

# SIGCSE 2012

43rd TECHNICAL SYMPOSIUM on COMPUTER SCIENCE EDUCATION



**February 29 - March 3, 2012**

Raleigh Convention Center

Raleigh, NC



“Teaching, Learning, Collaborating”



Conference Support Opportunities  
Invitation to Exhibit

# The Premier Event in Computer Science Education



The Special Interest Group in Computer Science Education of the Association for Computing Machinery (ACM SIGCSE) is a community of approximately 2,600 people whom, in addition to their specialization within computing, have a strong interest in the quality of computing education. The SIGCSE Symposium is the flagship conference of the organization and is regularly attended by more than 1,200 people. Conference attendees are looking for new ideas, textbooks to support their courses, and materials to improve the effectiveness of their teaching. Course related software and hardware systems are of great interest. With increased pressure to pursue distance learning and asynchronous learning, attendees will want to find out about the latest innovations in web authoring tools and class management systems.

In addition to selecting the textbooks and support materials for their courses, conference attendees influence the choice of computing equipment for their laboratories as well as for their departments. They select the tools that support teaching and their own scholarly work. They also determine what languages will be used in their courses and what compilers and development environments will be installed. These professionals set aside the time of the Symposium to review what is available and make their choices for the coming years. This is the most efficient way to interact with the most active teaching faculty in computing and information science.

## Make the Most of Your Marketing Dollars

- **Find your target audience** among more than 1,200 attendees who come from the college and university Computer Science Education community.
- **Develop relationships** with other computing professionals from the United States and throughout the world.
- **Renew connections** with current customers.
- **Listen** to what computer science educational professionals have to say about your product and future product needs.
- **Increase your understanding** of the educational IT profession.
- **Get more exposure** with up to 19 full hours of conveniently scheduled exhibit time, of which up to 5 full hours are unopposed.
- **Sell your products and services** on the show floor.
- **Qualify** for outstanding sponsorship and advertising opportunities to suit your level of commitment.
- **AND...**all attendee coffee breaks are held in the Exhibit Hall to maximize your exposure.

## Get the Maximum Exposure for Your Business

### CONFERENCE SUPPORTER

- Show your company's support for the computer science educational community.
- Get additional exposure for your company.
- Thank customers for their continued business.

### EXHIBIT

- Showcase your products and services to over 1,200 decision makers and authorized purchasers.
- Generate new sales leads.
- Introduce new products and services.

### ADVERTISE

- Reach the entire SIGCSE 2012 conference of over 1,200 attendees in the conference publications.
- Achieve greater company recognition.
- Get an edge on your competition.



## Conference Support Opportunities

### PLATINUM SUPPORTER \$20,000.

Supporters participating at SIGCSE 2012 at the Platinum Supporter level will receive maximum exposure:

- Platinum Supporter Thank You and highlight on the SIGCSE 2012 web site
- Logo specially displayed on the SIGCSE 2012 web site with a link of their choice
- 2 free exhibit booths with priority placement\* at the SIGCSE Expo (booth location assigned on a first come, first served basis)
- 10% discount on first additional booth
- 25% discount on all subsequent additional booths
- Two 75 minute supporter session\* presentations of the supporting organization's choice
- Two inserts in every attendee's packet
- 3 complimentary Conference Registrations
- Special recognition with logo displayed at Opening Plenary Session
- Prominent logo placement and recognition in the Exhibit Guide
- One complimentary, full page, 4-color advertisement in the Exhibit Guide
- 25% discount on additional advertisements
- Prominent recognition signage at Exhibit Hall entrance

*\*Platinum supporters have the option to upgrade their support with additional supporter sessions at \$3,000 per session. Based on availability.*

### GOLD SUPPORTER \$15,000.

Supporters participating at SIGCSE 2012 at the Gold Supporter level will receive significant exposure:

