

# Exhibitor & Sponsor Prospectus

## URISA's 4th Caribbean GIS Conference...Evolution and Next Steps August 25-29, 2008 Grand Cayman

The Urban and Regional Information Systems Association (URISA) is pleased to invite you to its fourth conference focusing on the effective application of Geographic Information Systems (GIS) and other information technologies in the Caribbean. We are pleased to be hosting this event on Grand Cayman in 2008!

### Objectives of the Conference

- To inform broad cross-section of Caribbean users about GIS technology and applications
- To share experiences regarding GIS implementation and management issues
- To establish new relationships with the vendor/consultant community
- To provide workshops and sessions that are application driven, and are relevant to the Caribbean community of GIS users
- To foster a Caribbean GIS network
- To assess the state of readiness of national and regional Spatial Data Infrastructures

### Why should your company reserve a booth at URISA's Caribbean GIS Conference?

- The URISA Caribbean conference has a strong history in the region of attracting decision-makers and knowledgeable professionals
- Caribbean GIS professionals will come to the conference to purchase, recommend and authorize purchases
- Exclusive opportunities to interact with attendees in the exhibit hall
- GIS professionals will flock to this conference to compare and contrast products and services on the exhibit floor
- Reinforce your company's position, or introduce your presence, in the marketplace
- Strengthen your relationships with your current customers
- Meet and build relationships with prospective customers
- Establish business partnerships with other vendors

### Attendees want to meet with suppliers of:

- Computer hardware
- Data providers/resellers
- Database management software and services
- Document management hardware, software or services
- Educational services/publishing
- GIS and IS consulting services
- GIS software and GIS application development
- GPS and GIS data collection equipment
- Mapping and data conversion
- Mobile and wireless data collection devices
- Satellite image processing software, data or services
- System implementation & integration products/ services
- Other software and application development

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

### ***Tuesday, August 26, 2008:***

11:00 AM - 3:00 PM Exhibit installation  
5:00 – 7:00 PM Exhibit Hall Reception

### ***Wednesday, August 27, 2008:***

11:00 AM – 3:30 PM Exhibit Hall Hours

#### *Dedicated exhibit time:*

11:00 AM – 12:00 Noon Dedicated time in the exhibition  
12:00 Noon – 1:30 Lunch & exhibits  
3:00– 3:30 PM Dedicated time in the exhibition

### ***Thursday, August 28, 2008:***

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 Lunch & exhibits  
3:00– 3:30 PM Dedicated time in the exhibition

### ***Friday, August 29, 2008:***

10:00 AM – 1:30 PM Exhibit Hall Hours

#### *Dedicated exhibit time:*

10:00– 10:30 AM Dedicated time in the exhibition  
1:00 – 2:00 PM Dedicated time in the exhibition  
2:00 – 4:00 PM Exhibit Dismantle

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**Comprehensive Booth Package:** *Note that one table, two chairs and an electrical connection are now included in the booth fees.*

- One standard booth space
- One table and two chairs
- Basic electricity connection
- Booth identification sign
- Exhibit area security
- Pre- and Post-conference attendee lists
- One full conference registration per booth (*additional booth staff registrations are \$195*)
- Complimentary VIP exhibit passes for customers
- Reception and refreshment breaks in exhibit hall
- Listing in exhibitor directory

#### **Exhibit Fee — Per Booth Space:**

*Note that a table, two chairs and basic electric connection (valued at \$300 if ordered through the hotel) are included in the booth fee this year.*

