

**Usability Professionals' Association**

Promoting usability concepts and techniques worldwide

<http://www.usabilityprofessionals.org/>

# 2010 Marketing Prospectus

Embracing Cultural Diversity

*User Experience Design for the World*

Gain access to industry professionals through the following opportunities:

- Sponsorship - Conference, Web & Publications
- International Conference Exhibition Space
- Advertising - *User Experience Magazine*



## About the UPA

The Usability Professionals' Association (UPA) supports people who research, design, and evaluate the user experience of products and services.

The UPA was established in 1991 and continues to be the organization of choice for usability professionals worldwide. The UPA holds a yearly international conference, publishes new findings through both the Journal of Usability Studies (JUS) and through User Experience Magazine, and has 50 chapters around the world. In 2004, the UPA established World Usability Day, which in 2009 was celebrated in over 40 countries.

The UPA's goals are to:

1. Become the authoritative source on the practice of usability, user-centered design (UCD), and user experience (UX).
2. Facilitate professional development and education within the UX field.
3. Promote the business value of user experience, research, design and evaluation to business and other entities.
4. Foster a community of user experience professionals through knowledge sharing and networking.
  - a. Provide effective UPA Governance.
  - b. Enhance and provide the value of UPA membership

## What is a Usability Professional?

Usability professionals are part of the user experience community. Some usability professionals do a broad range of work from interviews and observations to creating wireframes for a product or service. Some have a design background, and some have a library science degree. Many have attended courses towards certification or an advanced degree in Human-Computer Interaction.

Other usability professionals focus on one particular area, doing either research, design or evaluation. Some do a combination of activities, but specialize in a specific industry such as health care or education, or perhaps work only with handheld devices. All of them focus on the user, while taking into account the needs of the business and the constraints they must work in.

## Reach your best customers

These days, with marketing budgets stretched to their limits, it just makes sense to promote your company's products and services with the UPA, because we provide access to the customers you most want to meet.

**Reach** user experience professionals across the globe...

- User Experience Practitioners
- User-Centered Design Practitioners
- Usability Professionals
- User Researchers
- Interface Designers
- Software Developers
- Information Architects
- Business Analysts
- Graphic Designers
- Technical Writers
- Programmers

**Join** those who took advantage of UPA opportunities in 2009...

- 25+ Sponsors
- 24 Exhibitors
- 15+ Advertisers
- 2,700 members worldwide
- 3,000 hits/day @ [www.usabilityprofessionals.org](http://www.usabilityprofessionals.org)
- Promotion with usability community via Social Media

**Web & Publication Sponsorship** — Page 2

**Munich Conference Sponsorship** — Page 3

*UX Magazine Advertising* — Page 5

**Munich Exhibition Showcase** — Page 7

# Web & Publication Sponsorship



Your company will benefit from supporting those who promote and advance the development of usable products and services. Become a 2010 UPA Sponsor by selecting one of the options below!

Having trouble choosing? Contact Nicole Tafoya at UPA Headquarters. Nicole can custom design a unique marketing program to meet your needs. Phone: +1-630-980-4997, Email: [sponsors2010@usabilityprofessionals.org](mailto:sponsors2010@usabilityprofessionals.org)

## **Platinum Sponsorship** **Online Job Bank Sponsor** \$15,000 USD

Exposure via one of the most popular areas of the UPA website! The UPA online Job Bank posts hundreds of job listings throughout the year attracting industry professionals from around the globe.

**Platinum benefits:** Company logo/link on the UPA Job Bank landing page + job description pages, logo/link on UPA websites, logo on UPA Conference marketing collateral, promotion via social media, (3) full page, full color UX Magazine print advertisements in 2010.

## **Gold Sponsorship** **UPA Monthly Newsletter Sponsor** \$10,000 USD

The UPA Monthly is sent via email to all UPA International Members. Take advantage of a full year of sponsored email by becoming the newsletter's exclusive sponsor.

**Gold benefits:** Company logo/link on the UPA Monthly email & landing page, logo/link on UPA websites, logo on UPA Conference marketing collateral, promotion via social media, (2) full page, full color UX Magazine print advertisements in 2010.

