



2017 IEEE AEROSPACE CONFERENCE

March 4-11, 2017 Yellowstone Conference Center, Big Sky, Montana

Prospective Exhibitor,

The aerospace community is a group of the brightest and best minds in engineering, science, business and government who work to create, discuss, and review leading edge technologies and applications.

As Exhibitors and Patron Program Chair of the 2017 IEEE Aerospace Conference, to be held at the Yellowstone Conference Center at Big Sky, Montana, I would like to invite you to consider exhibiting your products and services at our conference.

If you have not participated in the past, we know you will find our conference an exceptional venue to display your products, capabilities, and services to potential new customers.

We are expecting over 600 aerospace specialists, government and commercial leaders and their guests to attend, offering excellent corporate exposure for your organization.

If you would like to showcase your business to our group of technologists and decision makers, please consider participating as a member of our Patron Program. Information on Patronage options is provided on our website at:

<http://www.aeroconf.org>

For more information, or to discuss your specific interests, please contact me by email at: promotions@aeroconf.org.

Sincerely,

Howard E. Neely, III
Exhibitors and Patrons Program Chair
2017 IEEE Aerospace Conference

1301 Lynngrove Drive, Manhattan Beach, CA. 90266 (310) 545-5753





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Exhibitor Instructions

- Booth Selection.** Figure 1 shows the Exhibit Booth Floor Plan. We currently offer seven “Prime” booths. Please select your booth from P3-P7, and enter this selection on your Booth Application Form. Failure to do so will delay processing of your application. These booths are located just outside the Missouri Ballroom, where all plenary and selected technical sessions are held, and where all dinners are served. Your booth will see traffic from the majority of conference attendees, and offers the potential for excellent one-on-one interaction with potential clients. Each booth provides approximately 8’ x 10’ of exhibit space, a 6’ x 2’ draped and clothed table, and as many chairs as you need. Electricity is provided, but please request any special power needs ahead of time. Booth space does allow backdrop or hanging displays, but please confirm size ahead of time. All booths will be booked for the full week of the conference. You may arrive late or depart early, but there will be no discount if you do so. Please note that, unless noted, these areas are not secured after hours. The IEEE Aerospace Conference is not responsible for materials left unattended. Here are some booths from recent conferences:



- Application.** Fill in the Booth Application Form on the last page of this document in full, and send it to me with payment or payment information for the Booth Fee (see constraints below). It is very important that you include the mobile phone number and email address for at least one member of your exhibit crew so that I can coordinate booth setup time. Also, booths will be assigned based on order of payment received.
- Exhibitor Registration.** Each person who will be staffing the exhibit (“Exhibitor”) must be registered in the conference with either an Exhibitor Registration or a regular Conference Registration. Exhibitor Registration provides access to all of the meals and social events, but not to the technical presentations (except for the Plenary sessions). The cost for Exhibitor Registration is \$500 if processed by December 1, 2017, \$575 if

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processed by January 25, 2017, and \$700 otherwise. Both types of registration must be processed via the website. When your application is received, I will email you access codes for the number of Exhibitor Registrations you requested. Please note that, currently, if you will be paying your Booth Fee by credit card or wire transfer, at least one of your Exhibitors must have registered for the conference before we can process your Booth Fee payment, so if all of your Exhibitors will be using Exhibitor Registration, you will need to notify me of this fact so I can send you your access codes early. Also, please note that each level of the Patron Program, except for Granite, includes at least one complementary regular Conference Registration, which you may choose to use (but are not required to use) for an Exhibitor. For details, see the Patron Program document. Registered Exhibitors are also welcome to purchase Guest Registration packages for family members and/or friends that cover social activities and meals only (no technical sessions, except for the plenary sessions during dinner).

4. **Booth Fee Payment.** The Booth Fee is \$1,275.00 for organizations that are participating in any level of the Patron Program, and \$1,500 for organizations that are not. You may pay by check, credit card, or wire transfer. If paying by check, you may mail (USPS, FedEx, UPS, or DHL) the application with the check, or separately email a PDF of the application to promotions@aeroconf.org. If paying by credit card, you may either mail the application form with the credit card information, or contact me for a fax number to use to send the form. PLEASE DO NOT EMAIL THE FORM WITH CREDIT CARD INFORMATION ON IT! If paying by wire transfer, please email me the application, indicating you would like to use wire transfer, and I will email you the form to use. The deadline to cancel a booth and receive a full refund is January 27, 2017.
5. **Banners.** We encourage all of our Exhibitors to bring two large banners: one to drape across the front of or hang behind the table, and one for display above the stage in the Missouri Ballroom. You may want to start planning for the design, fabrication, and shipping of your banner soon after making the commitment to exhibit. Size and shipping requirements are described in the Rules section. Here is the way the banners will be displayed:



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6. PowerPoint Slide. We also encourage all exhibitor organizations to provide a single-slide PowerPoint deck for presentation in the Missouri Ballroom during dinner. This is a great opportunity for you to develop mindshare about your organization's products or services. Each slide is presented for only a few seconds per rotation, so bold imagery and sparse text work best. Here are some examples of slides that do this well:



7. Booth Setup. I will contact the Exhibitors you designate, and provide my mobile phone number. I will work with the Exhibitor team to get your booth setup and powered, and get your crates safely stowed.
8. Literature Racks. Literature may be displayed on your booth table, or displayed in literature racks that you bring. Literature racks will be provided for Granite Patrons.
9. Exhibition Foot Traffic. Generally, you will see most traffic in the exhibition area as attendees file into and out of the Missouri Ballroom for the first plenary session (5:50-6:35) and dinner, followed by the second plenary session (7:05-8:50). So, there are four daily traffic peaks around these events. In addition, there is traffic throughout the day, as attendees go into and out of the sessions in the lower level conference rooms (Jefferson, Madison, Gallatin, and Lake/Canyon). So, we recommend that you have your booth fully staffed around the Ballroom events, and have literature and swag out at all times. But, be sure not to leave anything of real value.

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2017 IEEE AEROSPACE CONFERENCE

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Rules for Exhibitors

Each Exhibitor agrees to comply with the rules described herein. Each Exhibitor agrees that their display admitted to the conference shall be designed in good taste and appropriate to the content of the conference. Committee shall refer to IEEE Aerospace Conference officers or agents acting for them in management of the conference and activities.

1. **DISPLAY MATERIAL** - All material to be presented at the conference will be reviewed and approved by the Conference Committee. The Conference Committee exercises the right to reject any display or material deemed to be inappropriate. The committee reserves the right to reject the display in whole or in part, or any Exhibitor or representative with or without giving cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the unearned rental at the time of rejection. The booth may lose Exhibitor eligibility if deemed necessary by the Conference Committee.
2. **BANNER** – All exhibitors are encouraged to bring a banner for display at the front of the Missouri Ballroom throughout the week of the conference. Banners may be as large as 6’ wide and 4’ tall. We recommend that banners be in bright light colors (or white) with dark lettering, and with grommets at the corners for hanging. Large and portrait format banners can be accommodated: contact us at promotions@aeroconf.org. Please consider shipping your banners (by February 24, 2017), and notifying us of the tracking number for the banner package so we can have all banners installed for the first conference event Saturday night.
3. **LOGO** – All exhibitors are encouraged to email a logo that we can use on the Conference Supporter and Contributors page (inside front cover) in the conference Schedule and Program. Logo should be 3” x 4” TIFF CYMK, 600 dpi, and must be received by January 6, 2017.
4. **POWERPOINT AD SLIDE** – All exhibitors are encouraged to submit one PowerPoint slide that promotes your products and/or services, to be shown during the dinner slide show each day. Since the slide will be shown for only a few seconds each time, it should be designed with high-impact graphics and a simple message. Please note that black background works best.
5. **ELIGIBILITY** – The committee reserves the right to determine the eligibility of any exhibiting organization and its product or service for exhibiting. “Exhibiting organization” includes manufacturers or products, publishers, service organizations or educational organizations.
6. **EXHIBITOR RESPONSIBILITIES** – Booths must be manned at all times the conference is in session or at any special Exhibitor events. Exhibitor representatives will be

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March 4-11, 2017 Yellowstone Conference Center, Big Sky, Montana

identified in advance of the conference, including personnel for set-up, sessions support and removal activities.

