



Exhibitor Prospectus

The Usability Professionals' Association invites you to share your products and services with the attendees at our 15th Annual Conference, June 12-16, 2006. **UPA 2006** will attract approximately 400 designers, web developers, human factors engineers, information architects, usability analysts and consultants. Attendees include purchasers of products and services for their departments and companies, and individuals who recommend products and services as part of their work as consultants.

Reserve your exhibit space now. Contact **Ed Grochowski** at 630/980-4997 or office@usabilityprofessionals.org if you have any questions.

We hereby apply for exhibit space for our exclusive use during the Usability Professionals' Association Exhibit Program at the Omni Interlocken Resort, Broomfield (Denver), Colorado June 12-16, 2006. 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 conference 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: UPA2006, attn: Ed Grochowski, 140 N. Bloomingdale Rd., Bloomingdale, IL 60108-1017
Fax: 630/351-8490



USABILITY THROUGH STORYTELLING

UPA 2006 BROOMFIELD (DENVER), CO JUNE 12-16, 2006

Rules and Regulations for Exhibit Space

1. Exhibits will be tabletop. Each exhibit space will include a 6' skirted table, 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 as available.
2. Contracting for exhibit space binds exhibitor to all exhibit space rules and regulations.
3. Exhibitors should make their own arrangements for shipping their exhibit material direct to the hotel. Complete information regarding proper labeling and hotel receiving policies will be included in your exhibitor confirmation packet.
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 for handling these arrangements.
5. Exhibit space assignments are on a first-come, first-served basis, based on space availability and receipt of full payment.
6. No entertainment of any kind and no alcoholic refreshments will be permitted.
7. No music of any kind may be broadcast from the exhibit area.
8. The exhibit area will be located in a public, unsecured area of the hotel. Exhibit space will not have lockable storage provided. Any loss or damage to exhibitors' property shall be the sole responsibility of the exhibitor.
9. **Important exhibit access hours:**

Exhibitor set-up	Tuesday, June 13	12:00 pm - 2:00 pm
	<i>Please note: Exhibits may open as soon as possible on Tuesday, but all set-up must be complete by 2:00 pm.</i>	
Exhibit open hours	Tuesday June 13	2:00 pm - 10:00 pm
	Wednesday, June 14	8:00 am - 5:00 pm
	Thursday, June 15	8:00 am - 5:00 pm
Exhibitor tear-down	Thursday, June 15	5:00 pm - 7:00 pm
	<i>Please note: All material and products must be removed from the exhibit space no later than 7:00 pm on Thursday. Any remaining materials will be discarded.</i>	
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.