## **Bronze Sponsorship** **Web Sponsor** \$2,000 USD

**Bronze benefits:** Company logo/link on UPA websites, logo on UPA Conference marketing collateral & promotion via social media.

## **Gold Sponsorship** **Consultant Directory Sponsor** \$10,000 USD

The UPA Consultant Directory boasts over a hundred individual consultants listings annually.

**Gold benefits:** Company logo/link on the UPA Consultant's Directory landing page, logo/link on UPA websites, logo on UPA Conference marketing collateral, promotion via social media, (2) full page, full color UX Magazine print advertisements in 2010.

## **Silver Sponsorship** **Journal for Usability Studies(JUS)** \$5,000 USD

A quarterly peer-reviewed, international, online publication promoting and enhancing the practice, research, and education of usability engineering.

**Silver benefits:** Company logo/link on the UPA JUS landing page, logo/link on UPA websites, logo on UPA Conference marketing collateral, promotion via social media, (1) full page, full color UX Magazine print advertisements in 2010.

## Why they sponsor

*"Mad\*Pow is proud to support the UPA because it is the most prevalent organization dedicated to the field of user experience design.*

*It generates important publications such as the User Experience Magazine, The UPA Voice and monthly newsletters informing members of goings-on in the organization and the field as a whole.*

*These are just some of the incredibly rich resources that are available to its thousands of members."*

**Megan Grocki, Mad\*Pow**



# International Conference Sponsorship

Join over 600 industry professionals 24-28 May, 2010 at the UPA International Conference in Munich, Germany at the Hotel Bayerischer Hof.

- Build and maintain market awareness of your products and services.
- Support those who promote and advance the development of usable products and services.
- Reach out to those who act as advocates for usability and the user experience.

For the first time in its history, the UPA Conference will travel to the heart of Europe. Our key theme will focus on how UX professionals can create great user experiences across different cultures, meeting the challenges of delivering to diverse audiences.

One of the great strengths of the UPA Conference is that it brings together a network of practitioners from around the world. This international conference will provide more networking and social interaction than ever before, putting you in touch with inspiring people and new ideas.

## Platinum Sponsorship

### Invited Speakers Sponsor

**SOLD, thank you SAP Corporation!**

## Silver Sponsorship

### Reception Sponsor(s) \$7,000USD(+)

(Tuesday or Thursday receptions (4) sponsorships available)

**Silver benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, exclusive vendor signage during sponsored event, promotion via social media, and one complimentary registration bag insert.

## Silver Sponsorship

### Registration Tote Sponsor \$7,000USD(+)

**Silver benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, exclusive vendor signage during sponsored event, promotion via social media, and one complimentary registration bag insert.

## Silver Sponsorship

### Student Design Competition Sponsor \$5,000USD(+)

(UPA's second annual International Student Design Competition. Similar competitions have motivated and energized students to work on meaningful projects and led to initiatives that positively impacted lives of real people. This competition invites student teams to invent a system or create a concept that addresses design problems. Theme: Designing for a Sustainable World)

**Silver benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, exclusive vendor signage during onsite competition, and promotion via social media.

## Bronze Sponsorship

### Hospitality Sponsor \$3,000USD(+)

(Choose from: Daily attendee lunch Coupons, Beer/wine tasting event, massage station, morning Yoga, or City of Munich Hospitality Booth)

**Bronze benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, exclusive vendor signage during sponsored event, and promotion via social media.

## Platinum Sponsorship

### Wireless Internet Sponsor \$20,000USD(+)

Introduced to UPA attendees in 2009, easily the most popular "free" attendee benefit! Put your company name into the hands of each Conference attendee.

**Platinum benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, vendor information printed on user login instruction cards, exclusive vendor signage near work stations, one standard Exhibit Booth Space with two staff passes, three complimentary full conference registrations and promotion via social media.

## Gold Sponsorship

### Program Track Sponsor(s) \$10,000USD(+)

Choose from either Experienced Practitioners, Fundamentals or German-Traek (SOLD) sponsorships. (2 available)

**Gold benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, track sponsor logos in the UPA print program, sponsor identified on all track rooms signs, promotion via social media, and one complimentary registration bag insert.