- Gold Supporter Thank You and highlight on the SIGCSE 2012 web site
- Logo specially displayed on the SIGCSE 2012 web site with a link of their choice
- 2 free exhibit booths with priority placement\*\* at the SIGCSE Expo (booth location assigned on a first come, first served basis)
- 10% discount on first additional booth
- 25% discount on all subsequent additional booths
- One 75 minute supporter session presentation of the sponsoring organization's choice
- One insert in every attendee's packet
- 2 complimentary Conference Registrations
- Special recognition with logo displayed at Opening Plenary Session
- Logo placement and recognition in the Exhibit Guide
- One complimentary, half-page interior color advertisement in the Exhibit Guide
- 15% discount on additional advertisements
- Recognition signage at Exhibit Hall Entrance

*\*\*SIGCSE will reserve limited priority space for supporters until June 1, 2011. After June 1, supporters will be assigned to the best available location on a first come, first served basis.*

### SILVER SUPPORTER \$7,500.

Supporters participating at SIGCSE 2012 at the Silver level will receive the following exposure:

- Silver Supporter Thank You and highlight on the SIGCSE 2012 web site
- Logo displayed on the SIGCSE 2012 web site with a link of your choice.
- Special mention with logo displayed at Opening Plenary Session
- Logo placement and recognition in the Exhibit Guide
- One complimentary, quarter-page, color advertisement in the Exhibit Guide
- Recognition signage at Exhibit Hall entrance
- 50% discount on exhibit booth at the SIGCSE Expo; booth location assigned on a first come, first served basis
- 10% discount on first additional booth
- 25% discount on all subsequent additional booths
- 1 insert in every attendee's packet
- 1 Complimentary Conference Registration

### As a SIGCSE 2012 Conference Supporter, you get

- Extensive Conference Exposure
- Plenary and Conference Session Exposure
- Complimentary Conference Registration



## Conference Support Opportunities

### EVENT SUPPORTER

Amplify your exposure to SIGCSE attendees with your support of these additional opportunities!

- Recognition signage at the event, in the Exhibit Hall and Registration Area
- Recognition in the Exhibit Guide.

**Wireless Access Supporter: \$9,000**

**Wireless Access Co-Supporter: \$4,500**

Conference attendees will use wireless communication throughout the entire conference. Fee provides internet access throughout the Convention Center.

**Conference Reception**

**Co-Supporter: \$5,000**

Attendees enjoy networking with each other and meeting our exhibitors during this evening conference reception.

**First Timer's Luncheon**

**Reception: \$7,500**

Help us welcome and support our first-time attendees at this annual networking event.

**Coffee Break Support: \$5,000**

Make the Coffee Break of your choice special for attendees!

**Kids Camp Supporter: \$3,500**

Reduce costs for parents attending.

### IN KIND DONATIONS

The SIGCSE 2012 Conference welcomes pre-approved In Kind Donations of the following conference items from supporting organizations:

- Attendee Registration Bags
- Attendee Badge Holders
- Volunteer T-shirts
- Sticky Note Pads
- Other appropriate in-kind items may be suggested with the approval of the Symposium Chairs and Exhibits Manager.

All item production and shipment costs are the responsibility of the supporting organization. Please contact the SIGCSE Exhibits Manager to coordinate.



## Advertising Opportunities

The SIGCSE 2012 Exhibit Guide is distributed to all conference attendees and contains information about the conference, exhibits, advertisements, supporter recognition, and exhibitor information. Space is assigned on a first come/first serve basis.

### COVER ADVERTISING

Full Page Back Cover (4-Color): \$2,500

Full Page Inside Front Cover (4-Color): \$2,000

Full Page Inside Back Cover (4-Color): \$2,000

### INSIDE ADVERTISING

Full Page (4-Color): \$1,600

Half Page (4-Color): \$900

Quarter Page (4-Color): \$400

Please contact SIGCSE 2012 at SIGCSE@dlplan.com for availability and pricing.

