

STEMAPALOOZA

Exhibitor Prospectus

SECTIONS

About ... 2

Value to Exhibitors 2

Conference Promotion 3

Exhibit Hall Schedule 3

Exhibitor Space, Services, Shipping, & Other Needs 4

General Information 5

Booth Request Form 6-7

Sponsorship Opportunities 8

Terms & Regulations 9-11

Dear Prospective Exhibitor:

If you'd like to reach a variety of Colorado's top Science Technology Engineering & Math (STEM) constituents, you should be exhibiting at the University of Colorado Denver's **STEMapalooza** Conference **October 24 – 25, 2008** in Denver, Colorado. This is the first gathering to spotlight successful math and science programs, have discussions about issues related to math and science education, and provide a forum for you and your organization to network and develop much needed partnerships in this area. Together, we can ensure that every student has more than just a general awareness of STEM (Science, Technology, Engineering, and Mathematics) disciplines and that their knowledge base is relevant and meaningful to the current economic climate.

We anticipate 5,000 attendees, who will come from universities, K-12 education systems, parents, governmental agencies, business & industry, non-profits, and a variety of other areas. Each is seeking more education, experience, awareness, and networking of STEM opportunities.

STEMapalooza wants to be sure you have **the best possible experience** at our event. So that you'll have plenty of time with our attendees, we will feature two *full* exhibit days with multiple activities to draw and keep the attendees. The 2008 Exhibit Fair schedule has been created to **maximize exhibit exposure**, while still allowing time for attendees to participate in other parts of the conference.

The Exhibit Fair will take place in the Colorado Convention Center Exhibit Hall A; the luncheon and discussion panel sessions will take place in the convention center meeting rooms located conveniently below the exhibit hall. Please find the entire exhibitor package enclosed. If you have any questions or need further information contact our STEMapalooza Coordinator Katie Den Ouden at casmic.coordinator@cudenver.edu. We look forward to seeing you at STEMapalooza! Thank you for joining us in providing a fun learning and networking experience for our conference audience.

Sincerely,



Carole G. Basile
Executive Director

About...

STEMapalooza is an event to bring Science, Technology, Engineering, and Math constituents together to better appreciate and understand how each of the stakeholders contribute, develop and establish continuing relationships among stakeholders, engage policy makers and the media, spotlight the successes, and create an atmosphere of shared responsibility. Events will include: (1) main showcase event for STEM providers; (2) discussion panels grouped by theme (i.e. industries, higher education, K-12, students, informal education, etc.); (3) Friday luncheon with speaker Governor Ritter (invited); (4) research poster sessions displaying cutting-edge STEM research; and (5) a pre-expo reception for exhibitors.



The main showcase event is the centerpiece of the expo. Desired “Exhibitors” will be those who are providing direct and indirect services to students related to science, engineering, technology, and mathematics. Showcase organizations should be enhancing STEM education by providing access to quality teachers, career related experiential learning, challenging courses or curricula, informal and extracurricular activities, viable social environments that promote math and science education, technological resources and materials, and scholarships and funding. **Exhibits should be activity-based and appeal to participants of all ages.** In addition, space will be available to STEM and education faculty, students, and industry employees that would like to display their research.

Successful exhibits will be geared toward a wide range of conference participants, including students and educators at K-12 and university levels; parents, governmental agencies, chambers of commerce, non-profit coalitions, and others.



Value to Exhibitors...

Exhibits allow you to discuss with conference participants the latest trends in STEM innovation, programs and techniques, and to show our participants your *innovative technologies and practices* that contribute to a STEM society.

