

Your Invitation to GIS-Pro 2017: URISA's 55th Annual Conference

Conference: October 23-26, 2017

Exhibition: October 24-25, 2017

Venue: Hyatt Regency Jacksonville Riverfront

Exhibitor & Sponsor Prospectus



Why GIS-Pro 2017?

- **Reinforce** or introduce your company's presence to GIS professionals who drive the adoption of technology within their organizations.
- **Cultivate** new and existing customer relationships face-to-face...still the most effective method for developing lasting business connections.
- **Develop** a business partner network with companies offering complementary products and services to expand your capabilities and reach.
- **Participate** in discussions that influence policy, technology trends, and the future of the GIS profession.

No matter your company size, budget or marketing goals, there is an opportunity to maximize your visibility at GIS-Pro 2017.



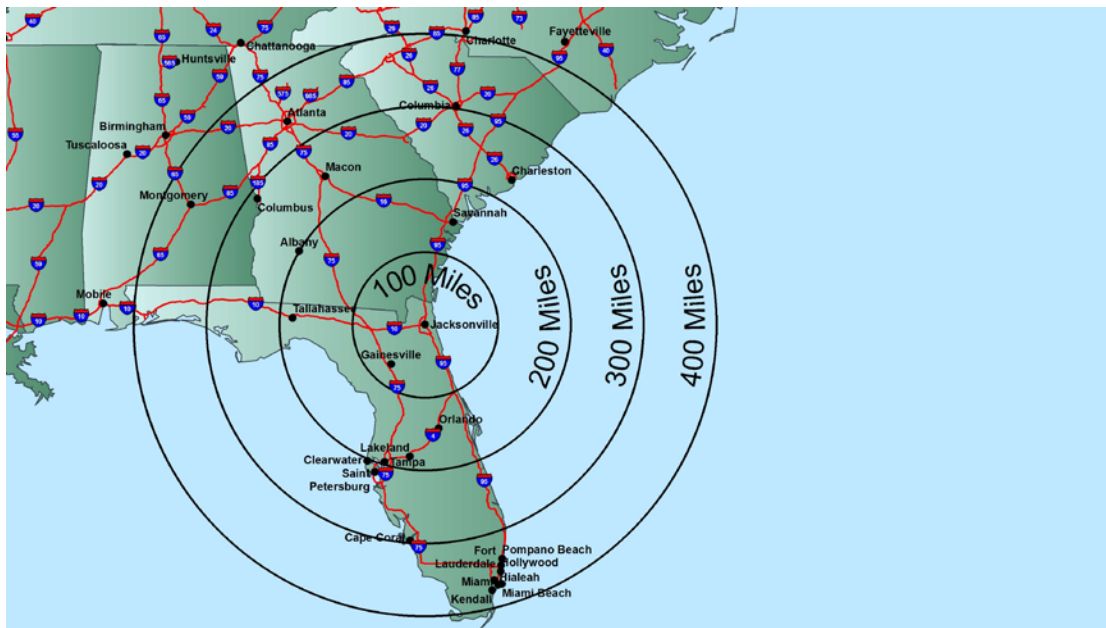
Why Jacksonville?

Vibrant Destination – Jacksonville is a large city in northeastern Florida where the St. John’s River meets the Atlantic Ocean. JAX is a modern and active city filled with authentic dining options, thrilling attractions, world-class museums, a gorgeous waterfront, a hip Downtown and unique historic districts.

Active GIS Community — The Southeast U.S. has a history of robust GIS use and advancement. The region is active with thriving URISA membership and URISA chapters and substantial numbers of Certified GIS Professionals (GISPs) who are leaders in the profession.

Easy Access

- **Fly:** Jacksonville International Airport (JAX) provides non-stop flights to more than 30 major U.S. cities and offers 100 daily arrivals and departures on all major domestic air carriers and a network of regional carriers..
- **Drive:** Located at the crossroads of Interstate 10 and Interstate 95, Jacksonville is accessible for drivers coming from any direction. Millions of people live within an easy drive of Jacksonville!