**Foyer location: \$1,000 US (if paid for by May 2, 2008); \$1,250 US (if paid for after May 2, 2008)**

**Ballroom location: \$750 US (if paid for by May 2, 2008); \$1,000 US (if paid for after May 2, 2008)**

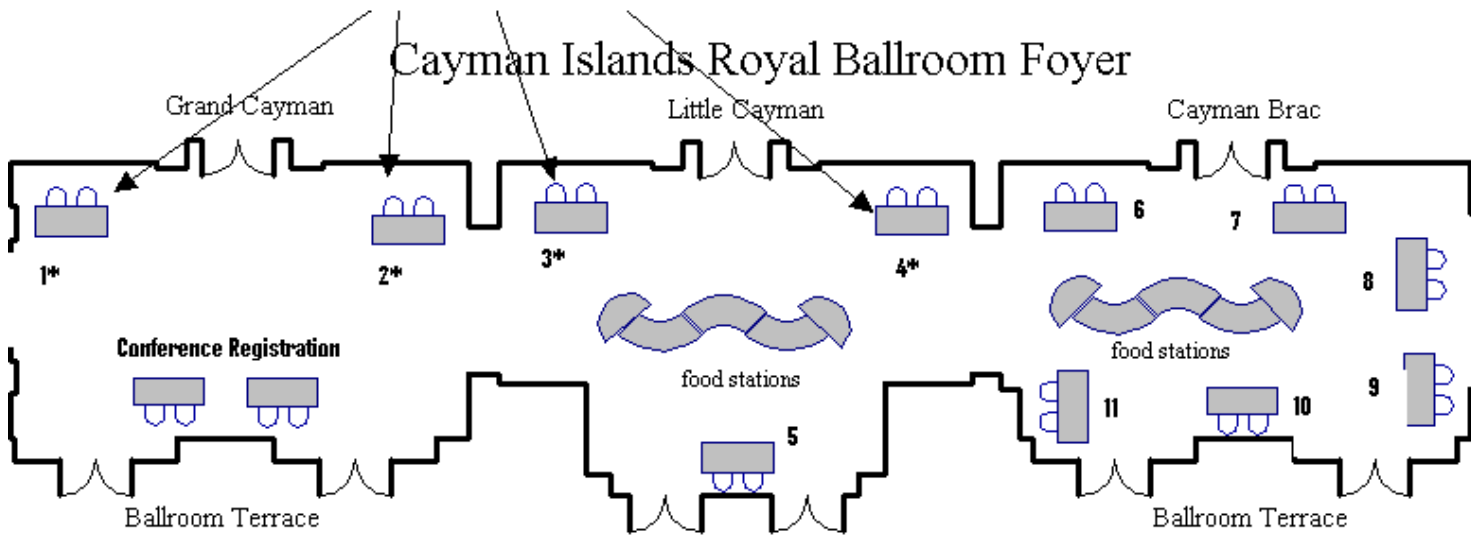
*Cancellation Policy:* A \$200 fee per booth will be assessed on all cancellations received on or before August 1, 2008; no refunds will be processed after August 1, 2008.

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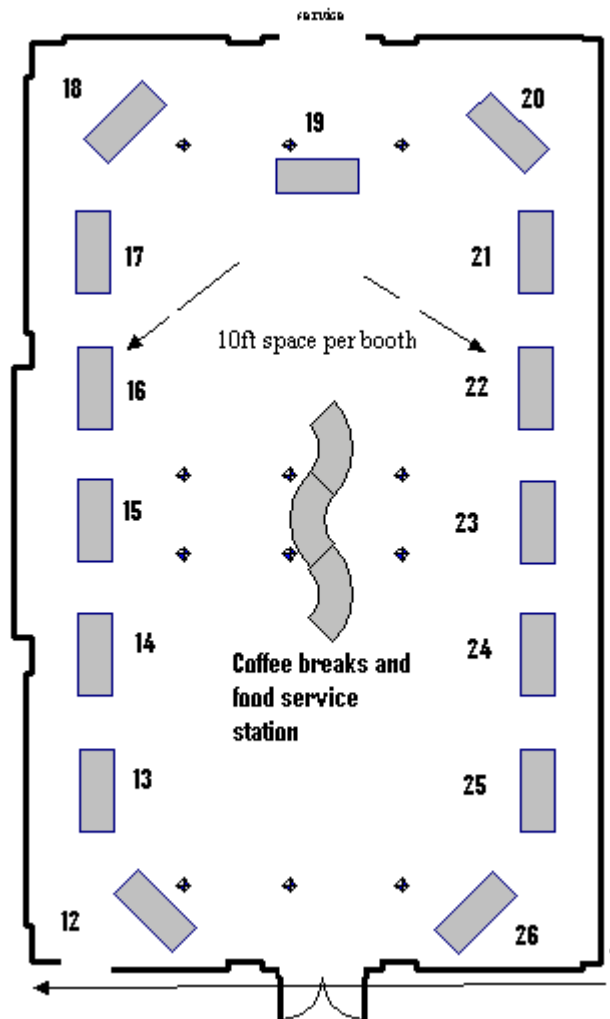
# Floor Plans

## Foyer

\* Premium booth spaces reserved for sponsors.  
Location allows for displays up to 15 ft in width.



## Ballroom



## Sponsorship Opportunities

A wide variety of promotional opportunities are available to help keep your company'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.

The premium sponsorship packages detailed below (Diamond, Platinum, Gold, Silver and Bronze) include booth space and an additional number of conference registrations in addition to numerous other features.

### Diamond Sponsor

The diamond conference sponsorship package provides maximum exposure during the conference. Only one sponsorship at this level is available.