We offer:

- Exposure to top local and state-level STEM leaders
- Exhibit Hall is open for 2 full days with multiple activities to draw and keep the attendees
- Listing of your company/organization name, and booth location in the conference program
- Recognition on the University of Colorado Denver’s CASMIC website: www.cudenver.edu/casmic



Conference Promotion

STEMapalooza expects the Exhibit Fair attendance to exceed 5,000 people. The Exhibit Fair will be promoted through the mailing of flyers, posters, public transportation advertisement, media ads, and UCD's CASMIC Web site: www.cudenver.edu/casmic. Also, to ensure a high level of traffic by conference attendees, major activities are scheduled within the Exhibit Fair itself, including the exhibit luncheon session with keynote speaker, research poster sessions (over 80 posters expected to be on display), and a student demonstration area organized by Colorado MESA (Math Engineer Science Achievement). In addition to display and participation in the Exhibit Fair, exhibitors are invited to a special reception in honor of their work done in STEM. This pre-event reception will be held in the evening on Thursday, October 23rd, at the Denver Museum of Nature and Science. Hors d'oeuvres and drinks will be provided as well as interactive kiosks presented by MESA students.

Exhibit Hall Schedule

Thursday, October 23	
1:00 pm -5:00 pm	Exhibitor Move-In
5:30pm-8:00pm	Pre-Event Exhibitor Reception
Friday, October 24	
7:00am-9:00 am	Exhibitor Move-In
9:00 am – 4:00 pm	Main Showcase Event- Exhibitor Show Student demonstrations (MESA) Research Poster Sessions Discussion Panels on STEM issues
11:30 am – 1:30 pm	Luncheon with invited keynote speaker Governor Ritter
Saturday, October 25	
9:00am - 4:00pm	Main Showcase Event- Exhibitor Show Student demonstrations (MESA) Research Poster Sessions Discussion Panels on STEM issues
3:00 pm – 6:00 pm	Exhibit Hall Move-Out

Exhibit Space

All booths are reserved on a first-come, first-served basis.

- Exhibitor booth fee includes one 10' deep by 10' wide booth space with an 8' high backdrop, 3' side-rail dividers, one 6' skirted table, two side chairs, a waste basket, and a standard 7" x 44" exhibitor identification sign.
- Booth and skirting colors will be green, blue, and gold.
- Exhibit fee includes day time event security. Please note that although there is security provided, the exhibit space is not guaranteed to be secure and you will need to remove any items overnight if they are of value. UCD does not accept responsibility for lost, damaged, or stolen articles. We recommend that you not leave expensive equipment overnight. A conference badge must be worn at all times. UCD reserves the absolute right to inspect any containers removed from the exhibit area.
- Early-Bird Exhibitor Registration will remain open until **July 1, 2008**; General registration will remain open until **September 1, 2008**.



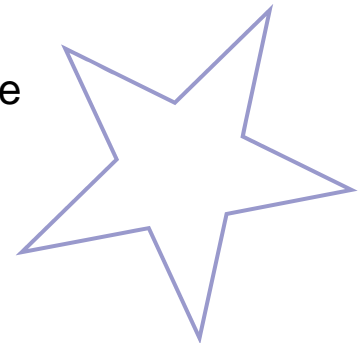
Exhibitor Services, Shipping, & Other Special Needs

The official exhibit hall decorator (www.freemanco.com) will mail all exhibitors an "Exhibit Service Kit" 6-8 weeks before the show. These kits will include information and order forms for material handling/shipping, booth layout & add-ons, electricity, telecommunications services, and other special needs. Exhibitors are advised to order any needed services prior to when they arrive on site as pricing increases greatly. Please note STEMpalooza will NOT have carpeted aisles. Until we find a recycled product or one that is being reused in a way we feel leaves less of an impact on our natural resources, we will not carpet the exhibit hall.

Exhibitor Terms & Regulations



For all exhibitor rules and regulations, see "Exhibitor Terms and Regulation Agreement" at the end of the Exhibitor Prospectus Packet.



**** All exhibitors must read and sign Exhibitor agreement before booth assignment takes place ****



General Information

Conference Location

The *Exhibitor Showcase* will take place in the Colorado Convention Center Exhibition Hall A; Luncheon and all discussion sessions will take place in the meeting rooms (205; 207) of the Convention Center located directly below Hall A.

Directions to the Colorado Convention Center:
The Colorado Convention Center is located in downtown Denver at 700 14th Street (the closest major intersection is Colfax Avenue and Speer Boulevard), there are several entrances into the facility, but the most common entrances are located off of 14th Street between Stout and California Street. If you need further assistance with the directions to the facility, please call (303) 228-8000.