Premium Sponsorship Opportunities

–for maximum visibility

		Diamond (\$20,000) one opportunity	Gold (\$12,000) one opportunity	Silver (\$7,500)	Bronze (\$5,000)
Premium Conference Sponsor Benefits					
	Number of Conference Registrations	4	3	2	2
	Number of Exhibit Booths	2	1	1	1
	Opportunity to Host Vendor Lunch Session	X	X	X	X
	Participation in All-Conference Vendor Spark Session	X	X	X	X
	Logo on conference website before, during and after the conference	X	X	X	X
	Company Logo on Conference Signage and Program Brochure	X	X	X	X
	Pre-and Post-Show Attendee Mailing List (INCLUDING EMAIL ADDRESSES)	X	X	X	X
	Company Logo on Conference Bags	X			
	Sponsor-Provided Lanyards at Registration	X			
	Opportunity to Address Conference during Opening Session	X			
	Opportunity to Occupy a Meeting Room (for hands-on learning)	X			
	Email sent to registered attendees 4 weeks before the conference on behalf of sponsor	X	X		
	Sponsor of Conference Wifi and Mobile App		X		
	Opportunity to Address Conference during Closing Session		X		
	Sponsor of Conference Luncheon			X	
	Opportunity to Address Conference during Conference Luncheon			X	
	Sponsor of Awards Breakfast				X
	Opportunity to Address Conference During Awards Breakfast				X
	NEW! Demo Theater Presentation in a 'prime time slot'	X	X	X	X
	Invitation to Partnership Reception	X	X	X	X
	Company Literature/Materials in Tote Bags	X	X	X	X
	NEW! Opportunity to Submit 'Commercial/Video' which will air before general sessions and keynotes and online	X	X	X	X
	Recognition in Pre-Show Email Blasts	X	X	X	X
	"Sponsor" Ribbon for All Company Representatives	X	X	X	X

*Consider sharing a premium sponsorship with one of your business partners.

Additional Sponsorship Opportunities

Consider co-sponsoring an event with your partners or share your ideas for a sponsorship that we haven't thought of!

- **GIS-Pro 2017 Wednesday Night Social Event: \$2,500 each** We're narrowing down our social event options! Make your participation known in this celebratory atmosphere. Consider an overall sponsorship or call us to talk about sponsoring refreshments, etc.
- **Conference Tote Bag Inserts: \$500 each** Sponsor-provided literature will be inserted into each attendee's conference tote bag.
- **Attendee Recharging Lounge: \$1,500** A typical sight during a conference is an attendee sitting in a hallway next to a wall outlet charging their mobile devices. We're going to make it easy for our attendees and set up a lounge with ample electrical power and comfortable seating. The sponsor of this popular spot will enjoy ample signage and recognition.
- **Preconference Workshops: \$1,000** Approximately one-half of the conference attendees choose to attend one of the preconference workshops on Monday. The sponsor will receive acknowledgement in each session and also on signage at the refreshment breaks.
- **Refreshment Breaks: \$1,500 each** Conference attendees appreciate the morning coffee breaks and afternoon dessert breaks during the conference. Sponsors will be acknowledged via signage and logos will be included in the on-site program recognizing your contribution.

- **Networking Reception: \$1,500 each** Conference attendees will gather in the Exhibit Hall on Tuesday after the Ignite Session for some conversation and valuable time gathering specs for future purchases! Sponsor the reception fare during this informal event.
- **IGNITE Session: \$500 each** - A much-anticipated conference highlight! For a relatively small fee, your company will receive recognition during the IGNITE session on Tuesday afternoon, immediately before the Exhibit Hall Reception.
- **Student Competition Sponsorship: \$1,500** - Demonstrate your commitment to the next generation of GIS leaders by sponsoring the Vanguard Cabinet's student competition. Cash prizes will be awarded to the winners and your organization will enjoy ample recognition.




Exhibit Hall Schedule

In addition to being situated within the conference as the FOCAL POINT of all activities, the exhibit hall schedule is concentrated with events to draw the attendee into the exhibit hall frequently.

Installation:
Monday, October 23 from 9:00 AM - 5:00 PM

Show Hours:

- Tuesday, October 24 from 10:00 AM - 6:30 PM
- Wednesday, October 25 from 10:00 AM - 3:30 PM

Dismantle: Wednesday, October 25, 3:30-7:00 PM
Note that the overall conference begins with preconference workshops on Monday, October 23 and ends at 12:00 Noon on Thursday, October 26. Refer to the overall [conference schedule](#) for more information.