### REGISTRATION BAG INSERTS

Registration Bag Inserts: \$400/insert

### AD SPECIFICATIONS

Full page - bleed: Trim size 8.5"w x 11"h (allow 1/8" bleed area on all sides)

Full page - non-bleed: 7.5"w x 10"h

Half page: 7.5"w x 4 7/8"h (horizontal only)

Quarter page: 3.5"w X 4 7/8"h

### AD REQUIREMENTS

Only files in the following formats will be accepted:

- **PDF** - High resolution. All graphics, logos and images used must be a minimum 300dpi resolution.
- **Adobe Illustrator** - EPS (preferred), TIFF or JPG with all type converted to outlines. Minimum 300dpi resolution.
- **Direct contact information for ad designer must accompany ad submission.**

### DEADLINES

Reserve Ad Space: November 1, 2011

Payment: December 15, 2011

Artwork (Electronic files): January 10, 2012

## Exhibitor Opportunities

### EXHIBITS

The SIGCSE 2012 Exhibits and Conference Sessions will be located in the Raleigh Convention Center in Raleigh, NC. This is the only event of its type that caters to the people in computer science education who make the decisions for acquiring the tools needed for the following school year. Attendees are looking to meet with companies that provide the teaching texts needed by the faculty; hardware and software manufacturers who supply tools which can be utilized at the learning institutions represented by the SIGCSE attendees, students and faculty. Only SIGCSE exhibitors have this unlimited access.

### ATTENDEES

The SIGCSE Conference attendee is international, representing Canada, New Zealand, and countries in Europe, Asia, South America, and Africa. The majority of our attendees (approximately 90%) come from across the United States. The program format of panels, papers, special sessions and workshops appeals to a broad range of interests.

SIGCSE provides its exhibitors with a unique opportunity to reach this select community of decision makers from the computer science education community in their immediate area as well as from around the United States and the world.

### EXHIBIT SPECIFICATIONS

All Exhibit booths are sold in 10' x 10' increments. Furniture, A/V, computer, Internet, and other needs can be ordered through the Exhibits General Services Contractor.

Included with each 10' x 10' booth:

- 8' back drape
- 3' side drape
- One full conference registration per purchased booth. Booth space is assigned on a first come, first serve basis.

### TENTATIVE EXHIBIT HOURS

The SIGCSE 2012 Exhibits will be open:

- Wednesday 2/29/12  
Exhibitor Set-up: 1:00 pm - 6:00 pm
- Thursday 3/1/12  
Exhibits Open: 10:00 am - 6:00 pm
- Friday 3/2/12  
Exhibits Open: 10:00 am - 4:30 pm
- Saturday 3/3/12  
Exhibits Open: 9:30 am - 12:00 pm
- Saturday 3/3/12  
Move Out: 12:00 pm - 6:00 pm

(Exhibit hours subject to change at the discretion of the conference management.)

ALL CONFERENCE COFFEE BREAKS ARE HELD IN THE EXHIBIT HALL.

### EXHIBIT BOOTH FEES

**Reserve before June 1, 2011 and SAVE \$300**

- 10' X 10' BOOTH - \$2,000

**Reserve After June 1, 2011**

- 10' X 10' BOOTH - \$2,300
- MULTIPLE BOOTHS  
3-5: 10% discount  
6 or more - 15% discount

### EXHIBITS GENERAL SERVICES CONTRACTOR

Freeman Exhibitor Services  
404-253-9464  
FreemanAtlantaES@freemanco.com

### CONTACT SIGCSE 2012

For more information or questions concerning SIGCSE 2012, Please contact the SIGCSE Exhibits Manager at 609-344-1333 or SIGCSE@dlplan.com

Questions about supporting and exhibiting at SIGCSE 2012 can also be directed to our Supporter/Exhibitor Liaison, Professor Susan Rodger, at rodger@cs.duke.edu

