

# Exhibitor & Sponsor Prospectus

## URISA's 2007 GIS in Public Health Conference May 20-23, 2007 Marriott New Orleans at the Convention Center

The Urban and Regional Information Systems Association (URISA) is pleased to host a new specialty conference, to explore the many uses of GIS for public health access, processes, and decision-making. The conference was developed as a result of a high level of interest in the 'public health track' at URISA's annual conference over the past few years. A dedicated committee (see below) of well-known and respected professionals in the field has spearheaded this effort to create a specialty conference to promote sharing of information and networking within the discipline.

The conference program was developed through a Call for Presentations and features pre-conference workshops, 32 breakout sessions, a keynote address from Dr. Charles Croner, and a closing plenary session on "Rebuilding New Orleans: What information systems do we need to rebuild a healthy city?".

Join us in New Orleans to celebrate this new URISA program, certain to become an annual event to look forward to each year.

Most of the exhibit hours are dedicated hours, meaning there is no program conflicting with exhibit time. Attendees will not feel pressured to choose between educational sessions and making connections in the exhibit hall. And exhibitors will have time to attend sessions and network outside of the exhibit hall.

### Exhibition Schedule

#### *Sunday, May 20, 2007:*

12:00 Noon - 5:00 PM Exhibit installation

#### *Monday, May 21, 2007:*

7:00 – 9:00 AM Exhibit installation

#### **9:30 AM – 6:00 PM Exhibit Hall Hours**

##### *Dedicated exhibit time:*

9:30 – 10:30 AM Dedicated time in the exhibition

1:00 – 1:30 PM Dedicated time in the exhibition

3:00 – 3:30 PM Dedicated time in the exhibition

5:00 – 6:00 PM Exhibit Hall Reception

#### *Tuesday, May 22, 2007:*

#### **10:00 AM – 3:30 PM Exhibit Hall Hours**

##### *Dedicated exhibit time:*

10:00– 10:30 AM Dedicated time in the exhibition

12:00 Noon – 1:30 PM Lunch on own and exhibits

3:00– 3:30 PM Dedicated time in the exhibition

3:30 – 7:30 PM Exhibit Dismantle

*Note that the conference program runs until Wednesday, May 23 at 12:00 Noon. The social event for the conference is Tuesday evening.*

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### Comprehensive Booth Package:

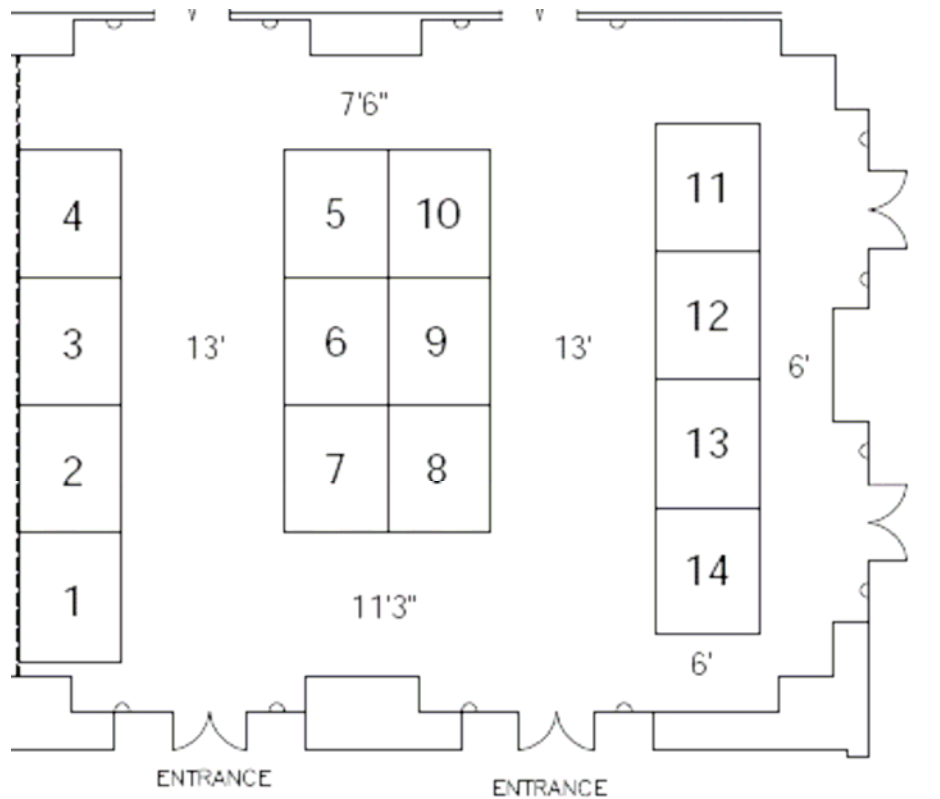
- One standard 8x10 booth space
- Draped back wall and siderails
- Booth identification sign
- Exhibit hall security
- Pre- and Post-conference attendee lists
- One full conference registrations per 8x10 booth (*additional booth staff registrations are \$100*)
- Complimentary VIP exhibit passes for customers
- Reception and refreshment breaks in exhibit hall
- Listing in exhibitor directory