Extra All-Conference Visibility for Exhibitors and Sponsors!

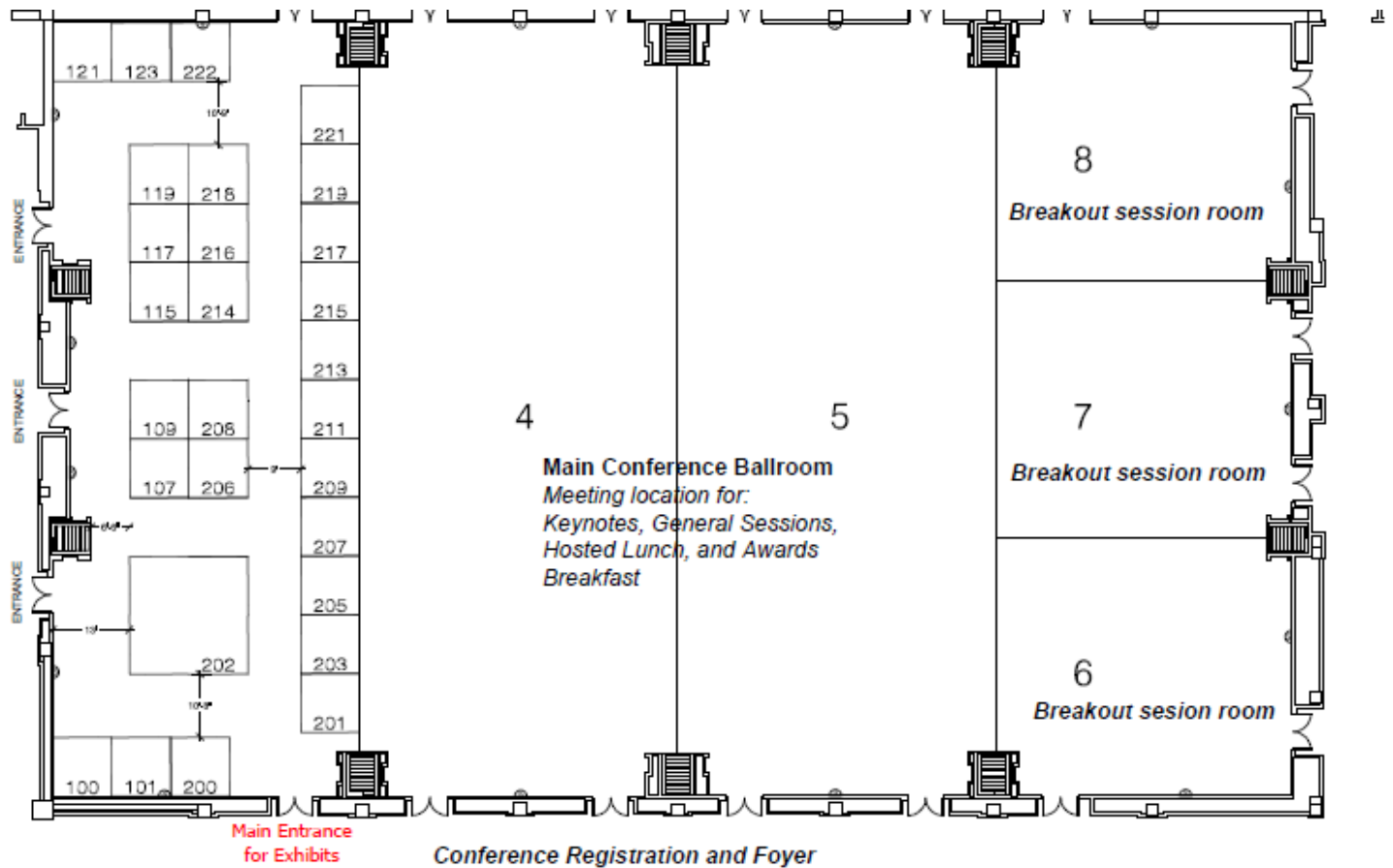
- Opportunity to submit a 'commercial' which will air before general sessions and keynotes and also online. (Included with exhibit fee!)
- Vendor Spark — Opportunity to connect with all attendees on the main conference stage during the hosted luncheon on Tuesday. You will have **90 seconds** to highlight your organization and 'Spark' the interest of the attendees to stop by your booth after lunch and learn more about your solutions. (Included with exhibit fee!)
- A **Demo Theater** will be set up in either in the registration foyer or in a corner of the exhibit hall and 30 minute slots will be scheduled and promoted within the agenda. Prime time slots are included in premium sponsor packages and will be available for \$500 for other participants.