## SIGCSE 2011 Exhibitors

- AccessComputing
- ACM SIGAda
- ACM-W ACM's Women's Council
- Advancing Robotics Technology for Societal Impact (ARTSI)
- AlgoViz/Ensemble
- Alliance for the Advancement of African-American Researchers in Computing (A4RC)
- Auburn University-JGRASP
- Blackberry
- The Coalition to Diversify Computing (CDC)
- The College Board
- The Committee on the Status of Women in Computing Research (CRA-W)
- Commonwealth Alliance for Information Technology (CAITE)
- Computing Alliance of Hispanic-Serving Institutions (CAHSI)
- Council for International Exchange of Scholars
- Course Technology, a part of Cengage Learning
- CRC Press - Taylor & Francis Group LLC
- Educational Alliance for a Parallel Future (EAPF)
- Franklin, Beedle & Associates Incorporated
- Intel Corporation
- IBM
- InterSystems, Inc.
- Jones & Bartlett Learning
- Microsoft Corporation
- The MIT Press
- Morgan Kaufmann
- National Center for Women and Information Technology (NCWIT)
- NSF DUE Showcase
- Pearson
- Piazza
- RidgeSoft, LLC
- SIGCSE 2012
- Springer
- STARS Alliance
- Turing's Craft, Inc.
- Wiley

# APPLICATION FOR EXHIBIT SPACE AND SYMPOSIUM SUPPORT

## CONTRACTUAL TERMS, CONDITIONS & RULES FOR ACM SIGCSE 2012

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### CONTRACT FOR SPACE

The Application and Contract for Exhibit Space shall be considered a binding Contract between the two parties and subject to the rules and regulations as set forth by ACM in this contract when it is submitted with full payment and accepted in writing by ACM and the SIGCSE 2012 Symposium Exhibits Manager. By submitting an application for exhibit space, the applicant releases ACM and the SIGCSE 2012 Symposium Exhibits Manager from any and all liabilities to the applicant, its agents, licenses, or employees that may arise or be asserted as a result of submission of an application or of participation in the SIGCSE 2012 Symposium. For the purpose of this contract, the term "Exhibitor" will also mean "Supporter".

The contracting company/organization (hereinafter called Exhibitor) and ACM agree that the purpose of the SIGCSE 2012 Symposium is the expansion of sales and marketing opportunities. ACM and the SIGCSE 2012 Symposium Exhibits Manager reserve the sole and absolute right to determine the eligibility of any company/organization's product or service. Acceptance of an application does not imply endorsement by ACM or the SIGCSE 2012 Symposium of the Exhibitor's products or services, nor does rejection imply lack of merit of the same.

Full payment must be received by ACM before the Exhibitor is permitted to enter the exhibition hall to set-up.

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### USE OF SPACE

ACM shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Space is made available to ACM) in priority order passed on receipt of enclosed contract. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's space choices whenever possible, but ACM's decision will be final. ACM reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. ACM reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the exhibitor is not eligible to participate or the Exhibitor's product or services is not eligible to be displayed in this Exhibit.

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### RALEIGH CONVENTION CENTER

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Raleigh Convention Center premises and will indemnify, defend, and hold harmless the Raleigh Convention Center, ACM, the SIGCSE 2012 Symposium Exhibits Manager and its agents, servants and employees from any and all such losses, damages and claims.

The Raleigh Convention Center will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Raleigh Convention Center premises except for an claims, loss, or damage arising directly from its negligence. The ACM will be responsible to negotiate this contract with its exhibitors.

The Exhibitor understands that neither ACM, the SIGCSE 2012 Symposium Exhibits Manager, nor the Raleigh Convention Center maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance.