### Exhibit Fee — Per 8 x 10 Booth:

**\$500 (if paid for by April 2, 2007); \$700 (if paid for after April 2, 2007)**

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### Floor Plan



**Only 14 booths available – don't delay!**

**Show Decorator – Freeman**

## Sponsorship Opportunities

A wide variety of promotional opportunities are available to help keep your organization's name "front and center" in the minds of conference attendees, not only during but also after their conference experience. Build booth traffic, generate quality leads, and capture the attention of conference-goers. Pick one or a combination of sponsorships, or propose your own idea to URISA. Don't delay, sponsorships are granted on a first-come/first-served basis.

### Platinum Sponsor

- *Conference Bags* - As the platinum sponsor your company logo will appear alongside the URISA Conference logo on the **attendee bags**.
  - *Company Literature and Giveaway* - As the platinum conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the conference bag that is distributed to participants upon registration at the conference.
  - *Acknowledgements* - As the platinum sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.
  - *Addressing the Conference* - The platinum sponsor is the only sponsor given the opportunity to address the conference. As the platinum sponsor you will have the opportunity to address the conference for 5 to 10 minutes during the closing conference session.  
— \$5,000 (one opportunity available)
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### Gold Sponsor

- *Company Literature and Giveaway* - As the gold conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the conference bag that is distributed to participants upon registration at the conference.
  - *Recognition* - The gold conference sponsor will be recognized as the sponsor of **Monday's Roundtable Luncheon**.
  - *Acknowledgements* - As the gold sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.  
— \$3,000 (one opportunity available)
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### Silver Sponsor

- *Company Literature and Giveaway* - As the silver conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the conference bag that is distributed to participants upon registration at the conference.
  - *Recognition* - The silver conference sponsor will be recognized as the sponsor of the **Internet Café** during the conference. The sponsor's website will be set as the home page on the monitors being used.
  - *Acknowledgements* - As the silver sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.  
— \$2,000 (one opportunity available)
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### Bronze Sponsor

- *Company Literature and Giveaway* - As the bronze conference sponsor you have the opportunity to distribute your organization's brochure and a gift/giveaway to be included in the conference bag that is distributed to participants upon registration at the conference.
  - *Recognition* - The bronze conference sponsor will be recognized as the sponsor of the **poster session** taking place during the event.
  - *Acknowledgements* - As the bronze sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program and on signage.  
— \$1,000 (one opportunity available)
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## Individual Sponsorship Packages

### **Workshop Beverage Break Sponsorship — \$300**

Demonstrate your company's support of the intensive, full-day educational program, by sponsoring a morning or afternoon beverage break during the workshops on Sunday, May 20. Sponsors may distribute company literature at the beverage break stations.

### **Tuesday Conference Social Event Sponsorship — \$3,500**

Tuesday's all-conference social event will combine dinner, entertainment and networking at its finest! The sponsor of this special event will long be recognized and appreciated.

### **Exhibit Hall Reception Sponsorship — \$2,000 sole sponsor; \$500 for co-sponsorship (up to 4 available)**

Everyone attends the Exhibit Hall Reception on Monday evening! Attendees will flock to the reception, which takes place in the exhibit hall to network with their colleagues and vendors and enjoy the reception fare before heading out to explore New Orleans later that evening. The sponsor(s) will enjoy ample recognition.

### **Refreshment Breaks — \$500 each**

Conference attendees appreciate the coffee/refreshment breaks during the conference. Sponsor one or more!

Have another idea for another sponsorship? Please contact [Wendy Nelson](#) to discuss.

## Conference At A Glance

### **Sunday, May 20, 2007**

Pre-Conference Workshops  
Exhibit Installation

### **Monday, May 21, 2007**

Opening Keynote Address - Charles Croner, PhD, NCHS/Centers for Disease Control and Prevention  
Educational Sessions (twelve 90-minute sessions throughout the day)  
Exhibits  
Luncheon  
Networking Reception & Poster Session

### **Tuesday, May 22, 2007**

Educational Sessions (sixteen 90-minute sessions throughout the day)  
Exhibits  
Social Event

### **Wednesday, May 23, 2007**

Educational Sessions (four 90-minute sessions)  
Closing Keynote Address/Panel

## **Conference Site – Marriott New Orleans at the Convention Center (in the Warehouse and Arts District)**

Conference Hotel Rate: \$160 single / \$180 double

The New Orleans Marriott at the Convention Center is the Official Headquarters hotel for all URISA conference events and activities. A special discounted room rate of \$160 single / \$180 double has been secured for all URISA conference attendees.

Reservations can be made by calling 1.800.228.9290. The Marriott is accepting reservations immediately. In order to obtain the discounted rate, you must identify yourself as a URISA attendee. The cut-off date for hotel reservations is April 30, 2007.

