



www.macul.org



Essentials for

Century

Teaching and Learning

Save the Date!

2011 MACUL Conference, March 16-18, 2011

Cobo Center • Detroit, Michigan

Essentials for Century Teaching and Learning

General Information

Formed in 1975, MACUL – the Michigan Association for Computer Users in Learning – is dedicated to bringing educators together to share knowledge and address concerns about the uses of computers and technology in education. MACUL's annual conference draws nearly 3,000 educators from throughout Michigan, neighboring states, and Canada. Members learn about innovative, technology-related programs and have access to an extensive exhibit area highlighting hardware, software, computer-related materials, and other educational technology. Recognized as one of the most comprehensive conferences in the country on the uses of technology in education, MACUL gives educators the opportunity to see and experience the latest in state-of-the-art technology. Within this environment, the MACUL exposition provides an extraordinary marketplace for increasing sales while reducing sales costs. With its targeted audience, MACUL can be a potent, cost-effective marketing tool for technology-related companies.

Exhibitors can

- demonstrate state-of-the-art products to an informed, receptive audience.
- meet a select, qualified audience that wants to learn about new products and services.
- showcase new products and services.
- reach people not usually accessible to sales representatives.
- create immediate impact with high-energy displays.
- communicate effectively with one-on-one contact.
- identify new applications and markets through immediate feedback.
- discover new buying interests.

Exhibitor Information

WHERE: Cobo Center • Detroit, Michigan

WHO: Nearly 3,000 technology directors, superintendents, principals, curriculum directors, K-12 teachers, media specialists, and school board members. These groups make the purchasing decisions and all-important purchasing recommendations for technology needs, including hardware, software, and services.

WHEN: **Wednesday, March 16, 2011**
Setup • 8:30 AM to 5:00 PM

Thursday, March 17, 2011
Exhibit Hall Open • 9:30 AM to 5:00 PM
Special Exhibit Hours • 11:00 AM to 1:00 PM
(No concurrent educational sessions are scheduled during this period.)

Friday, March 18, 2011
Exhibit Hall Open • 8:30 AM to 1:00 PM
Teardown • 1:00 PM to 5:00 PM

Directory

The Program and Exhibitor Guide distributed to all conference participants provides a complete listing of vendors, with the name and location of each booth and a comprehensive index of products and services. Ensure your company's inclusion in this valuable resource by completing the exhibitor contract before the placement deadline of **January 22, 2011**.

Sponsorship and Door Prizes

Sponsorship opportunities are available at levels to fit every budget. By helping to sponsor the conference, you not only provide added exposure for your company, but also receive enhanced benefits before and during the conference. For information on sponsorship, please contact Ric Wiltse, MACUL Executive Director, at 517.882.1403 or rwiltse@macul.org.

Exhibitor-donated door prizes will be featured at the Grand Give-Away at the closing keynote session. Prizes must have a minimum value of \$100 and be submitted in advance. Information will be included in your exhibitor kit.

Exhibitor Fee

Price per booth: **\$675**. Your exhibitor fee includes:

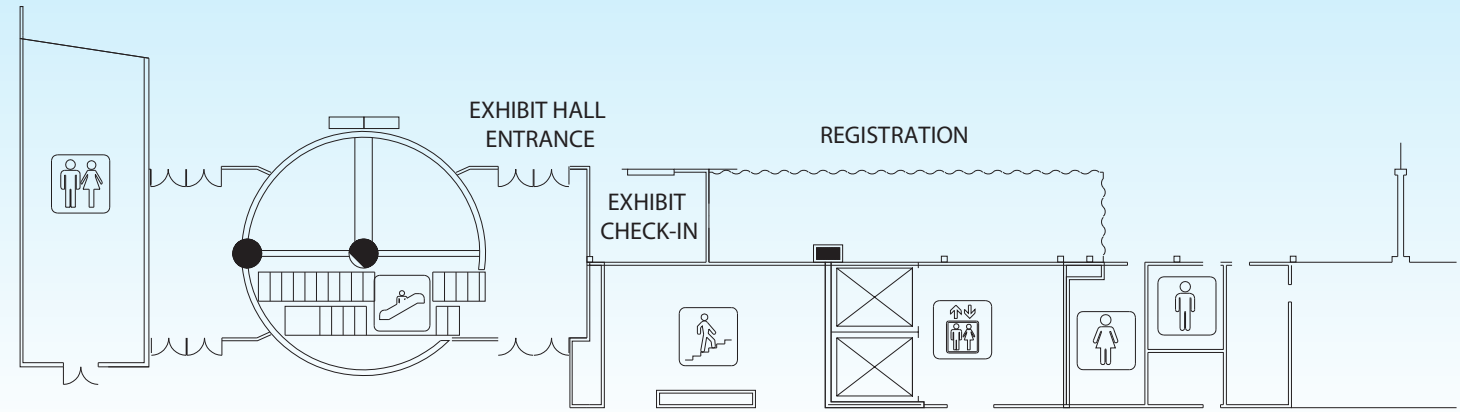
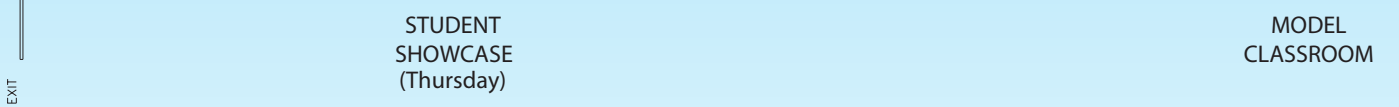
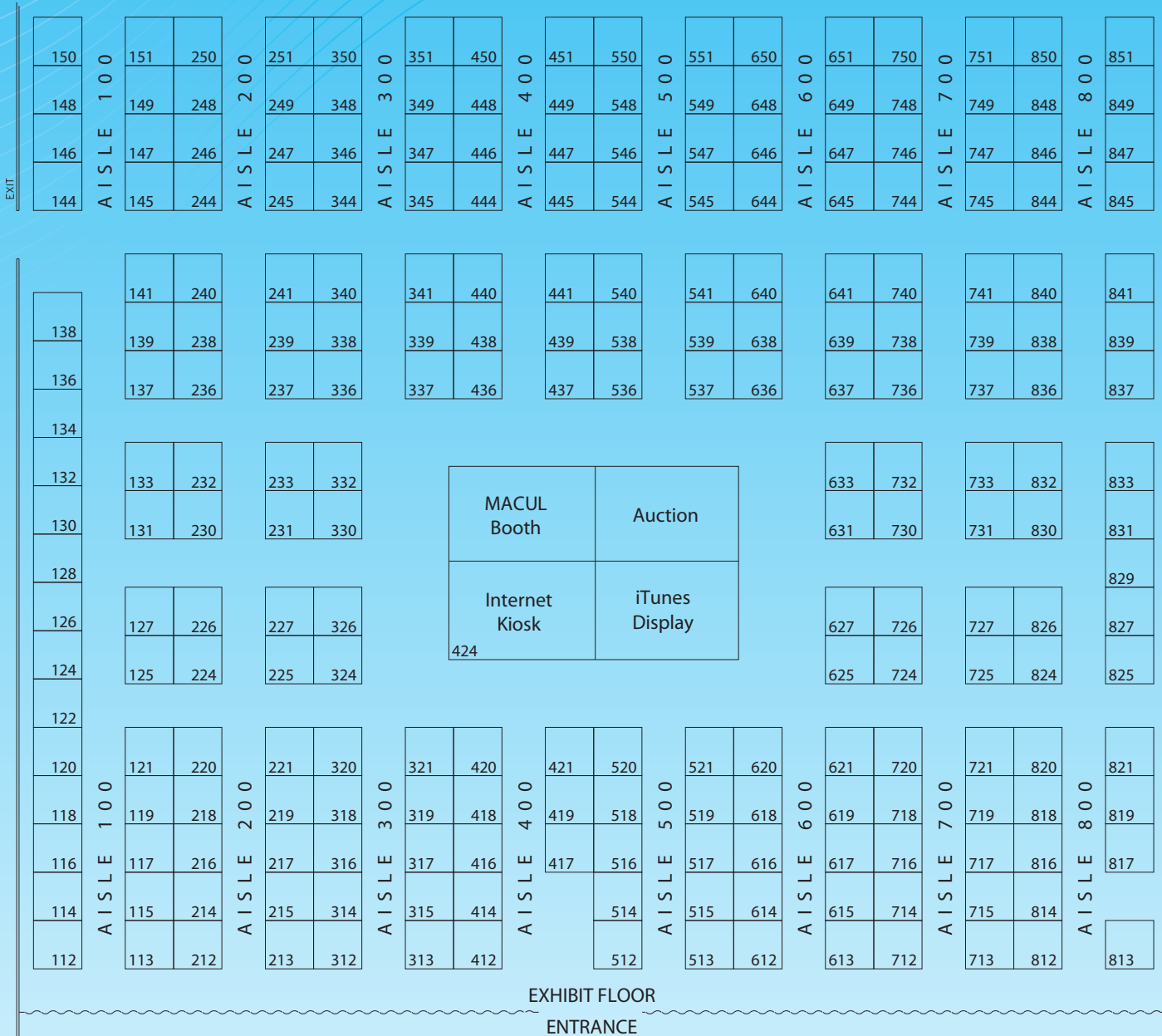
- One 10' x 10' exhibit booth space
- One 6' skirted table and two chairs
- One wastebasket
- One identification sign
- One 500-watt electrical circuit
- Four complementary exhibitor badges per 10' x 10' booth (additional staff badges may be purchased for \$10 each)
- 8' high back drape; 3' high side drapes
- 24-hour security service
- Your organization's name and product information in the Program and Exhibitor Guide