- *Premium Booth Space Included*—The diamond sponsor will occupy a premium booth space in the conference foyer.
  - *Conference Bags* - As the diamond sponsor your company logo will appear alongside the URISA Conference logo on the attendee bags.
  - *Session Opportunity*—Opportunity to conduct a 90-minute organization-sponsored session or tutorial during the regular conference program.
  - *Recognition*—The diamond sponsor will be recognized as the sponsor of the Conference Social Event.
  - *Web Presence*—Prominent logo on conference web site with link to your website.
  - *Company Literature and Giveaway*—As the diamond 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.
  - *Acknowledgements*—As the diamond sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.
  - *Addressing the Conference*—The diamond sponsor is given the opportunity to address the conference for 5 to 10 minutes during the opening conference session.
  - *Team Registrations*—The diamond sponsorship includes full conference registration for ten (10) individuals.  
— \$35,000
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### Platinum Sponsor

The platinum conference sponsorship package provides maximum exposure during the conference.

- *Premium Booth Space Included*— The platinum sponsor will occupy a **premium booth space** in the conference foyer.
  - *Session Opportunity*—Opportunity to conduct a **90-minute organization-sponsored session or tutorial** during the regular conference program.
  - *Recognition*—The platinum sponsor will be recognized as the sponsor of the **Wednesday luncheon**.
  - *Web Presence*—Prominent **logo** on conference web site with link to your website.
  - *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 given the opportunity to **address the conference** for 5 to 10 minutes during the closing conference session.
  - *Team Registrations*—The platinum sponsorship **includes full conference registration** for seven (7) individuals.  
— \$15,000
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## Gold Sponsor

The gold conference sponsorship package provides ample exposure during the conference.

- *Premium Booth Space Included*— The gold sponsor will occupy a **premium booth space** in the conference foyer.
- *Session Opportunity*—Opportunity to conduct a **90-minute organization-sponsored session or tutorial** during the regular conference program.
- *Recognition*— The gold sponsor will be recognized as the sponsor of the **Thursday conference luncheon**.
- *Web Presence*—Prominent **logo** on conference web site with link to your website.
- *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.
- *Acknowledgements*— As the gold sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.
- *Team Registrations* — The gold sponsorship **includes full conference registration** for five (5) individuals.

— \$10,000

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## Silver Sponsor

Consider the silver conference sponsorship package for this year's Caribbean GIS Conference.

- *Premium Booth Space Included* — The silver sponsor will occupy a **premium booth space** in the conference foyer.
- *Recognition*—The silver sponsor will be recognized as the sponsor of the **Friday luncheon**.
- *Web Presence*—Prominent **logo** on conference web site with link to your website.
- *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.
- *Acknowledgements* — As the silver sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.
- *Team Registrations* — The silver sponsorship **includes full conference registration** for three (3) individuals.

— \$5,000

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## Bronze Sponsor

Consider the bronze conference sponsorship package for this year's Caribbean GIS Conference.

- *Premium Booth Space Included* — The silver sponsor will occupy a **premium booth space** in the conference foyer.
- *Recognition* — The bronze conference sponsor will be recognized as the sponsor of the **post-conference proceedings** that will be distributed to each attendee and which will include content from the sponsor.
- *Web Presence*—Prominent **logo** on conference web site with link to your website.
- *Company Literature and Giveaway* — As the bronze 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 bronze sponsor you will be thanked during the opening and closing conference sessions and recognized in the conference program.
- *Team Registrations* — The bronze sponsorship **includes full conference registration** for two (2) individuals.

— \$3,000

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## Individual Sponsorship Packages

### **Workshop Beverage Break Sponsorship — \$500**

Demonstrate your company's support of the intensive, full-day educational program, by sponsoring a morning or afternoon beverage break during the workshops on Tuesday, August 26. Sponsors may distribute company literature at the beverage break stations.

### **Poster Session Sponsorship — \$750**

Demonstrate your support of the GIS professionals who participate in the poster session during the conference. Your organization will be recognized via signage in the poster session area.

### **Exhibit Hall Reception Sponsorship — \$5,000 sole sponsor; \$500 for co-sponsorship (up to 10 available)**

Everyone attends the Exhibit Hall Reception on Tuesday 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 Grand Cayman later that evening. The sponsor(s) will enjoy ample recognition.

### **Closing Reception Sponsorship — \$10,000 sole sponsor; \$1,000 for co-sponsorship (up to 10 available)**

Everyone will look forward to the Closing Reception on Friday afternoon. Attendees will flock to the reception, to discuss what they learned during the week and to make sure they've got contact information for those attendees, committee members, and exhibitors with whom they will continue conversations. The sponsor(s) will enjoy ample recognition.

### **Refreshment Breaks — \$750 each**

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

Have an idea for another sponsorship? Please contact Wendy Nelson to discuss.

## Conference Site – Ritz Carlton, Grand Cayman

### **Discounted Conference Hotel Room Rate** – single or double occupancy:

\$169US garden view/ \$179US resort view / \$229US ocean view

*(Note that the regular rate is typically more than \$400 a night!)*

There will be an additional charge of \$60 per day for each additional person over age 18 and/or over two (2) adults in a guestroom. The maximum number of people per guest room is three (3) adults or two (2) adults and two (2) children. A maximum of two (2) children under the age of 18 per room is complimentary. All rates are based on the European plan (excludes meals), single or double occupancy and are subject to all applicable taxes and service charges. Currently the room tax is 10% and the service charge is an additional 10%. Both are subject to change.