7. THE BOOTH – The Exhibitor booth will consist of an approximate 8'x 10' area, a 6'x 2' table, and one or more chairs. Special arrangements may be coordinated a minimum of 30 days prior to the conference.
8. BOOTH LOCATION – Booth locations are as shown on the following floor plans. We will make a reasonable effort to accommodate Exhibitor request preferences. Space is limited, therefore selection of booth location is on a first come, first serve basis with final confirmation on full payment to the conference. Failure to occupy the pre-designated space during the appropriated setup time window may result in forfeiture unless previously coordinated with the committee.
9. BOOTH SET-UP & TAKE-DOWN - All tables will be reserved for the full week of the conference. Exhibit set-up will be on Saturday, March 4, 2017 from noon-4:00pm, unless other arrangements have been previously coordinated. Exhibit take-down will occur on the last day of the conference, Friday, March 10, 2017, noon -4:00 pm.
10. SHIPMENT OF GOODS – Exhibitor materials may be shipped in advance of the conference at the sole responsibility of the Exhibitor. **We recommend that you ship your items no later than February 24, 2017, due to potential weather conditions. Big Sky does NOT receive deliveries on the weekend. All items MUST arrive by March 3, 2017.** The facility address for delivery is:

**IEEE Aerospace Conference
c/o Big Sky Resort
1 Lone Mountain Trail
Big Sky, MT 59716**

Be sure to include: YOUR COMPANY NAME, point of contact and phone number, and "IEEE Exhibit". For more information, call the resort directly at: (406) 995-5891. Please note that each crate must be able to fit through a 42" doorway, with maximum depth not more than 52" and maximum height not more than 7'. Total weight of each crate must not exceed 2500 lbs. In addition, we request that you email your tracking numbers to promotions@aeroconf.org to assist us in having your packages ready and waiting for you when you are ready to setup your booth. Please note that any package that needs to be shipped **from** Big Sky before Monday, March 13th must be packaged, labeled and in the mailroom by 2:00pm, Friday, March 10th.

11. INSURANCE – Fire, theft and liability insurance protecting the Exhibitor personnel or booth items is mandatory and not the responsibility of the conference to verify. Proof of

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2017 IEEE AEROSPACE CONFERENCE

March 4-11, 2017 Yellowstone Conference Center, Big Sky, Montana

insurance may be requested in the event of an accident of unexpected damage or injury occurring.

12. **FIRE LAWS** – Federal, State and City fire laws must be observed. Exhibitors are required to ensure that their displays and other booth materials comply with the fire regulations. Aisles and fire exits must never be blocked.
13. **ATTENDANCE** – Exhibitors must purchase a conference registration (or be granted a complementary registration), at least at the Exhibitor level. Note that at least one complementary registration is included with each level of Patron Program participation.
14. **CLEAN UP** – Exhibitors are expected to maintain a generally clean and clear area surrounding their booth.
15. **SUB-LEASING** – No Exhibitor may assign, sublet or apportion any portion of his space. Booths may be shared by multiple vendors at the discretion of the committee.
16. **NOISE** – Public address or other loud devices for the reproduction of sound beyond the individual Exhibitor booth, or excessive operating noise that distracts neighboring Exhibitors is prohibited.
17. **LIMIT OF LIABILITY** – The committee shall not be responsible for any injury, loss of damage that may occur to the Exhibitor or the Exhibitor's property, employees or any others designated by them, from any cause whatsoever prior, during or subsequent to the conference activities. Nor shall the committee be held liable for an act of God that makes the facility unusable during this period. The Exhibitor furthermore, upon a signed agreement, releases the committee from and agrees to indemnify and save harmless the committee against any and all claims for such loss, damage and injury to Exhibitor and Exhibitor representatives. Exhibitors are liable for any damage caused by affixing displays to building floors, walls or to standard booth equipment, or for damages caused by the Exhibitor in any other manner. The committee will not be responsible for delays, damage, loss, increased cost or any other circumstance beyond its control.
18. **REFUNDS** – If you choose to withdraw your application to exhibit, requests for refunds must be received by January 27, 2017. Withdrawal as an exhibitor prior to the deadline will result in your logo being removed from the Conference Program, unless you choose to apply your booth fee towards our Patron Program. In this case, you would be recognized as a Bronze Level Patron. No refunds will be granted after the deadline, however you may still choose to participate as a Bronze Level Patron.