## Silver Sponsorship

### Electronic Proceedings Sponsor \$5,000USD(+)

**Silver benefits:** Company logo/link on the UPA websites, logo on UPA Conference marketing collateral including Conference signage, vendor 15 second flash intro to the 2010 proceedings, and promotion via social media.

## Bronze Sponsorship

### Web Sponsor \$2,000USD

(Please see page 2 for Bronze Web Sponsor benefits)

## Print Opportunities

### Conference Program Advertisement \$2,000USD(+)

Inside Back Cover full page advertisement

### Registration Tote Insert

\$500USD (+)

Vendor is responsible for printing and shipping costs to Munich.

(+) = VALUE ADDED TAX NOTE

3

Please note that German VAT provisions require careful examination of the nature and the status of the recipient of the various services. In order to allow UPA to comply with these requirements, we kindly ask German entrepreneurs to submit their VAT Identification number. An invoice referring to the Reverse Charge Provision § 13 b UStG will be issued accordingly. Foreign entrepreneurs are kindly asked to provide us with a certificate indicating this status, such as form 6166 Department of the Treasury, IRS, Philadelphia, PA 19255. Exhibition Booths and accessory services see Booth Contract, page 8.





# User Experience Magazine Advertising Rate Sheet

The *User Experience (UX) Magazine* delivers reviewed articles on usability testing, lab design, user site studies, contextual inquiry, user interface design, and more. It focuses on practical information of immediate use to our membership.

As a membership publication targeted and delivered to all 2,600 active UPA members, 50+ local Chapters worldwide, the target audience **is** the Usability Professional.

UX Advertisers may place ads on:

- usability testing
- consulting and other services
- work in user studies and interface design
- book announcements
- products
- conference and workshop announcements

## Advertising Rates

*Cost per display ad (black and white) all prices are in USD*

<b>Dimensions (w x h)</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
Back Cover 7.5" x 10"	\$2318	\$1854	\$1622
Inside Cover 7.5" x 10"	\$1738	\$1622	\$1216
Full Page 7.5" x 10"	\$1159	\$ 926	\$ 811
Half Page 7.5" x 4.5"	\$ 811	\$ 645	\$ 571
Third Page 5" x 4.5"	\$ 579	\$ 463	\$ 381
Third Page 2.5" x 10"	\$ 579	\$ 463	\$ 381

**Four-color:** Add \$90 per display ad

**Insert Ads:** Add 25% per ad



## Publication Schedule

<b>Issue</b>	<b>Reservations Due</b>	<b>Ads Due</b>	<b>Approximate Mail Date</b>
Feb 2010 (9.1)	December 18, 2009	January 8, 2010	February 16, 2010
May 2010 (9.2)	March 26, 2010	April 2, 2010	May 3, 2010
Aug 2010 (9.3)	June 25, 2010	July 2, 2010	August 17, 2010
Nov 2010 (9.4*)	September 24, 2010	October 1, 2010	October 15, 2010

*\*Issue 9.4 is the World Usability Day 2010 Issue*

## Specifications

**Publication:** 80# Gloss Cover, 60# Gloss Text. 8.5" x 11" Saddlestitch.

**Ads:** Ads must be black and white or 4-color. Cover ads can bleed.

**Electronic Ads—PC Platform:** All line art, logos, photos etc. must be supplied at a minimum of 300 dpi for acceptable print reproduction. **Files should be in saved in EPS, JPG, or TIF formats only.**





## User Experience Magazine Advertising Reservation Form

### Advertiser:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ ZIP/PC: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_



Issue (check all that apply):  9.1 February '10  9.2 May '10  9.3 August '10  9.4 October '10

Ad size:  Back cover  Inside cover  Full page  Half page  Third page

Ad specs:  Vertical  Horizontal  4-color  B&W  Insert Ad

### Payment:

Amount: \_\_\_\_\_ (Payment in US currency only)

Check # \_\_\_\_\_ VISA  MasterCard  American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Security Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Return form and payment to:

**Usability Professionals' Association**  
140 N. Bloomingdale Road  
Bloomingdale, IL 60108-1017 USA  
Fax: +1.630.351.8490  
Email: [publications@usabilityprofessionals.org](mailto:publications@usabilityprofessionals.org)





# International Conference Exhibition Space

## Munich Booth Package

- 6' X 6' Booth Space
- (1) skirted table, (2) chairs & wastebasket
- Tuesday-Thursday beverages & snacks
- Thursday evening dinner
- Exhibitor listing in the onsite print program
- Booth identification sign

UPA 2010 International Conference will attract approximately **600** User Experience Professionals 24-28 May, 2010 in Munich Germany at the Hotel Bayerischer Hof.

**Attendees are professionals from around the world who specialize in:**

- Usability Testing
- Interface/Interaction Design
- Information Architecture
- Web Development
- Task Analysis
- Card Sorting
- User Research
- Contextual Inquiry
- Market Research
- Satisfaction Surveying

*Price per Booth: \$2,200USD(+)*

## Munich Exhibit Hall Schedule *(subject to change)*

### Exhibit Set-up

Tuesday, 25 May, 2010  
12.00 - 14.00

*Attendees will not be allowed  
in hall until 14:00*

### Exhibit Hall Hours

Tuesday, 25 May, 2010  
12.00 - 19.00

Wednesday, 26 May, 2010  
08.00 - 17.00

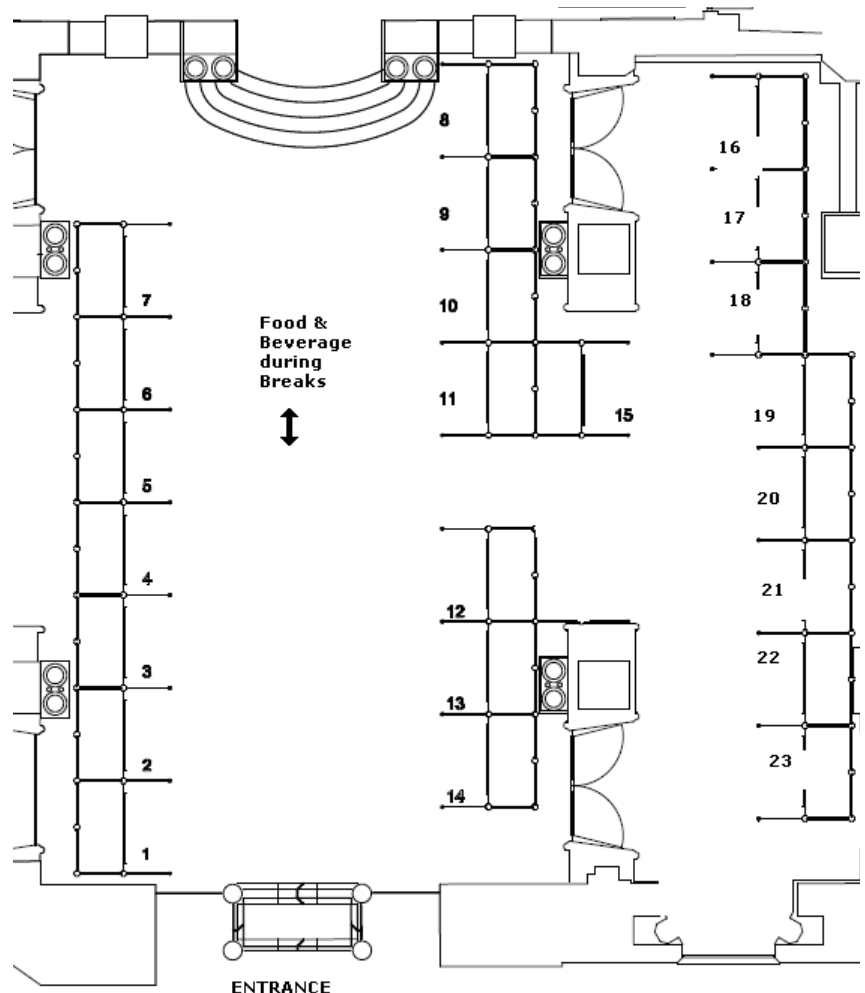
Thursday, 27 May, 2010  
08.00 - 16.00

### Exhibit Tear-down

Thursday, 27 May, 2010  
16.00 - 18.00



**Hotel Bayerischer Hof**  
Promenadeplatz 2-6  
80333 Munich  
Telefon: +49 89 21 20-0  
Telefax: +49 89 21 20-906  
info@bayerischerhof.de  
<http://www.bayerischerhof.de>