Booths are reserved upon receipt of a completed online contract and payment of \$675 per booth. Contracts will NOT be accepted without payment. Confirmation of the reservation will be sent within three business days of receipt of the application and payment. A complete exhibitor kit and lodging information will be sent in December.

2011 MACUL Exhibitor Floor plan

Cobo Center

View available booth options on the Exhibitor link at www.macul.org



Essentials for



March 16-18, 2011, Cobo Center • Detroit, Michigan

Century Teaching and Learning



Speaker Proposal Submission

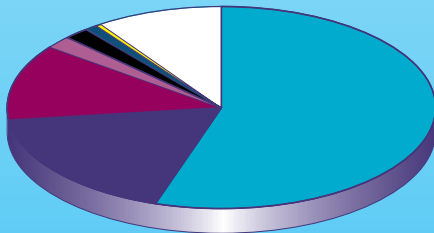
Vendors may apply to present a one-hour breakout session at the 2011 MACUL Conference. Speaker applications will be accepted only from vendors who have purchased exhibit space. All vendor-sponsored speaker applications will be reviewed using the same criteria as all other speaker applications. Partnering with a teacher, technology coordinator, or administrator using your product will improve the chances for having an application accepted; we recommend that you list your partner as the primary speaker. Sponsors of the 2011 Conference who confirm sponsorship by October 31, 2010, are guaranteed a one-hour breakout session in addition to other sponsor benefits.

To apply to present please complete the Speaker Application Form online at www.uc.edu/conferencing/events/macul11/abstracts. Notification of the status of your proposal will be sent in mid-November. Please contact us if you have not received a notification letter by December 1.

Speaker applications must be received by September 30, 2010.

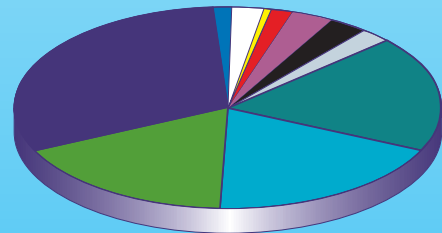
MACUL Attendee Profiles

MACUL ATTENDEE PROFILE BY POSITION



Teachers	51.4%
Tech Coord./Directors	17.4%
Media Specialists/Librarians	13.4%
Part-Time Teachers/Coordinators	3%
Principals/Assistant Principals	3%
Superintendents/Assistant Superintendents	1.5%
School Board Members	6%
Others/Did Not Respond	9.7%

MACUL ATTENDEE PROFILE BY LEVEL



Preschool	4.5%	Post-Secondary	2.6%
Elementary	27%	Teacher Educator/Preservice	2.6%
Middle School	22%	Special Education	2.6%
High School	17%	ISD/RESA/REMC	3%
K-12	13.5%	Gifted/Talented	8%
Others/Did not respond	4%		

MACUL Conference attendees represent \$90 million in buying power!