In addition to the room rate, there is a 10% service fee charged per day. The service charge includes round trip baggage handling, room attendant and access to the Fitness Center.

**Hotel Reservations:** Reservations can be made by calling 1-345-943-9000 or 1-800-241-3333. Be sure to reference "URISA Caribbean GIS Conference" to obtain the discounted group rate. You may also make reservations via the Ritz Carlton's Reservations page, [www.ritzcarlton.com](http://www.ritzcarlton.com), by entering this hotel code: URI and the following group codes according to your preferred room type:

Group Codes:    URIJ – Garden View at \$169 plus taxes per night

                  URIA – Resort View at \$179 plus taxes per night

                  URIB – Ocean View at \$229 plus taxes per night

The URISA conference rate is only available until July 24, 2008. Be sure to make your room reservations by that date.

**Travel:** The Owen Roberts International Airport is 15 minutes (4 miles) from the Ritz Carlton. Taxis are readily available at the airport and cost approximately \$20 US each way to the hotel.

**About Grand Cayman:** Hidden away in the western Caribbean Sea, 150 miles south of Cuba and 180 miles northwest of Jamaica, The Cayman Islands are an archipelago of three picturesque islands – Cayman Brac, Little Cayman and the more prominent and decidedly larger Grand Cayman. First sighted by famed explorer Christopher Columbus on his final voyage to the New World in 1503, The Cayman Islands are named for the Spanish term from crocodile – caiman. Today, The Cayman Islands are still the ultimate destination for the adventurer at heart. Boasting famous Seven Mile Beach, crystal clear Caribbean waters and a near endless variety of marine life, Grand Cayman is a tropical paradise for divers, snorkelers, fishermen and water sports enthusiasts alike.

# URISA 2008 Caribbean GIS Conference Exhibit & Sponsorship Form

## Grand Cayman—August 26-29, 2008

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Country \_\_\_\_\_

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

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

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

### Booth Selection

Please list your preferred booth location (refer to floor plan): 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

### Booth Fee

If by May 2, total number of booth spaces:

Foyer \_\_\_\_\_ @ \$1,000 per space (US Dollars) \$ \_\_\_\_\_

Ballroom \_\_\_\_\_ @ \$750 per space (US Dollars) \$ \_\_\_\_\_

If after May 2, total number of booth spaces:

Foyer \_\_\_\_\_ @ \$1,250 per space (US Dollars) \$ \_\_\_\_\_

Ballroom \_\_\_\_\_ @ \$1,000 per space (US Dollars) \$ \_\_\_\_\_

*Cancellation: A \$200 fee per booth will be assessed on all cancellations received on or before August 1, 2008; no refunds will be processed after August 1, 2008.*

### Premier Sponsorships

- Diamond Sponsor— \$35,000 (one opportunity)       Platinum Sponsor— \$15,000 (one opportunity)  
 Gold Sponsor— \$10,000 (one opportunity)       Silver Sponsor— \$5,000 (one opportunity)  
 Bronze Sponsor— \$3,000 (one opportunity)

### Individual Sponsorship Options

- Workshop Beverage Break Sponsorship \$500  
 Poster Session Sponsorship \$750  
 Exhibit Hall Reception Sponsorship:  \$5,000 sole sponsor;  \$500 for co-sponsorship  
 Closing Reception Sponsorship:  \$10,000 sole sponsor;  \$1,000 for co-sponsorship  
 Refreshment Breaks \$500

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

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 or register online.

**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)**

# URISA 2008 Caribbean Conference & Exposition

## Contractor Services

The Ritz Carlton Grand Cayman will 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 information to be forwarded from URISA. Under no circumstances will URISA or Ritz Carlton assume responsibilities for loss or damage to goods.

Advance shipments of exhibit material must be made as specified in the exhibitor service manual. Should any shipments not be made as specified by show management, 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

Exhibits will be arranged so as not to obstruct the view of other exhibitors. The side walls 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 can not 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 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 2:00 PM on Tuesday, August 26 for the final inspection of the exhibit hall by show management. Tear-down may not begin until after 2:00 PM on Friday, August 29 and must be completed by 4:00 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 hotel 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 the Ritz Carlton Grand Cayman 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 Ritz Carlton Grand Cayman 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 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 August 1, 2008; no refunds will be processed after August 1, 2008.

## Failure to Occupy Space

Space not occupied by 2:00 PM on Tuesday, August 26, 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 2008 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 Caribbean Conference. 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.

## 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.