(+) = VALUE ADDED TAX NOTE

**7** Please note that German VAT provisions require careful examination of the nature and the status of the recipient of the various services. In order to allow UPA to comply with these requirements, we kindly ask German entrepreneurs to submit their VAT Identification number. An invoice referring to the Reverse Charge Provision § 13 b UStG will be issued accordingly. Foreign entrepreneurs are kindly asked to provide us with a certificate indicating this status, such as form 6166 Department of the Treasury, IRS, Philadelphia, PA 19255 and will then receive an invoice by UPA in which reference to the Reverse Charge Provision acc. to sec. 13 b German VAT Act is made.

# 2010 UPA International Conference Exhibit Booth Contract

24- 28 May, 2010 / Hotel Bayerischer Hof /Munich, GERMANY



## Company Information (to be listed in all event materials) :

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
Country: \_\_\_\_\_ Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

**Please email UPA headquarters a brief company description (products & services). Show management reserves the right to edit copy as needed.**  
(This description will be included in the on-site conference program) Please send to [office@usabilityprofessionals.org](mailto:office@usabilityprofessionals.org).)

## Booth Preferences:

Requests cannot be guaranteed, however Show Management will make every effort to accommodate your preferences. Exhibit Floor plan is forthcoming. Booth assignment is available on a first-come, first-served basis.

Names of companies you do not want to be next to or directly across from: \_\_\_\_\_  
Names of companies you want in close proximity: \_\_\_\_\_  
Number of booth spaces: \_\_\_\_\_

\*\*\*\*\*  
\*\*\*\*\*

## PRICING AND TOTALS

All prices are in USD. UPA will provide exhibitors beverages & snacks Tuesday - Thursday as well as dinner on Thursday evening.

<input type="checkbox"/> \$2,200 Exhibitor Booth Space <i>(please specify how many booths)</i>	\$ _____
<input type="checkbox"/> \$375 Conference Sessions Pass <i>(admit 1 each)</i>	\$ _____
<b>GRAND TOTAL:</b>	\$ _____

## Contract Acceptance & Payment Information:

Standard exhibit fees are \$2,200 (USD) per 6' X 6' booth with an additional fee of \$375/person for those wishing to attend the conference sessions. A deposit of 50% of the total cost must accompany the completed signed contract in order for your space to be reserved. Contracts submitted after 15 February, 2010 must be accompanied with full payment. (PLEASE CLEARLY PRINT OR TYPE)

Payment Type:  Check made payable to Usability Professionals' Association       Visa       Mastercard       American Express

Credit Card #: \_\_\_\_\_ Card Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Cardholder's Name: \_\_\_\_\_  
Cardholder's Signature: \_\_\_\_\_

Please read the Rules/Regulations prior to signing this contract. We hereby apply for exhibit space for our exclusive use during the UPA Conference, 24-28 May, 2010, in Munich, Germany at the Hotel Bayerischer Hof. We understand that 50% of the balance due accompanies this contract, and that the balance is due in full by 15 February, 2010. It is understood that all persons staffing our exhibit must wear their name badge when they are in the Exhibit area. We agree to abide by all terms printed in this contract and the Rules & Regulations. We further acknowledge that Show Management reserves the right to reject this Contract.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit completed forms with payment to:**  
**Nicole Tafoya at UPA Headquarters: 140 N. Bloomingdale Road, Bloomingdale, IL 60108-1017 USA**  
**\* Fax: +1.630.351.8490 \* Email: [sponsors2010@usabilityprofessionals.org](mailto:sponsors2010@usabilityprofessionals.org)**

## (+) = VALUE ADDED TAX NOTE

Please note that German VAT provisions require careful examination of the nature and the status of the recipient of the various services. In order to allow UPA to comply with these requirements, we kindly ask German entrepreneurs to submit their VAT Identification number. An invoice referring to the Reverse Charge Provision § 13 b UStG will be issued accordingly. Foreign entrepreneurs are kindly asked to provide us with a certificate indicating this status, such as form 6166 Department of the Treasury, IRS, Philadelphia, PA 19255. Exhibition Booths and accessory services see Booth Contract, page 8.