RESERVE YOUR BOOTH NOW!

Complete the exhibitor contract online at www.uc.edu/conferencing/events/macul2010exhibits.

Or mail contract with deposit to: 2011 MACUL Conference, University Conferencing,
University of Cincinnati, PO Box 210031, Cincinnati, Ohio 45221-0031.

Register by January 22, 2011, to ensure your organization is listed in the Program and Exhibitor Guide.

For further information about exhibiting at MACUL 2011, please call 513.558.1810 or e-mail univconf@uc.edu

MACUL

EXHIBIT SPACE AGREEMENT

March 16-18, 2011 • Cobo Center • Detroit, Michigan



www.macul.org

COMPANY INFORMATION

Please complete this information as it should appear in the Program Guide.

Company Name _____

Exhibiting Under the Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website _____ E-mail Address _____

EXHIBIT CONTACT PERSON

Individual to receive all information on exhibit logistics and operations, including Exhibitor services manual. **All communication will be via e-mail.**

Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____

2011 MACUL (Michigan Association for Computer Users in Learning) • March 16-18, 2011

EXHIBIT SPACE RATES

\$675 per 10'x10' booth

Full payment 10' X 10' booth **MUST** accompany this contract, or not booth space will be assigned.

Exhibitor fee includes:

- One (1) 10' x 10' exhibit booth space (*exhibit space is not carpeted, it must be purchased by the exhibitor*)
- One (1) 6' skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) identification sign
- One (1) 500 watts electrical outlet
- 8' high back drape; 3' high side drapes
- Four (4) complementary Exhibitor Badges per 10' x 10' space (*additional staff badges are available for purchase for \$10.00*)
- 24-hour security service
- Your organization's name and product information included in the Program Guide

NOTE: Carpet is **NOT** provided in your booth, it must be purchased separately from Freeman

Number of Booth(s) requested: _____ @ \$675 per 10' x 10' booth

Total Booth Fee Due: _____

EXHIBIT SPACE ASSIGNMENTS

Space will be assigned on first-come, first-served basis. **DO NOT ASSUME YOU HAVE A SPACE.** Confirmation will be emailed to you within a week of receipt.

Booth Number(s) requested: _____ Please do not assign our booth near:

1st Choice: _____ 1: _____

2nd Choice: _____ 2: _____

3rd Choice: _____ 3: _____

4th Choice: _____

Note: Exhibits Manager will attempt to accommodate requests, but cannot guarantee compliance.

**SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!
CONTACT THE MACUL OFFICE FOR DETAILS 517-694-9756**

PROGRAM BOOK ADVERTISING

Outside Back Cover	7.5" x 10"	4 clr	\$1650
Inside Back Cover	7.5" x 10"	4 clr	\$ 975
Full Page	7.5" x 10"	B&W	\$ 750
Half Page	7.5" x 4.5"	B&W	\$ 250

Total Ad Cost \$ _____

All ads must be submitted with payment by January 22, 2011 to be included in the Program Guide.

Total Booth Cost \$ _____

TOTAL BALANCE DUE \$ _____

Full payment per 10' X 10' booth **MUST** accompany this contract, or no booth space will be assigned.

Balance is due on or before December 11, 2010.

PAYMENT INFORMATION

To pay via **Check**, please complete this form and return to the address below: *Payable to University of Cincinnati*

PO # _____ Check # _____

Amount \$ _____

To pay via **Credit Card** you must register online at: www.webapps.uc.edu/conferencing/events/MACUL

SHOW MANAGEMENT USE ONLY. C40040

BOOTH NUMBER(S) ASSIGNED: _____

PAYMENT TYPE: _____

RECEIPT #: _____

PAYMENT: \$ _____

DATE: _____

RETURN COMPLETED AGREEMENT WITH PAYMENT TO:

MACUL
Conference and Event Services
University of Cincinnati
PO Box 210031
Cincinnati, OH 45221
Phone: 513-558-1810
Fax: 513-558-0385
event.services@uc.edu

2011 MACUL EXHIBIT RULES AND REGULATIONS

CONTRACT FOR SPACE – The signed official application for exhibit space constitutes a contract for the right to use space only when an acceptance is confirmed by the Exhibits Manager. All contracts are expressly subject to the terms of the Conference lease relating to the Exhibition Premises.

