will be made available to you in January.

### PROPERTY DAMAGE

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to the walls, floors, or other parts of the hotel or Exhibit Hall without permission from the Pheasant Run representative. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the IL-TCE staff, the hotel convention manager or their assistants.

### NOISES AND SOUND DEVICES

Mechanical reproduction of sound or music relating to an exhibit must be kept at a sufficiently low volume so as to not project beyond the confines of the exhibitor's booth.

### SECURITY

Reasonable precaution will be taken to protect property during the installation, show and removal periods. A security guard will be continually assigned (24 hours) to the Exhibit Hall. This will begin on Wednesday evening, February 28, and will continue through 2:30 pm on Thursday, March 2. This is for your added protection but does not, in any way, make IL-TCE or Pheasant Run liable for damages or stolen property.

### SALE OF MERCHANDISE

Merchandise may be sold on the exhibition floor.

### DISTRIBUTION OF SAMPLES AND SOUVENIRS

Distribution of samples and souvenirs is permitted providing there is no interference with adjoining exhibitors, and it is conducted in a dignified basis.

### **DELIVERY OF MATERIAL**

Pheasant Run Resort's Complete Service Package includes:

- Up to 14-day storage of display materials prior to show opening
- Delivery of exhibit from warehouse to your display booth
- Removal and safe storage of crates and cartons during the show
- Return of crates and cartons after the show
- Transport of all materials to carriers and loading of materials on outbound carriers

To protect your display in transit, you are urged to carry all-risk floater insurance covering your materials against damage, loss, and all other hazards from the time shipment is made from your place of business until your materials are received back after the show. This can generally be done for a nominal cost by adding a rider to an existing insurance policy. For further information on this, please contact Pheasant Run at 800.4.PHEASANT (474-3272).

### **CONFERENCE SPONSORSHIPS**

Exhibitors wishing more exposure can become a sponsor of the Conference. Please visit the conference website for more information or contact Illinois Computing Educators at 630.628.1088.

### **AMENDMENTS**

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of IL-TCE. IL-TCE shall have full power to interpret, amend, and enforce these rules and regulations, providing any amendments, when made, are brought to the notice of the exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

### **LIABILITY AND INSURANCE**

All property of the Exhibitor remains under its care, custody and control in transit to and from Exhibit Hall, during installation and removal; and while it is within the confines of the Exhibit Hall, neither Exhibit Management, ICE, or the Exhibition Sponsor, the owners or management of the Exhibit Hall nor any of the officers, staff 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. Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of Exhibit Management, ICE, the owners or management of the Exhibits Hall, or the Exhibition Sponsor, their agents or employees, arising out of Exhibit Management's, ICE's, the owners or managers of the Exhibit Hall or Exhibitors Sponsor's duties and responsibilities under this agreement.

Exhibitor understands that neither Exhibit Management, the Exhibit Hall, nor the Exhibition Sponsor carry business interruption and/or property damage insurance coverage for loss or damage of Exhibitor's property. The Exhibitor agrees to obtain commercial general liability insurance coverage including protective and contractual liability for bodily injury and property damage during the dates of the Exhibition including move-in and move-out days.

**Illinois Technology Conference for Educators**  
**Advertising Information**

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This year IL-TCE will have advertising in our Program Book, as well as in our Exhibitor Guide. This is a great opportunity for your company to get its name out to Illinois educators. Below is the cost for advertising, as well as specifications for your ad. If you have any questions, please contact the ICE office at 630-628-1088.

**Advertising Fees:**

<b>Publication</b>	<b>Color Choice</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>
Program Book	1/Color Ad	\$600	\$300	\$150
Program Book	4/Color Ad	\$1000	\$500	\$250
Exhibitor Guide	1/Color Ad	\$500	\$250	\$125

**Ad Specifications:**

- All advertising must be submitted electronically by January 2, 2007 to **Jennifer Shilt at [jen@jsgdgraphicdesign.com](mailto:jen@jsgdgraphicdesign.com)**. Preferred format is an *Adobe Acrobat* PDF saved in a Mac Print Ready format. Other formats accepted are *Quark 6.1* or *Illustrator CS*.
- Create 1/Color ads in Black and White or Grayscale.
- Formats other than Adobe PDF must include all elements used with the job:
  - All fonts, both printer and screen fonts
  - All graphics
  - Include all hi-res images (300 dpi) – convert color images from RGB to CMYK
  - *Adobe Photoshop* files must include layered .psd file **and** the flattened .eps file
- Build pages to the page trim size:
  - Full page: 7.5" x 10.0"
  - 1/2 page horizontal: 7.5" x 4.5"
  - 1/2 page vertical: 3.5" x 9.0"
  - 1/4 page horizontal 3.5" x 4.5"

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 Please complete lower portion of this form and mail it to the ICE Office along with the appropriate check amount.