The *Pre-event Exhibitor Reception* will take place in the Botswana Hall at the Denver Museum of Nature & Science on the evening of the 23rd.

Directions to the Denver Museum of Nature & Science: Please see the museum's website for information regarding directions, parking, and entrances. <http://www.dmns.org/main/en/General/Visit/DirectionsAndParking/>

Contact Information

If you have questions or need further information, please contact the STEMAPALOOZA Coordinator, Katie Den Ouden, at casmic.coordinator@cudenver.edu or



Booth Request Form

We encourage you to save paper and time by purchasing your booth on-line at

www.cudenver.edu/casmic

Organization/Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Daytime Phone: _____ Fax: _____

E-mail: _____

Organization website: _____

NOTE: Exhibitor Agreement (p. 9-11) must be signed, dated, & included with Registration Form & Payment

Reserve your 10' x 10' Booth

Registration Deadlines & Early Bird Discount

General Registration: **September 1**

Early Bird Registration: **July 1**

Non-corporate Partners:
* \$50 discount

Corporate Partners (Small):
* \$75 discount

Corporate Partners (Large):
* \$100 discount

Booth assignments will be on a first-come basis at the discretion of the **STEMapalooza Coordinator**. Booth assignments will be emailed to exhibitors by

September 5, 2008.

If your organization would like extra space for a demonstration area, please contact the **STEMapalooza coordinator** at casmic.coordinator@cudenver.edu or 303-556-3336.

Category	Rate Per Booth	Number of Booths
Non-corporate Partners (Nonprofit, Government Agency, Educational Institution, NGO)		
Standard:	<input type="checkbox"/> \$100	<input type="checkbox"/> 1
Corner:	<input type="checkbox"/> \$250	<input type="checkbox"/> 2
Premium:	<input type="checkbox"/> \$500	<input type="checkbox"/> 3
Corporate Partners Small Business: < 50 employees		
Standard:	<input type="checkbox"/> \$200	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3
Corner:	<input type="checkbox"/> \$450	
Premium:	<input type="checkbox"/> \$750	
Large Business: > 50 employees		
Standard:	<input type="checkbox"/> \$750	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3
Corner:	<input type="checkbox"/> \$1050	
Premium:	<input type="checkbox"/> \$1750	



Description of Exhibit

Please provide short description of how your exhibit will be activity-based:

Payment Amount Summary

Item:	Total Amount Due:
Booth Fee*	

*make sure to deduct Early Bird Discount in your total

Provide Payment Information

Option 1: Check

Check enclosed Check Number: _____

Checks made payable to: *University of Colorado Denver*

Option 2: Credit Card

Credit Card Type (check one): Visa MasterCard American Express (no DISCOVER Cards)

Credit Card No. _____

Expiration Date: ____/____ 3-digit Security Code: _____

First Name (as it appears on the card): _____

Last Name (as it appears on the card): _____

Credit Card Billing Address:

Street Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Form & Payment must be received by **September 1, 2008.**

Send to:

University of Colorado Denver
 ATTN: STEMpalooza Registration
 Campus Box 153
 P.O. Box 173364
 Denver, CO 80217-3336



Sponsorship Opportunities & Benefits

STEMapalooza welcomes partnerships in support of its first conference to celebrate Science, Technology, Engineering, and Math in Colorado. We offer the following benefits to our conference sponsors. For more information on sponsorship, please contact the STEMapalooza Coordinator at casmic.coordinator@cudenver.edu.

	Science (\$20,000)	Technology (\$10,000)	Engineering (\$5,000)	Math (\$1,000)
Pre-event marketing	√	√		
Logo on CASMIC web-site with link to your web site	√	√	√	√
Front Door Signage	√			
Acknowledgement in Conference Promotional Material	√	√	√	√
Ad in Conference Program	Full page	Half page		
Prime Exhibit Space	√	√		
Tickets to Pre-Event Reception	4	2	1	1
Luncheon or Reception		√		
Host a Discussion and Signage			√	
T-Shirts or Program or Tote Bags**	√			

** Sponsor provides banners and/or other specific advertising or marketing pieces for signage, dissemination, table centerpieces, etc.