## 2010 UPA International Conference Exhibitor Contract Conditions/Rules and Regulations 24-28 May, 2010/ Hotel Bayerischer Hof /Munich, GERMANY

All Exhibitors displaying at the 2010 UPA International Conference to be held 24-28 May, 2010, at the Hotel Bayerischer Hof, are required to execute the Contract for Exhibit Space and subscribe to the following official Contract Conditions Rules & Regulations. UPA reserves the right to change and modify the Contract Conditions Rules & Regulations at any time.

### 1. Official Show Management

UPA Headquarters staff will orchestrate management of the 2010 UPA International Conference, acting as a liaison between the UPA Board of Directors and Committees and the exhibitors and all official show contractors. Hereafter UPA Headquarters staff shall be known as Show Management. If you have any questions about your exhibit booth space, contact Show Management directly at:

UPA Headquarters  
140 N. Bloomingdale Road  
Bloomingdale, IL 60108-1017  
Ph: +1-630-980-4997  
Fax: +1-630-351-8490  
E-mail: office@usabilityprofessionals.org

### 2. Eligibility

Show Management reserves the right to determine the eligibility of any company for inclusion in the 2010 UPA International Conference and to prohibit a company from conducting and maintaining an exhibit.

Show Management reserves the right to expel and eject any exhibitor for conduct detrimental to the 2010 UPA International Conference, in its sole judgment, whose decision shall be binding upon the exhibitor. Likewise, Show Management shall have the right to levy fines against exhibitors who violate the rules and regulations outlined below in a monetary sum up to \$2,500 and reserve the right to eject the exhibitor in addition to the assessment of a fine.

### 3. Exhibit Fees

Exhibit space will be rented at the rate of \$2,200 (USD) per single booth space, all booth spaces are 6' x 6'. This rate includes a booth identification sign and wall dividers for inline and perimeter booths. The exhibit hall is carpeted. The rate does not include any applicable German VAT.

### 4. Payment Schedule

All funds are payable in US dollars to Usability Professionals' Association. 50% of the total booth fee is due with the signed Contract for Exhibit Space. All space must be paid for in full by 15 February, 2010. Contract for Exhibit Space submitted after 15 February, 2010 must be accompanied by full payment of exhibit space fees.

### 5. Cancellation or Reduction of Exhibit Space

Exhibitors desiring to cancel or reduce their requested space after having submitted a signed Contract for Exhibit Space and the required booth fee, must do so in writing

on company letterhead via certified mail, return receipt requested (see Section #1 for Show Management address). If the exhibitor cancels on or before 31 March, 2010, the exhibitor will incur an administrative fee of \$300. If the exhibitor cancels or reduces after 31 March, 2010, the exhibitor will NOT RECEIVE A REFUND. UPA will be entitled to all monies paid and owed as liquidated damages. Companies that cancel will lose all privileges designated for exhibiting companies. No-shows and any exhibit space not installed by 14.00 hours on Tuesday, 25 May, 2010 will be treated as cancellations. There will be absolutely no refunds and all space contracted for must be paid in full.

Show Management may cancel this Contract for Exhibit Space, upon reasonable cause, or upon the happening of events beyond its control, which makes performance impossible or illegal or unless, upon written notice to the exhibitor by an authorized agent, employee, or member of Show Management. Show Management reserves the right to alter, reduce, or redistribute allocated space upon reasonable cause, or upon events beyond its control, which makes performance impossible or illegal or unless, upon written notice to the exhibitor by an authorized agent, employee, or member of Show Management. In the event of such cancellation or reduction, Show Management agrees to negotiate in good faith toward refund, reduction or alternate application of the sums by the exhibitor as rental fees.

