



**UPA 2004 Conference**  
**Marriott City Center Minneapolis, MN**  
**Workshops & Tutorials June 7-8, 2004**  
**Presentations & Panels June 9-11, 2004**

## Exhibitor Prospectus

The Usability Professionals' Association invites you to share your products and services with the attendees at our 13th Annual Conference, June 7-11, 2004. UPA 2004 will attract approximately 400 designers, usability analysts, web developers, human factors engineers, information architects, usability analysts and consultants. The majority of our attendees are management level with purchasing power for their departments and companies, or recommend products and services as part of their work as consultants.

Reserve your exhibit space now. Questions? Please contact Allen Mayse at 630/980-4997 or [office@upassoc.org](mailto:office@upassoc.org).

We hereby apply for exhibit space for our exclusive use during the Usability Professionals' Association Exhibit Program at the Marriott City Center in Minneapolis, MN June 7-11, 2004. Our payment for the full amount accompanies our application. It is understood that all persons staffing our exhibit space must wear their badge when they are in the Exhibit area. Registration for the meeting must be purchased in order for exhibitors to attend Conference events. We agree to the Rules and Regulations for Exhibit Space.

### Exhibit options:

**Booth and Meal Package at \$945**

(one exhibit space plus meals, snacks and special event attendance for 1 person)

**Extra Meal Package at \$300**

(meals, snacks and special event attendance for 1 person)

**Booth and Full Registration Package at \$1245**

(one exhibit space plus full registration and special event attendance for 1 person)

**Total amount due:** \_\_\_\_\_

Company Name (as it should appear on signs and in directory): \_\_\_\_\_

Company's City and State (as it should appear on signs and in directory): \_\_\_\_\_

Contact's Name: \_\_\_\_\_ Contact's Title: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

### Payment information:

Our check number \_\_\_\_\_ for \$ \_\_\_\_\_ (US funds only) is enclosed.

Please bill our  VISA  MasterCard  AMEX account: \_\_\_\_\_

Exp. date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Return form to:** UPA2004, attn.: Allen Mayse, 140 N. Bloomingdale Rd., Bloomingdale, IL 60108-1017  
Fax: 630/351-8490





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## **Rules and Regulations for Exhibit Space**

1. Exhibits will be a 10' x 10' space. Each exhibit space will include a 6' skirted table, pipe and drape, two chairs and a wastebasket. You are encouraged to provide your own signage such as a banner to be hung from the front of your exhibit table. We suggest a size of 2' x 5' for your banner. Extra tables and chairs will be provided by the hotel upon request.
2. Contracting for exhibit space binds exhibitor to all exhibit space rules and regulations.
3. Shipments of displays and/or other equipment will be handled through GES Exposition Services.
4. Electricity, phone lines, and audiovisual equipment will be made available upon request at an additional fee. Upon receipt of your contract and payment, a packet will be mailed to you listing all products and pricing, and instructions and forms for handling these payments.
5. Exhibit space assignments are on a first-come, first-served basis, based on space availability and when payment is made in full.
6. No entertainment of any kind and no alcoholic refreshments will be permitted.
7. Access to the exhibit area is by displayed (worn) registration or exhibitor badge.
8. Exhibitors will have access to their Exhibit Space beginning at 12:00 p.m. on June 8, 2004. Exhibitors may open as soon as possible but no later than 2:00 p.m. that day. Exhibitors may keep their booths open until 10:00 p.m. that day. Exhibitors may be open from 8:00 a.m. to 5:00 p.m. on June 9th and June 10th. Exhibitors must remove all product and materials from the exhibitor area by 7:00 p.m. on June 10th. Anything and everything left in the exhibit area after 7:00 p.m. on June 10, 2004 will be discarded by the hotel.
9. Any loss or damage to exhibitors' property shall be the sole responsibility of the exhibitor.
10. **Irregular advertising:** The exhibit is limited to those persons, firms, and corporations which have contracted for exhibit space in the exhibit facility. Promotions are limited to the assigned exhibit space. No other persons, firms or corporations will be permitted to demonstrate products, solicit orders, or distribute advertising material in the exhibit facility.
11. **Assignment and use by others:** No exhibitor may assign its contract for exhibit space to another, or permit any other person, firm or corporation to use any part of such space.
12. **Failure to hold conference or provide space:** Should the UPA fail to hold its conference as herein provided, or to furnish to Exhibitor the space herein described, it shall promptly refund to Exhibitor all sums paid hereunder, and such refund shall be accepted by Exhibitor in full settlement of all loss or damage suffered by Exhibitor.
13. **Rejection of exhibits:** The UPA reserves the right to reject or prohibit any exhibit, proposed exhibit, or part thereof, including without limitation, any person, article, conduct, printed matter, catalog or souvenir that, in the opinion of the UPA, is not suitable to or in keeping with the character of the Exhibit.
14. **Substitution of space:** If, for any cause or condition beyond the control of the UPA, the space assigned to Exhibitor becomes unavailable, Exhibitor hereby authorizes UPA to assign to Exhibitor, in lieu of the space described herein, such space, regardless of size or location in such other building or location as UPA may be able to procure for the holding of such exhibition, regardless of the location thereof. Exhibitor shall use and occupy such substituted space at the same rent and under the same terms and conditions as are set forth in this contract, and UPA shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such unavoidable postponement and relocation of Exhibitor.
15. No music of any kind may be broadcast from the exhibit area, unless arrangements have been made with ASCAP and UPA.