PAYMENTS AND CANCELLATIONS – The charge is **\$675 per standard 10' x 10' exhibit booth**. When applying for space, the Exhibitor must submit full payment of \$675 per booth space with the application. Exhibitors who cancel on or before February 5, 2011 will be obligated to pay 50% of the total booth rental fee as liquidated damages. Exhibitors who cancel after February 4, 2011 will be obligated to make full payment as liquidated damages. Failure to occupy booth space does not release the Exhibitor from obligation to pay the full cost of rental. If booth space is not occupied by 7:00 PM on Wednesday, March 16, 2011, the Exhibits Manager reserves the right to use the space as he/she sees fit to eliminate empty space in the Exhibit Hall

SPACE ASSIGNMENT – The Exhibits Manager will assign space on a first-come, first-served basis, according to the date received. In the absence of a legible postmark, the Conference will assign space according to the date the application and payment are received. MACUL reserves the right to shift space assignment after the contract is completed if it is found necessary to do so. No changes in assigned spaces will be made without prior notice. Exhibitors may not sublease, reassign, or apportion all or any part of the space assigned without prior written permission from the Exhibits Manager. The Exhibits Manager reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable or not consistent with the character of the Exhibition.

EXHIBIT PLAN – The rental plan for space, as shown on the enclosed layout, is subject to change. In the event a change to the plan is necessary, any affected Exhibitor will be notified and given the option of selecting an alternative available space.

EXHIBIT HOURS – The Exhibition will be open from; from 9:30 AM to 5:00 PM, Thursday, March 17; and from 8:30 AM to 1:00 PM, Friday, March 18. These hours are subject to change.

INSTALLATION – Booth spaces and exhibit tables will be available for installation from 8:30 AM to 5:00 PM on Wednesday, March 16. The installation of exhibits and removal of all boxes and crating must be completed by 5:00 PM. Absolutely no exceptions will be made.

DISMANTLING – Exhibitors agree not to dismantle the booth or to do any packing before 1:00 PM on Friday, March 18, and agree to have all material removed by 5:00 PM Friday, March 18. Additionally, breach of this provision, may result in the loss of the Exhibitor's space in future shows. Any material left on the floor after this time will be packed and stored, with charges at the prevailing rates billed to the Exhibitor. Greater than average amounts of refuse (large crates, etc.) will be discarded with cartage rates applied.

BOOTH FURNISHINGS AND DECORATIONS – Each booth includes a) a standard 8' high by 10' wide back wall drape (see exception below); b) side rail drapes 3' high and 10' long; c) a standard 7" x 44" booth sign; d) general illumination; e) aisle cleaning service; f) 24-hour guard service; g) one 6' draped table h) two chairs; i) four Exhibitor badges; j) one single 500-watt electrical outlet; and k) one wastebasket.

ARRANGEMENT OF EXHIBITS – Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor interfere with other exhibits. Regular and specially built back walls may not exceed an overall height of 8', including signs. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it cannot exceed 8' in height nor extend from the back wall more than one-half the depth of the space. *Peninsula or End Cap booths must limit the length of the back wall to one-half the width of the space, centered, and the back wall of any other display item must not be more than 8' in height. No displays or obstructions may be placed in the normal aisle area. Booths not in compliance with regulations will need to be adjusted on-site or dismantled at the Exhibits Manager's request if they cannot be brought into compliance.

BOOTH EXCLUSIONS – The booth rental fee **does not include** such items as carpet, settees, telephones, or electrical service in excess of one single electrical outlet. All such materials are available on a rental basis from the Decorator, except telephone service. All telephone service may be ordered through SBC. All costs related to the above-listed booth exclusions are borne by the Exhibitor.

SHIPPING AND STORAGE – The Center does not provide space for storing Exhibitor equipment; receipt of such items will be refused. The official Exhibitor's Kit includes shipping and drayage information.

ADVERTISING MATTER – The Exhibits Manager reserves the right to refuse the

distribution of souvenirs, advertising, printing material, or any other items considered objectionable. Distribution of allowed materials from any location other than the Exhibitor's space is prohibited.