Consultant Fair - The conference has always been a golden opportunity for start-ups and small consulting firms to introduce their products and services to the GIS Community and the companies with which they might partner on future projects. Knowing that budgets are limited for such firms we're designing an exclusive and affordable opportunity to occupy a tabletop space in the foyer during a specified time on the conference schedule. Hang tight while we finalize details!

Unparalleled Access

The exhibit area at GIS-Pro 2017 is in the middle of all the conference action, adjacent to conference registration and the main ballroom where keynote sessions, meals and other events will take place... and steps from the breakout session rooms.

FLOORPLAN



Comprehensive Booth Package Includes:

- Pre & post-show mailing list (emails only included with premium sponsor packages – **upgrade your presence!**)
- One 10x10 booth space with pipe/drape and ID sign, skirted table, two chairs and wastebasket (already carpeted ballroom), shared wireless Internet access.
- Electrical power and hard-wired internet is not included in booth fee and will be available for an additional charge (forms included with decorator service kit).
- Opportunity to introduce your organization to the entire conference during the Vendor Spark Session
- Opportunity to submit a 'commercial' which will air before general sessions and keynotes and also online
- Recognition within conference mobile app
- Two full conference registrations per booth (value approximately \$1,000; additional full registrations are discounted to \$250 for exhibit booth staff)

Rate Schedule (Fees Shown in US Dollars):

- Discounted Fee for URISA Corporate Partners: \$1,500 until August 1/ \$1,700 after August 1
- Fee for Nonmember Exhibitors: \$1,800 until August 1/ \$2,000 after August 1
- Consultant Alley (for firms with no more than 5 total staff): includes one tabletop space & chair in the foyer/\$750

URISA will coordinate staff registrations, payments, sponsorships and promotion opportunities with exhibitors.

Arata Expositions is the official show decorator and will communicate booth furnishing needs, shipping and logistics.

Cancellation Policy - Cancellations received by URISA on or before August 31 will be refunded fifty percent (50%) of exhibit fees paid. Cancellations received by URISA after August 31 will not receive refunds.

EXHIBIT SPACE CONTRACT & SPONSORSHIP FORM (online form available here)

GIS-Pro 2017 — October 23-26, 2017 – Jacksonville, Florida

Company Name: _____

Mailing Address: _____

City _____ State/Province _____ Zip _____ Country _____

General Email: _____ Web: _____

Primary Contact: _____

Phone: _____

E-mail: _____

Is your company a URISA Corporate Member/Partner? Yes No

Premium Sponsorship Packages: Diamond — \$20,000 Gold — \$12,000 Silver — \$7,500 Bronze — \$5,000

Additional Sponsorship Ideas:

- Wednesday Night Social Event: \$2,500
- Attendee Recharging Lounge: \$1,500
- Preconference Workshops: \$1,000
- Refreshment Breaks: \$1,500
- Networking Reception: \$1,500
- IGNITE Session: \$500each
- Conference Tote Bag Insert: \$500
(already part of premium sponsorship)
- Demo Theater Slot: \$500
(already part of premium sponsorship)
- Student Competition: \$1,500

Exhibit Space: Total number of 10x10 booth spaces: _____ Preferred booth location: 1st _____ 2nd _____ 3rd _____

- Discounted Fee for URISA Corporate Partners: \$1,500 (by August 1) \$1,700 (after August 1)
- Nonmember Exhibitors: \$1,800 (by August 1) \$2,000 (after August 1)

Consultant Alley (for firms with no more than 5 total staff): includes one tabletop space & chair in the foyer \$750

I have read the **Exhibit Space Regulations** (next page of this document): Yes No

Company representatives have read and will abide by the [URISA Code of Conduct](#) Yes No

Sponsorship fees..... \$ _____

Exhibit fees: # of booth spaces _ @ \$ _____ **per booth space** = \$ _____

Consultant Fair Tabletop: TBD \$ _____

TOTAL Due \$ _____

Cancellation Policy - Cancellations received by URISA on or before August 31, will be refunded fifty percent (50%) of exhibit fees paid. Cancellations received by URISA after August 31, will not receive refunds.