Exhibitor Agreement

Exhibitor Terms & Regulations – Please sign and return with your Registration

Payment and Refunds

Confirmation of exhibit space and assignments will be made in the order applications are received and accepted. There will be no refunds for cancellations.

Space Package

Each Exhibitor space includes a 10' deep by 10' wide booth space with an 8' high backdrop, 3' side-rail dividers, one 6' skirted table, two side chairs, a waste basket, and a standard 7" x 44" exhibitor identification sign. Exhibitors may supply their own tables or display cases provided that all items can fit completely within their designated space.

Exhibit Installation & Removal

The Exhibitors area will be open to the public on Friday & Saturday from 9:00 a.m. to 4:00 p.m. Exhibitors are asked not to close before 3 pm, but preferably until 4 pm on Saturday. You are expected to complete set-up prior to the opening of the hall. Set up is from 1:00 p.m. to 5:00 p.m. on Thursday, October 23, 2008. Upon arrival, Exhibitor shall report to the Colorado Convention Center Exhibit Hall A entrance and find the Exhibit Hall Coordinator, who will direct you to your assigned booth area. Packing materials, such as cardboard boxes for set-up and tear down, will need to be broken down for storage purposes, but can be reconstructed as needed. Move-in or move-out through the Colorado Convention Center lobbies is strictly limited to hand-carried items. The Colorado Convention Center is a Union facility. The use of dollies, flatbeds and mechanical equipment is prohibited for exhibitor use, but may be coordinated through Freeman. Please reference your Exhibitor Kit for contact information and pricing structure for Material Handling charges. Material requiring the use of wheeled or mechanical equipment for movement must be delivered to the exhibit floor via the loading docks. The exhibitor must surrender space occupied in the same condition as received -- no nails, bracing wire or tape may be used, and all property damaged by exhibitors must be replaced to original condition at the expense of the exhibitor.

Display Space Assignments

The assignment, subletting or sharing of space already assigned is prohibited without the consent of STEMpalooza Coordinator. Exhibitor will not be assigned a booth until receipt of the Exhibitor Registration, Agreement Form, and the appropriate fees. UCD reserves the right to change location assignments at any time, as it may, in its sole discretion, deem necessary.

Use of Display Space

Exhibitors may display and distribute only their own products and literature. UCD reserves the right to refuse space, literature and/or product distribution by any Exhibitor. UCD is not responsible for any expenses incurred because of refusal. The Exhibitor agrees that its exhibit shall be admitted into the conference and shall remain from day to day solely on strict compliance with all the rules herein described. UCD reserves the right to reject, eject, or prohibit any exhibit, in whole or in part, or any Exhibitor with or without giving cause.

Sales/Use Taxes and Licenses

Exhibitors are permitted to sell items during the conference. Licenses to sell, payment of sales tax, and other legal requirements are the sole responsibility of the exhibitor. Additionally, receipts must be furnished to the purchasers of goods. Please contact the STEMpalooza Coordinator at casmic.coordinator@cudenver.edu for more information regarding rules and licenses.

Exhibit Hall Security

Please note that although there is daytime security provided, the exhibit space is not guaranteed to be secure and you will need to remove any items overnight if they are of value. UCD does not accept responsibility for lost, damaged, or stolen articles. We recommend that you not leave expensive equipment overnight. A conference badge must be worn at all times. UCD reserves the absolute right to inspect any containers removed from the exhibit area.

Prohibited Activities

The following activities are prohibited:

- No beer, wine, or intoxicating liquor may be distributed by an Exhibitor.
- Exhibitors are prohibited from displaying any devices or objects in the space in a manner that would present a danger to other persons. Determination of exhibit safety shall be at the sole discretion of UCD.
- Animals and pets are not permitted in the facility except in conjunction with an approved exhibit, display or performance legitimately requiring use of animals. Seeing eye and companion dogs are permitted.
- Per State legislation, smoking in all city owned facilities is prohibited. The Colorado Convention Center provides a smoke-free environment.