## About New Orleans -

### Now is the time to fall in love with New Orleans all over again.

The most celebrated and historic core of the city – including the Faubourg Marigny, French Quarter, Central Business District, Warehouse and Arts District, Magazine Street, Garden District, Audubon Park and Zoo and St. Charles Avenue – not only remains intact, both physically and spiritually, but is thriving. The cultural riches, sensual indulgences and unparalleled service that define the New Orleans experience continue to flourish, as they have for centuries. We are open, fully prepared and eager to welcome all of our visitors again.

The historic and cultural experience that attracts more than 10 million people to New Orleans each year is as rich, charming and welcoming as ever. There are more than 28,000 hotel rooms here, and our famed restaurants and music clubs are humming. In February 2006, the 150th anniversary of Mardi Gras was a coming out party for the city, which has since enjoyed equally historic festivals, sporting and cultural events, conventions and meetings. It's no surprise that the New York Times has named New Orleans the "Comeback of the Year" and both Orbitz and Travel + Leisure have chosen it as one of their top destinations for 2007.

### **Travel**

If you're flying, the Louis Armstrong International Airport is conveniently located just 15 miles from the Central Business District and French Quarter. Getting around New Orleans is a piece of cake. The city is remarkably compact and easy to navigate. Visitors are always pleasantly surprised to learn that many of the city's attractions, accommodations and event venues are within walking distance of each other; in fact, "hoofing it" (in New Orleans' case, translated as walking or grabbing a mule-drawn carriage) is a favorite means of transportation in the Crescent City.

But, if you prefer wheels to legs, New Orleans has a very accessible and reasonably priced public transportation system, too. It only costs \$1.25 to take an RTA bus . . . or one of the city's famed streetcars, which travel the Riverfront and Canal Street. Where else can you actually ride on a historic landmark?

**URISA's 2007 GIS in Public Health Conference Exhibit & Sponsorship Form  
New Orleans – May 20-23, 2007**

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Country \_\_\_\_\_

Organization URL \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_ Contact E-Mail \_\_\_\_\_

**Booth Selection**

**If by April 2:** Total number of booth spaces: \_\_\_\_\_ @ \$500 per space \$ \_\_\_\_\_

**If after April 2:** Total number of booth spaces: \_\_\_\_\_ @ \$700 per space \$ \_\_\_\_\_

Please list your preferred booth location (refer to floor plan): 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
*Cancellation Notice: A \$200 fee per booth will be assessed on all cancellations received on or before May 1, 2007; no refunds will be processed after May 1, 2007.*

**Booth Staff Registration**

Each booth purchase includes one complimentary full conference registration. Additional booth staff registrations are \$100 each. You may pre-register your booth staff or do so at a later date.

**Complimentary Full Conference Registration (s) – one per booth:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

**Additional Booth Staff Registration (s) – \$100 each:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

**Additional booth staff registrations \_\_\_\_\_ @ \$100 each \$ \_\_\_\_\_**

## Sponsorship Registration

### Premier Sponsorships

- Platinum Sponsor— \$5,000 (one opportunity available)
- Gold Sponsor— \$3,000 (one opportunity available)
- Silver Sponsor— \$2,000 (one opportunity available)
- Bronze Sponsor— \$1,000 (one opportunity available)

### Individual Sponsorship Options

- Workshop Beverage Break Sponsorship \$300
- Tuesday Conference Social Event Sponsorship \$3,500
- Exhibit Hall Reception Sponsorship:  \$2,000 sole sponsor;  \$500 for co-sponsorship
- Refreshment Breaks \$500

**TOTAL DUE Exhibit Space & Sponsorship \$ \_\_\_\_\_**

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Phone \_\_\_\_\_

Payment in US Dollars:  Check enclosed or Credit Card:  American Express  Visa  MasterCard

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Send registration form and payment (make check payable to URISA in U.S. Dollars) to:  
URISA, PO Box 1247, Bedford Park, IL 60499-1247 USA

If paying with credit card, fax form to (847) 824-6363 with credit card information.

**Questions? Call (847) 824-6300 or e-mail [info@urisa.org](mailto:info@urisa.org)  
Register online at [www.urisa.org](http://www.urisa.org)**

### **Contractor Services**

Freeman 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 Marriott New Orleans at the Convention Center 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. Side walls 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'.

### **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 all necessary fire precautions must be taken by the exhibitor. 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. All booths must be properly installed no later than 8:30 AM on Monday, May 21 for the final inspection of the exhibit hall by show management. Tear-down may not begin until after 3:30 PM on Tuesday, May 22 and must be completed by 8:00 PM. 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 packing 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 Marriott New Orleans at the Convention Center 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 Marriott New Orleans at the Convention Center against any and all such claims or demands.

### **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 convention center'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**

A \$200 fee per booth will be assessed on all cancellations received on or before May 1, 2007; no refunds will be processed after May 1, 2007.

### **Failure to Occupy Space**

Space not occupied by 7:00 AM on Monday, May 21, 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 URISA 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 URISA's Conference. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. Children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult.

### **Solicitation of Exhibitors**

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of URISA.