Payment - This application and contract must be returned with full payment. All payments must be made in U.S. funds drawn on U.S. banks, payable to URISA. Amounts shown in US Dollars.

Method of Payment: Check (U.S. funds, payable to URISA) Credit Card: VISA MasterCard American Express

Card Number _____ Expiration Date _____

Signature _____

Please sign and return this form to: URISA, PO Box 1247, Bedford Park, IL 60499-1247

Fax: (847) 824-6363 **Questions? (847) 824-6300**

EXHIBIT SPACE REGULATIONS - GIS-Pro 2017 Conference

Contractor Services – Arata Expositions has been selected as the official contractor to provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Service Manual to be forwarded from the official contractor. An exhibitors' service desk will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will URISA or the Hyatt Regency Jacksonville Riverfront assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the exhibitor service manual. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Service Manual.

Arrangement of Exhibits - Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

Booth Design - The back wall of the standard booth is 8' high. The side partitions are 3' high. Exhibits will be arranged so as not to obstruct the view of other exhibitors. The sidewalls of any booth, exceeding 4' in height to a maximum of 8' in height, may not extend more than 5' from the back wall. Sidewalls 4' or less in height are limited to 7' in length from the back wall. No built-up exhibit or other construction will exceed 8' in overall height. Overhead canopies or simulated ceilings cannot extend out more than two-thirds of the depth of the booth space measured from the back wall. The height of display materials in the remaining one-third of the space depth is limited to a maximum of 3'. A peninsula booth occupies both corners at the end of a row of back-to-back booths and faces three aisles. Exhibitors with this type of booth must limit the length of the back wall to 5' centered and the back wall height must not exceed 12' so as not to obstruct adjacent booths. This eliminates the use of the composite booth system in this configuration. An island booth is surrounded by aisles on all four sides. Exhibitors with this configuration may utilize the full cubic content of the space and will be permitted to a maximum height of 12' including signs.

Subleasing of Space- Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company.

Fire, Safety and Health - The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

Labor - Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations which are applicable may be obtained from the official contractor. Display, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the exhibitor service manual.

Sound Devices and Lighting-Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices of presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. URISA reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

Delivery and Removal During Show -Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Information brochure. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows.

Exhibitor Personnel - Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. At least one (1) representative must be present in the exhibitor's booth during open exhibit hours. An Advance Registration Form will be sent to exhibiting companies. This form must be completed and returned in order to pre-register all company personnel.

Handouts and Giveaways - Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

Storage - The exhibitor should make arrangements with the contracted decorator for storage of boxes and crates during the exhibition. URISA assumes no responsibility for damage or loss of packing boxes or crates.

Food and Beverage - Exhibitor distribution of food and beverages is prohibited.

Security - URISA provides general hall security on a 24-hour basis. URISA makes no warranty, express or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage.

Liability - URISA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. URISA will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations or ordinances of any governmental authority and of the contracted facility. The exhibitor will hold URISA and the Hyatt Regency Jacksonville Riverfront harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the convention center or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect URISA and the Hyatt Regency Jacksonville Riverfront against any and all such claims or demands. Exhibitor assumes responsibility and agrees to indemnify and defend URISA and the Hyatt Regency Jacksonville Riverfront and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither URISA nor the Hyatt Regency Jacksonville Riverfront maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Show Management - The exhibition is organized and managed by URISA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the URISA Executive Committee and the URISA Executive Director or designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the hotel's policies and procedures.

Trademarks - URISA will be held harmless for any trademark, tradename, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

Cancellation Policy - Cancellations received by URISA on or before August 31 will be refunded fifty percent (50%) of exhibit fees paid. Cancellations received by URISA after August 31, will not receive refunds.

Failure to Occupy Space - Space not occupied by 8:00 AM on Tuesday, October 24, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

Conduct - All exhibits will be to serve the interest of attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that URISA believes to be injurious to the purpose of GIS-Pro 2017. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. Cameras are not permitted in the exhibit hall. Children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult. Refer to URISA Code of Conduct for specific information.