Exhibits & Public Policy

Each Exhibitor is charged with knowledge of all federal, state and local laws, ordinances and regulations pertaining to health, fire prevention, and public safety, while participating in this Event. Compliance with such laws is mandatory for all Exhibitors, and the sole responsibility is that of the Exhibitor.

All space decorations, including carpeting must be flame-proof, and all hangings must clear the floor. All use of carpet tape must be approved by the Convention Center prior to Installation. Nothing may be taped, nailed, stapled, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, decorative walls or podiums. Electrical wiring must conform to National Electric Code Safety Rules and all applicable local electrical codes. If inspection indicates any Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to remove all or such part of its exhibit as may be in violation, at Exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the Exhibitor should contact STEMMapalooza Coordinator for information concerning facilities or regulations. City and state fire regulations must be complied with. Use of hazardous materials, such as open flame or liquid propane gas, must be approved by the local Bureau of Fire Prevention.

Right of Entry

UCD, in its absolute discretion, shall have the right at any time to enter the leased area occupied by the Exhibitor or otherwise inspect the Exhibitor's material.

Liability & Insurance

Notwithstanding security measures taken by UCD, all property of the Exhibitor remains under its custody and control in transit to and from Exhibit Hall, during installation and removal, and while it is within the confines of the Exhibit Hall. Neither UCD, the service contractors, the management of Colorado Convention Center nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes; and the Exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the Exhibitor. The Exhibitor expressly releases UCD, its directors, officers, agents, employees.

Force Majeure

Neither party will have any liability to the other for any delays or failure of performance resulting from acts beyond its control, including, but not limited to, acts of God, such as fire, communication line failures, power failures, natural disasters; strikes, lockouts, riots, acts of war, or other man-made disasters; epidemics; critical illness; and government regulations superimposed after the fact.

Errors & Omissions

UCD assumes no responsibility or liability for any of the services performed or materials delivered by official conference contractors or their suppliers to the conference, their personnel, or their agents. Any controversies that may arise between Exhibitors and official contractors or union

representatives, or personnel of either, on the conference premises shall be referred to UCD for resolution, and UCD's decision shall be final and binding.

Waiver

Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this agreement. The rights of UCD shall not be deemed waived, except as specifically stated in writing and signed by an authorized representative of UCD.

Hold Harmless/Indemnification Clause

Exhibitor hereby releases, relinquishes, discharges, and agrees to indemnify, protect, defend, and hold harmless UCD and the facilities from any and all claims, demands, liabilities, costs and expenses, for any injury, including death of persons and any loss of or damage caused by, growing out of, or happening in connection with the event.

Enforcement of Regulations.

UCD has full power to interpret and enforce all regulations of the conference and the power to make amendments and/or further regulations, orally or in writing, that are considered necessary for the proper conduct of the conference. Such decisions shall be binding on Exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for UCD to require the immediate removal of the exhibit and/or the offending Exhibitor at the expense of the Exhibitor.

Legal Fees

In the event that either party to this agreement commences legal proceedings of any kind, including, but not limited to, mediation, arbitration, litigation or any other dispute resolution, the prevailing party shall be entitled to all reasonable attorney fees and costs incurred in resolution.

Please direct any questions to (303) 556-3336 or casmic.coordinator@cudenver.edu and refer to www.cudenver.edu/casmic for up to date changes.

By signing this Exhibitor Agreement, the Exhibitor agrees to abide by the terms of this Agreement, including all fee applications and the accompanying Terms and Conditions. For purposes of this agreement, "UCD" means the University of Colorado Denver and its agents. The term "event" means the STEMapalooza Event sponsored by UCD to be held at the Colorado Convention Center, on October 24-25, 2008. The term "Exhibit Hall" shall mean the Colorado Convention Center Hall A. The term "Exhibitor" means any company, firm, or person who has applied for or has been allocated any space at the Exhibit Hall.

Exhibitor understands and agrees to all the terms of this contract:

Signature of Authorized Representative: _____ Date: _____

Please Print Name and Title of Person Signing: _____