SECURITY – Peripheral security guard service is provided by Exhibit Management. However, it is the responsibility of each Exhibitor to protect material from loss or damage. Any Exhibitor wishing additional security must contract individually with the security vendor selected by the Conference; all charges will be billed to the Exhibitor directly by the vendor.

ADMISSION – Admission to the 2011 MACUL Conference will be by official exhibitor badge only, which entitles the owner to unlimited attendance. Each booth is entitled to four free badges, which do not include meals or special Conference activities. Exhibitor personnel shall be limited to four people per booth at any one time. Exhibitors and their representatives must wear their official badges at all times while on the display floor. Badges are not transferable and must not be loaned to any other person; violators will be barred from the Exhibit premises. The Exhibits Manager shall have sole control of admission policy at all times. An Exhibitor is permitted to enter the Exhibit Premises one hour before the scheduled opening time.

EXHIBITOR CONDUCT – The Exhibitor shall refrain from any action that distracts participants from attendance at the Conference during open hours. If an Exhibitor is rejected for violation of these rules or for any stated reason, no return of rental shall be made.

SOLICITATION OF BUSINESS – Only Exhibitors may solicit business in or near the Exhibit Premises. Sales and order taking are permitted on Exhibit Premises. The Exhibitor shall be responsible for any state or local taxes that may be applicable. Sales receipts must accompany all merchandise sold and delivered on the Exhibition Premises. Exhibitors shall obtain information on regulations from the Michigan Department of Treasury, Treasury Building, Lansing, Michigan, 48022, phone: 517.373.3200.

FILM, SOUND DEVICES, AND LIGHTING – Moving pictures, loud speakers, or sound devices will only be permitted if tuned to a conversational level and are not objectionable to neighboring Exhibitors. Any demonstrations or presentations must be at a volume so that nearby Exhibitors are not bothered. The Exhibits Manager reserves the right to reject the Exhibitor from the Exhibit Hall without refund or any other appeal, if Exhibitor refuses to comply with these requirements. Exhibits Manager also has the ability to restrict the use of glaring lights or objectionable lighting effects.

FIRE HAZARDS – Fire-hose cabinets must be left accessible and in full view at all times. Bottled gas or other type of open flame is not permitted. Flammable and related materials that conflict with the underwriting, Center, or Fire Department rules are prohibited. The use of paper in any form for decoration is prohibited. All decorations, drapers, table covers, etc., must be flame proof. All flammable materials and fluids are to be kept in safety containers. All packing containers, excelsior, and wrapping paper are to be removed from the floor and must be stored under tables or behind displays. Smoking is allowed in designated areas only.

INSURANCE – Exhibitors wishing to insure their goods must do so at their own expense.

CARE OF BUILDING – Acceptance of exhibit space obligates the Exhibitor and its employees to not deface, injure, or mar the Exhibit Premises. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles, or other flammable or explosive substance will be permitted in the Center. Any damage done shall be made good by the Exhibitor to MACUL or the owners of the Center as their interests may appear. In addition, this contract shall include all rules and regulations set forth by the City of Detroit for Cobo Conference and Exhibition Center.

LIABILITY – Neither MACUL, the Exhibits Manager, the Center, the Decorator, nor others associated with the management of the Conference will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft or damage by fire, accident, or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless MACUL, the Decorator, the Center, and others associated with the Conference and Exhibits Management from all liability that might result from any cause whatsoever. MACUL, the Decorator, and others associated with the management of the Conference and the Center shall not be liable for non-fulfillment or commitment for delivery of space by reason of the Center premise being damaged, destroyed, or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law, or any other cause. In the event that the Conference cannot be held or space delivered to that purpose, MACUL's sole liability shall be to reimburse the Exhibitor pro-rata on monies actually paid in by such Exhibitor less any and all costs or charges paid or incurred for advertising, administration, and similar purposes.

These rules and regulations are subject to revision by the Conference and all points not covered herein are subject to the decision of the Conference. These rules have been formulated for the best interests of the Exhibitors, the Conference, the Decorator, and the Center. Exhibitors are respectfully requested to observe all rules. **The Exhibits manager shall be the final authority on any question regarding the interpretation of these rules and regulations.**