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### INTERPRETATION & ENFORCEMENT

These regulations become part of the contract between the Exhibitor, ACM and the SIGCSE 2012 Symposium Exhibits Manager. ACM and the SIGCSE 2012 Symposium have full power of interpretation and enforcement of these rules and may amend them at any time. Also, the Exhibitor agrees to abide by all reasonable rules and regulations published from time to time. All matters in question not covered by these regulations are subject to the decision of ACM and the SIGCSE 2012 Symposium Exhibits Manager and all decisions so made shall be binding on all parties affected by them as by the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of ACM and the SIGCSE 2012 Symposium Exhibits Manager, conduct themselves unethically may be dismissed from the Exposition without refund or other appeal.

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### OTHER TERMS AND CONDITIONS

The Exhibitor shall comply with all fire laws, electrical codes, and all other rules, regulations, codes or statutes with respect to the installation, conduct, and disassembly of its exhibit. Exhibitor shall also comply with all reasonable requests of ACM, the SIGCSE 2012 Symposium Exhibit Manager, and the Raleigh Convention Center officials with respect to the installation, conduct and disassembly of its Exhibit. The Exhibit shall be conducted in a decorous manner in order not to be objectionable to other Exhibitors, the Raleigh Convention Center, the Exposition, ACM, the SIGCSE 2012 Symposium Exhibit Manager, or the public. ACM, the SIGCSE 2012 Symposium Exhibit Manager and the Raleigh Convention Center reserve the right to close, remove, or require changes in any exhibit or to remove any of the Exhibitor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to the overall Exhibition, the Raleigh Convention Center, other Exhibitors, or the public.

The license granted by this Contract is personal and may not be transferred without the written consent of ACM. The premises are licensed on an "as is" basis and ACM or the SIGCSE 2012 Symposium Exhibit Manager will not be liable for pre-existing conditions of the premises or for conditions arising during the period or the license. The Exhibitor shall return the premises in as good condition as they were received. ACM or the SIGCSE 2012 Symposium Exhibit Manager shall in no event be liable to the Exhibitor in excess of any consideration paid by the Exhibitor to ACM or the SIGCSE 2012 Symposium Exhibit Manager, and received by ACM or the SIGCSE 2012 Symposium Exhibit Manager, for breaches of Contract or tortious conduct by ACM or the SIGCSE 2012 Symposium Exhibit Manager, by its agents, representatives or independent contractors whether acting within or without the scope of their authority by agents, representatives or independent contractors of the Raleigh Convention Center or by the general public, ACM or the SIGCSE 2012 Symposium Exhibit Manager shall not be liable for failure to perform its obligations under this Contract due to strikes, acts of God, riots, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the Exhibitor's exhibit is deemed to be the invitee or licensee of the Exhibitor rather than the invitee or licensee of ACM, the SIGCSE 2012 Symposium Exhibit Manager, or the Raleigh Convention Center. ACM, the SIGCSE 2012 Symposium Exhibit Manager and the Raleigh Convention Center shall not be liable for injury of any type from any cause to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the Exhibitor. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority, and agrees to save harmless ACM, the SIGCSE 2012 Symposium Exhibit Manager, and the Raleigh Convention Center from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority.

There is no other agreement or warranty between the Exhibitor, ACM or the SIGCSE 2012 Symposium Exhibit Manager, except as set forth in this document. The rights of ACM and the SIGCSE 2012 Symposium Exhibit Manager under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM and the SIGCSE 2012 Symposium Exhibit Manager. The Exhibitor agrees to abide by all rules and regulations published from time to time by, and governing the Exposition.

This Contract is made and accepted in the State of New York and shall control the construction, interpretation, validity and enforceability of this Contract as if all relevant aspects of the Contract existed only in the State of New York. Any controversy or claim arising out of, or relating to, this Contract or the breach thereof, shall be settled by arbitration in accordance with the rules of the American Arbitration Association sitting in New York, New York, at the discretion of ACM or the SIGCSE 2012 Symposium Exhibit Manager. The Exhibitor hereby consents to jurisdiction of the New York State Courts with respect to any right of action arising under this Contract for any reason. In the event of dispute arising under this Contract, the Exhibitor shall be liable for costs and attorney's fees incurred by ACM and the SIGCSE 2012 Symposium Exhibit Manager in a reasonable attempt to negotiate, arbitrate, or litigate the dispute together with interest compounded at 1 1/2% per month from the date of initial demand for payment.