### 6. Assignment of Space

Space will not be assigned without appropriate booth payment. Space will be assigned on a "first-in, first-served" basis. Whenever possible, Show Management intends to make space assignments in keeping with the exhibitor's preferences. Show Management however, reserves the right to make final determination of all space assignments in the best interest of the Conference. If space is not available, a waiting list will be developed in the order of the date of receipt by Show Management of each completed Contract for Exhibit Space. Show Management will refund all monies received with Contract for Exhibit Space to any applicant for whom space is not available.

### 7. Subletting of Space

Exhibitors may not assign, sublet, or share their exhibit space with another business unless approved by Show Management in writing. Exhibitors must show goods manufactured by them or in which they deal in their regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such an article shall be limited to the usual and regular nameplates, imprint or trademark under which the same is sold in the general course of business.

### 8. Installation and Dismantling

Exhibits will have reasonable time to erect and dismantle their exhibits which will be specified in the Exhibitor Service Manual which will be

made available to exhibitors 90 days prior to show opening. Exhibitors may use Exhibitor Appointed Contractors (EACs) for installation and dismantling of their display. EACs are required to abide by all Contract Conditions/Rules and Regulations outlined in this document in addition to all EAC guidelines published in the manual. After the cut off time published in the manual, any exhibits not set up may be set up at the sole cost of the exhibitor at the sole discretion of Show Management. In the best interest of the Expo, Show Management reserves the right to reassign any un-set exhibit space. Deliveries will be limited to the set-up time; deliveries will not be permitted during Expo hours unless approved by Show Management. No exhibitor shall begin dismantling their exhibit prior to 16.00 hours on 27 May, 2010.

### 9. Children in the Exhibit Hall

Children under the age of 16 must be accompanied by an adult and will not be permitted on the show floor during move-in and move-out times.

### 10. Photography in the Exhibit Hall

Picture taking other than by official Show Management photographer will not be permitted during set-up, dismantle, exhibition hours and non-exhibition hours. Only the exhibitor may grant permission to have their exhibit and/or products photographed.

### 11. Exhibitor's Authorized Representative

Each exhibition must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible, and Exhibitor assumes responsibility for such representative being in attendance throughout all exhibition periods. Exhibitors and all their representatives will be required to wear badges throughout the exhibition. Exhibitors should be conservatively dressed in business or business casual attire throughout the exhibition. Each Exhibitor will furnish Show Management with the names of its representatives no later than 1 May, 2010. This Contract for Exhibit Space will be binding on the exhibitor's successors.

### 12. Exhibitor Services Manual

The 2010 UPA International Conference Exhibitor Services Manual will be mailed to the contact name provided by the exhibitor who will be in charge of the Exhibitor's booth, approximately 60 days prior to show opening. Show Management will select certain firms as official contractors for Exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The manual will contain their names and information pertaining to their services and order forms for all services.

### 13. Sales, Soliciting, Samples, Costumes and Giveaways

Exhibitors shall not solicit business in aisles

## Contract Conditions/Rules and Regulations (continued)

Promoting usability concepts and techniques worldwide  
<http://www.usabilityprofessionals.org/>



or in booths other than their own. Exhibitor's representatives wearing distinctive costumes or uniforms or carrying signs or banners separately or as part of their apparel may only appear in their own booths. Samples, catalogs, pamphlets, publications, etc., may be distributed by Exhibitors only from within their own booths. Show Management reserves the right to exclude any giveaways or samples during the week of the 2010 UPA International Conference. Robots or mechanical apparatus are prohibited from being used outside of each Exhibitor's own booth. Show Management reserves the right to restrict any giveaways from the show floor that are in bad taste or are considered offensive. If Exhibitors wish to distribute food samples from their booths, they must obtain pre-approval from Show Management. Show Management provides display space for companies to exhibit and demonstrate products and services based upon their potential informational and commercial value, and not for the purpose of selling on the exhibit floor.

### 14. Promotion or Sales Schemes

Canvassing or attempting to make sales in the Exhibit Hall by anyone representing or connected with a non-exhibitor is strictly prohibited and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any location, besides their own space in the Exhibit Hall, during the 2010 UPA International Conference.

