



GUIDELINES for SPONSORS and EXHIBITORS

Updated 22 Nov 2016

Welcome ICOET Sponsors and Exhibitors!

The following information will help guide your participation as a sponsor at ICOET 2017, and in preparing your exhibit materials for the Salt Palace Convention Center (SPCC) venue. Contact ICOET staff **Andrea Jarus** (aljarus@ncsu.edu, 919-515-8041) or **Eugene Murray** (eamurra2@ncsu.edu, 919-515-8037) with any questions.

Artwork

Platinum, Gold, Silver and Bronze sponsorship levels are invited to provide artwork of your organization's logo and an advertisement. Logos are displayed at various sizes on the ICOET website, in the conference program booklet, and on signage at the event. Advertisements are printed at a fixed size in the program booklet.

Advertisement sizes per sponsorship level:

- Platinum: Full page, portrait orientation, up to 9" H x 7.5" W
- Gold: Half page, landscape orientation, up to 4.5" H x 7.5" W
- Silver: Quarter page, portrait orientation, up to 4.5"H x 3.75" W
- Bronze: Business card, landscape orientation, up to 2"H x 3.5" W

Provide print-ready electronic files that can be scaled to various sizes without loss of image quality. **EPS file format is preferred.** Other image file formats (BMP, JPG, PNG, TIF) should have 300 dpi resolution and be 6" high (logos) or greater (ads) for best quality reproduction.

To meet printing deadlines, artwork must be received no later than **April 14, 2017** to guarantee inclusion in the program booklet. Artwork received after this date may only be included on event signage.

Send your artwork file to Andrea Jarus (aljarus@ncsu.edu) via email or using an online file sharing service such as Google Drive. Contact Andrea for assistance.

Exhibit Booth Space

All ICOET sponsorship levels, except Contributor, include:

- A 10-foot x 10-foot exhibit floor space. Pipe/drape is not included.
- One 6-foot or 8-foot skirted table with two chairs as needed for exhibit materials.
- Electrical access at no cost if requested prior to the event. Make this request in your online registration form or by contacting Andrea Jarus (aljarus@ncsu.edu) no later than **April 14, 2017**.
- Free wireless Internet access in the sponsor exhibit area.

Contributor-level sponsors are provided tabletop space (10 square feet) on a skirted table in the exhibit area for placing handout materials. Tabletop space is shared with two or more contributors. Chairs, hanging signs, and floor displays are not permitted at contributor tables.

Add-on decorating and staging services (e.g., pipe/drape), if needed for your exhibit booth, are available from local third-party vendors for an additional fee(s). Exhibitors must make their own arrangements and payment for such add-on services directly with the vendor. For more details on approved local vendors, please contact Andrea Jarus (aljarus@ncsu.edu).

Exhibit Area and Meeting Space

ICOET 2017 exhibit areas, session rooms and other meeting spaces will be primarily located on Level 2 of the Salt Palace Convention Center. Please refer to the SPCC website to help orient you to the facility: www.visitsaltlake.com/salt-palace-convention-center/plan-meetings/floor-plans.

Most sponsor exhibit booths will be staged in **Room 255** near breakout rooms 255 B/C/E/F, enabling participants to conveniently interact with sponsors between presentation sessions. Refreshment breaks also will be served in this space for additional networking time with sponsors. The **Upper Mezzanine** on Level 2, where Registration/Check-in will be located, will be used as

overflow for exhibit booths. Prior to conference, sponsors will receive additional information about your specific booth location within the exhibit areas.

Please Note: The exhibit areas are unsecured public space when the conference is both in- and out-of-session, so please **do not leave your valuables unattended or unsecured**. Exhibitors are solely responsible for the security of their materials and equipment. For example, if you plan to leave a computer unattended in your exhibit booth, we advise that you bring a cable lock to help secure the equipment.

Exhibit Days, Set-up and Break-down

You are encouraged to exhibit **Sunday-Thursday** during ICOET. The conference Program Agenda (when available) is posted on the ICOET website at www.icoet.net, providing details on the sessions and activities scheduled for each conference day.

Exhibit set-up begins **Sunday, May 14** from 1:00-6:00 PM local time. The exhibit area will open again for set-up at 7:00 AM Monday. When you arrive at the venue, check in at the conference registration desk in the Upper Mezzanine area to be directed to your exhibit space location.

Please Note: **Field trips** are conducted on **Wednesday, May 17** so most participants will be away from the convention center that day. An evening session may be scheduled following the field trips; otherwise, no presentation sessions are planned for Wednesday. You are welcome to attend a field trip, so be sure to indicate your field trip selection when registering.

Exhibits should be taken down and packed for shipping and load-out by **2:00 PM Thursday, May 18**, and not later than 5:00 PM.

Shipping and Receiving of Exhibit Materials

ICOET exhibitors are solely responsible for all charges related to packaging, shipping and handling of their materials. Note that shipments originating from countries other than the United States must be cleared through [US Customs](#). It is the exhibitor's sole responsibility to meet all shipping requirements to assure that your materials arrive at the SPCC in time for the conference.

The **SPCC Business Center**, located on the Mezzanine Level near room 253, handles receipt of packages under 150 pounds each that are delivered to the convention center. Exhibitors may use the Business Center to receive your exhibit materials, or you may ship materials to your hotel and bring with them to the SPCC.

If shipping exhibit materials to the SPCC, exhibitors must make arrangements directly with the Business Center to receive your packages. **Contact the Business Center at 385-468-2228 or businesscenter@saltpalace.com** to make arrangements and for shipping address instructions.

Parcel carriers (e.g., UPS, FedEx, etc.) will deliver packages to the Business Center for signature and holding. Overnight storage space at the Business Center is also available, but limited, so contact the Business Center to ensure availability.

The Business Center charges the following **fees** to receive and store packages. Fees must be paid at the Business Center. These fees cannot be billed to a UPS or FedEx account:

- \$5 per envelope
- \$10 per box (up to 50 lbs.)
- \$20 per box (51 to 150 lbs.)
- \$30 each for AV & exhibit cases
- Overnight Storage \$5.00 per package, per night

Be sure to bring your **shipment tracking number(s)** with you to pick up your package(s). Tracking numbers are key to helping Business Center staff locate your shipment quickly.

Contact ICOET staff **Andrea Jarus** (aljarus@ncsu.edu) or **Eugene Murray** (eemurra2@ncsu.edu) with any questions regarding shipping and receiving of your exhibit materials.

Salt Palace Convention Center Event Manager

If you have additional questions specifically about the SPCC venue, you may contact **Adam Small**, Senior Event Manager for ICOET, at 385-468-2204 or adam.s@saltpalace.com.

Thank you for your sponsorship of ICOET. We look forward to seeing you!