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### AMERICANS DISABILITY ACT

The Exhibitor assumes the position of "public accommodation" when they contract to exhibit in the Raleigh Convention Center. Therefore, the Exhibitor must make their exhibit accessible to the disabled without causing themselves undue "hardship." A copy of PUBLIC LAW 101-336 [S. 933] AMERICANS WITH DISABILITY ACT OF 1990 is available upon request from the Department of Justice.

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### EXHIBIT, SUPPORTER, ADVERTISING CANCELLATION

Exhibitor/Supporter may cancel either its participation (including exhibit space, advertising, and sponsorship fees) in the Show or a portion of its exhibit space only upon written notification to ACM/SIGCSE Exhibit Management, D. Lawrence Planners L.L.C. and subject to the following schedule of liability:

Notification received by ACM/SIGCSE on or before November 1, 2011 Exhibitor/Supporter shall receive a full refund of the total participation fees, less an administrative fee of \$200. Notification received by ACM/SIGCSE after November 1, 2011 but on or before December 15, 2011 exhibitor shall be liable for one half of the total participation fees. Notification received by ACM/SIGCSE after December 15, 2011 exhibitor shall be liable for the total participation fees.

**SIGCSE 2012 pre-sale participants** - Exhibitors/Supporters that signed an application for SIGCSE 2012 at SIGCSE 2011 pre-sale appointments have until June 1, 2011 to notify ACM SIGCSE Exhibit Management, D. Lawrence Planners, LLC to cancel their participation and relinquish their reserved booth space without penalty. Notification of cancellation must be sent in writing email [sigcse@dlplan.com](mailto:sigcse@dlplan.com) or fax 609-348-4433.





# SIGCSE2012

February 29 - March 3, 2012  
Raleigh Convention Center ■ Raleigh, NC

## APPLICATION AND CONTRACT FOR CONFERENCE SUPPORT, EXHIBIT SPACE AND ADVERTISING

Reserve your exhibit booth before June 1, 2011 and SAVE \$300!  
Questions? Please contact SIGCSE@dlplan.com

### EXHIBITOR/SUPPORTER CONTACT INFORMATION

Company/Organization \_\_\_\_\_  
Authorized Person \_\_\_\_\_ Authorized Person Title \_\_\_\_\_  
Authorized Person E-Mail \_\_\_\_\_ Authorized Person Telephone \_\_\_\_\_  
Company/Organization Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

*Please provide the following information for your Event Contact Person (the person that will be managing the details of your participation in SIGCSE 2012).*

Event Contact Person \_\_\_\_\_ E-Mail \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### CONFERENCE SUPPORT

#### CONFERENCE SUPPORT DEADLINES:

Deadline for Support Application - 12/01/11  
Deadline for Full Payment - 12/15/11

#### PAYMENT:

Payment is by check or credit card.

Please complete the "PAYMENT" section on page 2 of this form. Application must be submitted with 50% or 100% payment.

Full payment is due by 12/15/11

Make checks payable to ACM/SIGCSE 2012.  
ACM Tax ID: 13-1921358

#### CONFERENCE SUPPORTERS:

- ☐ Platinum Supporter . . . . . \$20,000  
☐ Additional Supporter Session (Each) . . . . . \$3,000  
☐ Gold Supporter . . . . . \$15,000  
☐ Silver Supporter . . . . . \$7,500