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

Contact Name: \_\_\_\_\_

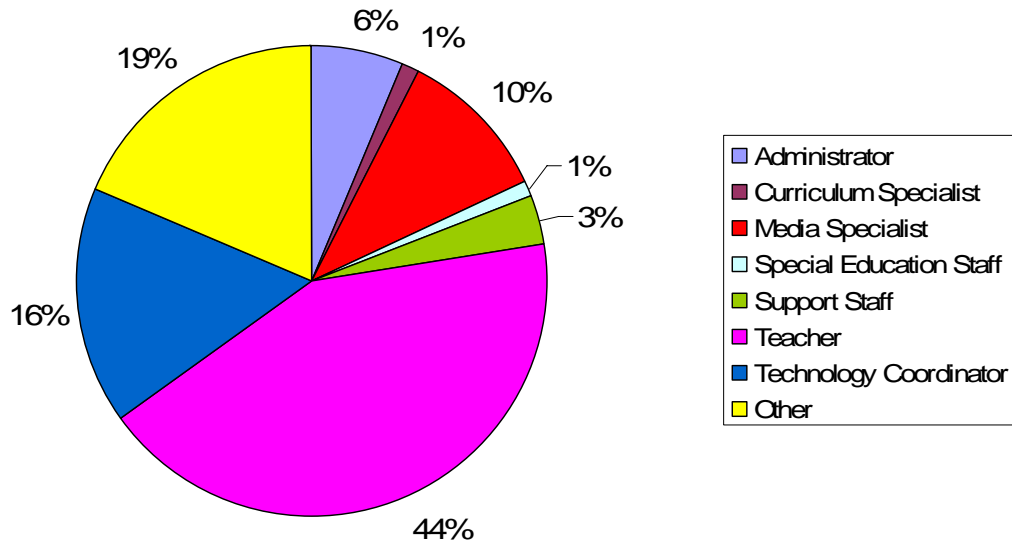
<b>Publication</b>	<b>Color Choice</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>
Program Book	1/Color Ad	_____ @ \$600	_____ @ \$300	_____ @ \$150
Program Book	4/Color Ad	_____ @ \$1000	_____ @ \$500	_____ @ \$250
Exhibitor Guide	1/Color Ad	_____ @ \$500	_____ @ \$250	_____ @ \$125

TOTAL \_\_\_\_\_

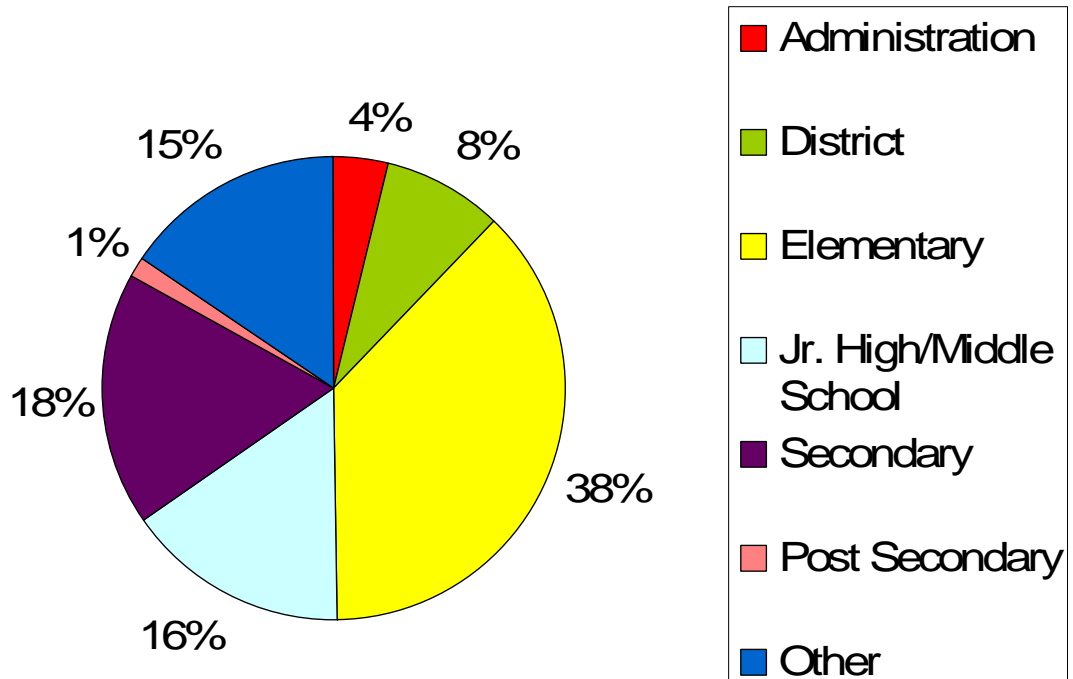
Please make checks payable to "Illinois Computing Educators" and mail to:

Illinois Computing Educators  
 777 W. Army Trail Blvd.  
 Addison, IL 60101

### Registered Attendees by Position



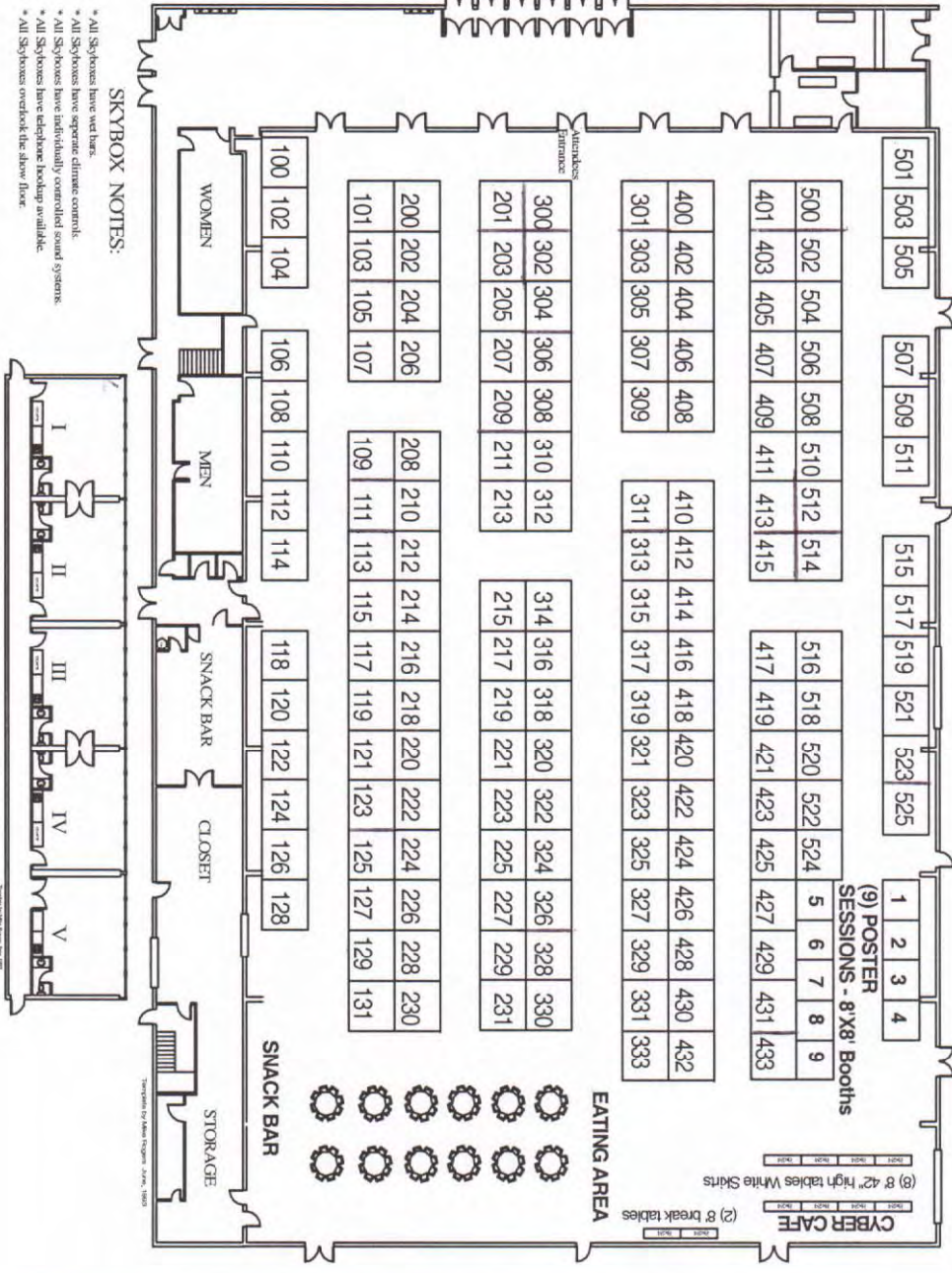
### Registered Attendees by Facility Type





NOTES:

(154) 10' x 10' BOOTHS  
 (9) POSTER SESSIONS  
 8' x 8' BOOTHS



- SKYBOX NOTES:**
- \* All Skyboxes have wet bars.
  - \* All Skyboxes have separate climate control.
  - \* All Skyboxes have individually controlled sound systems.
  - \* All Skyboxes have telephone lookup available.
  - \* All Skyboxes overlook the show floor.

Pheasant Run Resort and Convention Center

# ExpoCenter

SHOW: IL Technology Conference  
for Educators

SCALE: 1/16" = 2'

DATE: Feb. 27-Mar. 2, 2007

DRAWN BY: FINAL COPY  
Lizabehn Palmer