### 15. Entertainment During Convention Hours

Exhibitors expressly agree not to hold any activity that creates a material adverse affect on attendance during the 2010 UPA International Conference hours. If clarification is needed on any specific activity, please submit to Show Management in advance for approval.

### 16. Sound Devices

The use of sound devices for mechanical reproduction of sound or music shall not be permitted unless approved by Show Management in writing. Music, whether mechanical, vocal or instrumental, shall not be permitted in the exhibit hall except in those times specified by Show Management. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth is prohibited. Exhibitors must comply with all applicable copyright restrictions. Exhibitors must police their own booths to ensure noise levels from demonstrations, machinery, music or any noise device do not disturb neighboring Exhibitors. Please note: Exhibitors whose demonstrations, machinery, music or any noise device reaches above a level of 80 dba will be required to turn down noise device or limit the use of device. After initial warning regarding booth noise, Show Management reserves the right to levy a maximum fine of \$250. After a third warning, Show Management reserves the right to disconnect or remove the noise-making device.

### 17. Lighting

Show Management may restrict the use of

irregular lighting effects at its sole discretion.

### 18. Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless approved by Show Management.

### 19. Care of Building and Compliance with Local Ordinances

All display or exhibit materials and equipment must be reasonably located and fire-proofed to prevent fire hazards and personal accidents to spectators, Exhibitors and Attendees or any personnel in the exhibit hall. Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floor, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to the building columns, floor or standard booth equipment.

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the Exhibitor. Typically, licenses and permits are not required by exhibitors unless they are constructing two story booths, exhibiting heat producing devices or other unusual promotions. Each Exhibitor will be individually responsible for compliance with local health, fire, labor laws and safety ordinances and regulations. Show Management has no further responsibility than to notify the exhibitors that this compliance is required. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations, if required. Each exhibitor must abide by all of the facility rules and regulations of the Hotel Bayerischer Hof. A detailed list of all rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. The Hotel Bayerischer Hof has reserved the right to update, change, or amend their rules and regulations after publication of the Exhibitor Services Manual.

### 20. Americans with Disabilities Act (ADA)

Each Exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend Show Management, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure to comply with the provisions of the ADA. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

ADA  
Civil Rights Division  
Disability Rights Section - NYAV  
U.S. Department of Justice  
950 Pennsylvania Avenue, NW  
Washington, DC 20530 USA  
Ph: +1-800-514-0301  
Fax: +1-202-307-1198  
<http://www.ada.gov/>

### 21. Liability

Show Management, its employees, volunteers, staff, agents, nor the Hotel Bayerischer Hof, nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone on the show floor, or property from any cause prior to, during or subsequent to the period covered by the Contract for Exhibit Space. The Exhibitor signing the Contract for Exhibit Space expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them against any and all claims for such loss, damage and injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Exhibitor shall assume all costs arising from the use of trademarked, patented and/or copyrighted materials, equipment, devices, processes, or dramatic rights used on or incorporated in the conduct of the exhibition. Exhibitor is responsible for all damage to the hall, floors, walls or columns or to the standard booth equipment or to another exhibitor's property. Any action arising out of the Contract for Exhibit Space or the UPA International Conference must be brought in DuPage County, IL, USA, and governed by the law of that locale, exclusive of the choice laws of any jurisdiction, and the Exhibitor consents to the jurisdiction of such courts.

### 22. Unforeseen Situations

If for any reason beyond Show Management's control, the 2010 UPA International Conference must be cancelled, shortened, delayed or otherwise changed, exhibitor understands and agrees that all losses and damages which it may suffer as a result thereof are its responsibility and not that of Show Management's directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the UPA International Conference for space in the Expo, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor agrees to indemnify and hold harmless the Show Management from any and all loss which the exhibitor may suffer as a result of changes to Expo caused in whole or in part by any reason outside the Show Management's control and releases Show Management, its directors, officers, and employees and/or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

### 23. Guard Service

Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither Show Management, their employees, agents, representatives, the management service contractors nor the Hotel Bayerischer Hof, their employees, agents,

by fire, accident, vandalism, or other cause.