#### EVENT AND ITEM SUPPORT:

- ☐ Supporter: Wireless Internet Access . . . . . \$9,000  
☐ Co-Supporter: Wireless Internet Access . . . . . \$4,500  
☐ Co-Supporter: Conference Reception . . . . . \$5,000  
☐ First Timer's Luncheon Reception . . . . . \$7,500  
☐ Coffee Break . . . . . \$5,000  
☐ Co-Supporter: Kids Camp . . . . . \$3,500

#### IN KIND DONATION:

- ☐ Registration Bags ☐ Badge Lanyards ☐ Volunteer T-Shirts  
☐ Sticky Note Pads ☐ Other \_\_\_\_\_

TOTAL (Support) \$ \_\_\_\_\_

## EXHIBIT BOOTH SELECTION

All booths are 10" X 10" unless otherwise noted.  
Exhibit booths are assigned on a first come, first serve basis.

One (1) full complimentary conference registration is included per purchased booth.

### DEADLINES:

Deadline for early Exhibit Booth Application: 6/01/11

Deadline for Full: Payment: 12/15/11

### PAYMENT:

Payment is by check or credit card. Please complete the "PAYMENT" section below in full. Application must be submitted with 50% or 100% payment.

Make checks payable to ACM/SIGCSE 2012.

### Payment Received Before June 1, 2011 (SAVE \$300)

☐ 10' X 10' Booth ..... \$2,000

☐ Multiple Booths (Reserve 3-5 booths - 10% discount. 6 or more booths - 15%)

Booths x \$2,000 ..... \$ \_\_\_\_\_

### Payment Received After June 1, 2011

☐ 10' X 10' Booth ..... \$2,300

☐ Multiple Booths (Reserve 3-5 booths - 10% discount. 6 or more booths - 15%)

Booths x \$2,300 ..... \$ \_\_\_\_\_

### BOOTH PREFERENCE:

Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ #4 \_\_\_\_\_

Sub-Total (Exhibit Booth) ..... \$ \_\_\_\_\_

Less discount for Multiple Booths ..... \$ \_\_\_\_\_

**TOTAL** (Exhibit Booth) ..... \$ \_\_\_\_\_

## ADVERTISING

Ad space will be assigned on a first come, first serve basis. Ad specifications on page 3 MUST be observed when submitting ad files.

### DEADLINES:

Reserve Space: 11/01/11

Payment: 12/15/11

Ad Files Due: 1/10/12

### COVER ADVERTISING:

☐ Outside Back Cover (4-Color): \$2,500

☐ Inside Front Cover (4-Color): \$2,500

☐ Inside Back Cover (4-Color): \$2,500

☐ Registration Bag Inserts: \$400 per insert for exhibitors

### INSIDE ADVERTISING:

☐ Full Page (4-color): \$1,600

☐ Half Page (4-color): \$900

☐ Quarter Page (4-color): \$400

**TOTAL** (Advertising) ..... \$ \_\_\_\_\_

## AUTHORIZATION



I have read and agree to all terms and conditions of this Agreement. I am authorized to execute this Agreement for said Company/Division.

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

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

### Authorized Signature

(Important: Application cannot be processed without Authorized Signature.)

## PAYMENT

Payment is by check or credit card. Application must be submitted with 50% or 100% payment.

Full payment is due by 12/15/11.

Make checks payable to: ACM/SIGCSE 2012.

ACM Tax ID: 13-1921358

Mail or fax application and payment to:

ACM/SIGCSE 2012  
c/o D. Lawrence Planners, LLC  
1125 Atlantic Avenue, Suite 634  
Atlantic City, NJ 08401  
Phone: 609-344-1333  
Fax: 609-348-4433

### TOTAL PAYMENT

Total Support, Exhibit Booth, Recruiting and Advertising) . . . . \$

### TYPE OF PAYMENT:

☐ Check ☐ Visa ☐ MasterCard ☐ AmEx

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Name \_\_\_\_\_

(Please PRINT name as it appears on card)

Billing Address of Cardholder \_\_\_\_\_

Cardholder Signature \_\_\_\_\_