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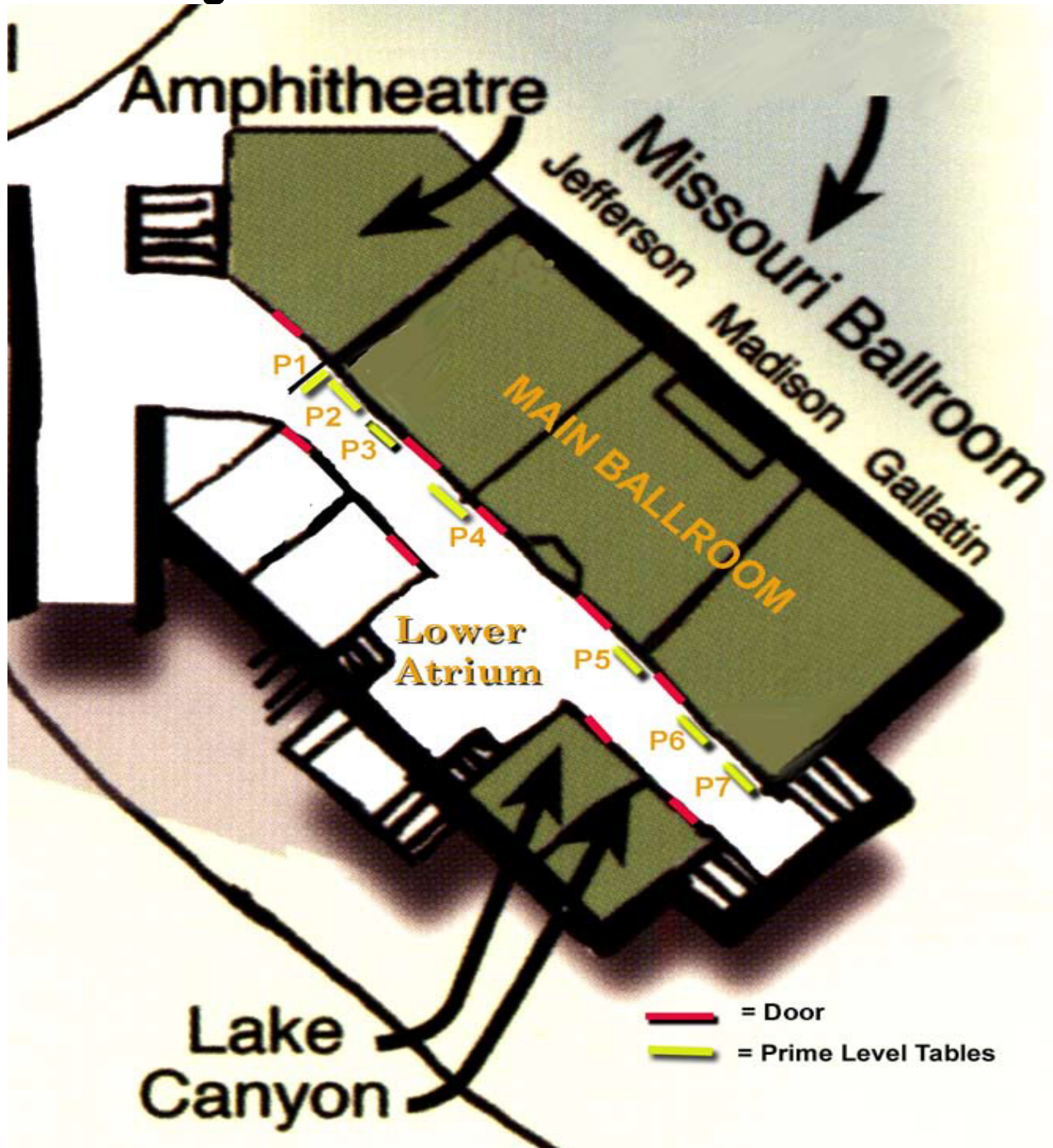




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March 4-11, 2017 Yellowstone Conference Center, Big Sky, Montana

Figure 1 - Exhibit Booth Floor Plan



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2017 IEEE Aerospace Conference

March 4-11, 2017 Yellowstone Conference Center, Big Sky, Montana

2017 IEEE Aerospace Conference Exhibit Booth Application Form

Date: _____

Organization Name: _____

Your Name: _____ Title: _____

Address: _____

Phone: _____ Email: _____

Exhibitor Name(s): _____

Exhibitor Point of Contact mobile phone number _____

Guest Name(s): _____

Number of Exhibitor Registrations Requested: _____

Booth Requested _____ Booth Fee Payment Amount: _____

If paying by credit card:

Name on the card: _____ Exp Date: _____

Card Number: _____ CVV: _____

Signature: _____

Our program is very flexible and open to other suggestions for support. Please do not hesitate to contact me at promotions@aeroconf.org.

Please print out this form, fill it out, make your check payable to the:

2017 IEEE Aerospace Conference

Mail the check and this form to:

**IEEE Aerospace Conference Office
1301 Lynngrove Drive
Manhattan Beach, CA 90266
attn: Exhibitors and Patrons Program Chair**

Or, if paying by credit card, you can fax the completed form to us. Please email me for the fax number.

On behalf of the IEEE Aerospace Conference, thank you for choosing our conference to exhibit your products and services!

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