



INTERNATIONAL COMMUNICATION ASSOCIATION
— 2014 —

EXHIBITING & ADVERTISING

PACKET

64TH ANNUAL CONFERENCE

22-26 MAY 2014 | SHERATON SEATTLE HOTEL | SEATTLE, WA

MEET FACE-TO-FACE WITH 2,500 COMMUNICATION SCHOLARS
DEMONSTRATE YOUR PRODUCT
HIGHLIGHT YOUR SERVICES
INCREASE YOUR VISIBILITY AND SALES
ENJOY EXCLUSIVITY AMONG A LIMITED NUMBER OF SPONSORS,
EXHIBITORS, AND ADVERTISERS

The 64th Annual Conference of the International Communication Association will be held at the Sheraton Seattle Hotel, Seattle, WA, 22-26 May 2014. Throughout the five-day conference, an estimated 2,500 scholars will attend over 500 presentations representing the latest advances in the field of communication.

To reserve your exhibit, advertising or sponsor opportunities, please complete and return the enclosed forms by Friday, 31 January 2014. Please note that there are a limited number of exhibit and sponsorship opportunities. Reservations are on a first-come, first-served basis and must be accompanied by payment or letter of intent.

When you join this exclusive group of companies meeting face-to-face with scholars and researchers in a relaxed and intimate learning atmosphere, you will have the opportunity to build positive awareness and acceptance of your product or service.

Our exhibit area will include the main conference registration area and all food and beverage breaks designed to bring in traffic.

The exhibit area will be open Thursday, Friday, Saturday, and Sunday, the most heavily attended days of the conference. By designating key exhibit area activities, we hope to allow exhibitors to plan their networking and to attend workshops in which they have an interest. In addition to our exhibit area, your organization also has an opportunity to sponsor special events and workshops and to purchase additional advertising space in the convention program. The opportunities to put your organization in front of over 2,500 professional attendees from 35-40 countries are varied and many.

Make your reservations today, as opportunities are limited! Official deadline to reserve your exhibit, sponsorship and advertising space is **FRIDAY, 31 JANUARY 2014.**

EXHIBITOR SPACE

Exhibit Dates: 22-25 May 2014

Exhibitors are asked to make their booth preferences known approximately three months prior to the conference. Exhibit booth locations are assigned based upon exhibitor's signed contract date. Conference sponsors receive preferential placement.

Joint exhibits are offered to publishers/exhibitors unable to send a representative to the conference. For a \$125 USD fee per

title, ICA will exhibit on tables shared with other joint exhibitors. Interested publishers/exhibitors should send a letter to ICA headquarters along with the accompanying application form requesting the joint exhibit option. The letter of application should include a description of the materials to be exhibited. It is the sole responsibility of the exhibitor to send materials to the hotel. ICA will NOT be liable for any materials exhibited in this manner, nor will ICA return materials to the exhibitor. All materials are donated to local universities.

ADVERTISING

The official printed conference program and our new conference mobile app are major parts of each participant's registration packet, and those who are unable to attend the meeting are able to access the program as well. In addition, many institutional members place copies of the printed program in their libraries for students and faculty to peruse in learning what is being talked about at scholarly meetings. Approximately 1,200 copies are printed annually. Additionally in 2013, the conference mobile app had over 4,000 downloads.

Ad Size	Ad Rate	Specs
Quarter Page	\$300 USD	3.5" (89mm) W x 4.5" (114mm) H
Half Page	\$600 USD	7.25" (184mm) W x 4.5" (114mm) H
Full Page	\$1000 USD	7.25" (184mm) W x 10" (254mm) H
Double Truck	\$2000 USD	-----
Inside Front Cover*	\$1500 USD	7.25" (184mm) W x 10" (254mm) H
Inside Back Cover*	\$1500 USD	7.25" (184mm) W x 10" (254mm) H
Outside Back Cover*	\$2000 USD	7.25" (184mm) W x 10" (254mm) H
Plenary Session Tab*	\$2000 USD	7.25" (184mm) W x 10" (254mm) H

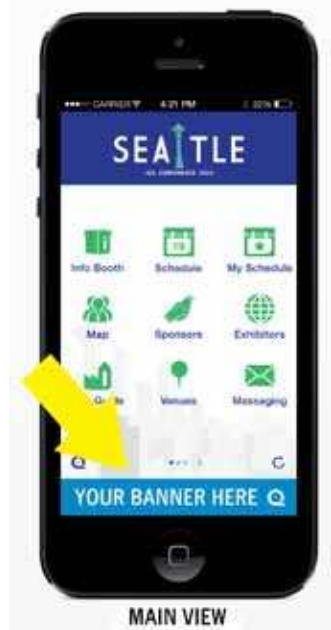
****Inside Front, Inside Back and Outside Back Covers & Plenary Page Tabs are 4-color ads**

Page Format: Color pages must have 1/8" bleed. Images must be 300 dpi or higher. The final output will be 175 line screen. Black and white pages must have 1/4" bleed. Images must be 300 dpi or higher. The final output will be 150 line screen. All matter must be 1/4" from final trim.

Mobile App: Rotating banner display at the bottom of every page on the mobile app. All banner images should be sent in a PNG file, in pixels, and in both the mobile & table banner size.

Ad Size:

Banner \$600 USD
(640x100 pixels)
(460x200 pixels for tablet)



Black-and-White and Color Ads: If an advertisement is sent as an electronic file (supplied on CD, Zip, or Jaz) they must be accompanied with final hard copy output from the final file(s) provided on the disk. Should the advertiser have any changes to advertisement copy provided on disk, the submission of a new disk is required.

Acceptable electronic formats can be either Mac or PC, using Adobe PageMaker, QuarkXpress, Adobe InDesign, Adobe Illustrator or Macromedia FreeHand (type converted to paths and file saved as EPS) or PDF. Artwork must be saved as TIFF or

EPS. All fonts and images must be included. Color images must be CMYK. Images can not be RGB or Index color. The resolution must be 300 dpi or greater.

PDF files must be created using Press Optimized in Adobe Acrobat. Fonts and high resolution images must be embedded in the PDF. Please be sure that the PDF does not contain any security passwords.

PDF deadline is 31 January 2014

Mobile App deadline is 15 April 2014

SPONSOR A REFRESHMENT BREAK

Exhibitors/Advertisers may sponsor morning or afternoon refreshment breaks for \$1500 USD. These sponsors are recognized in the ICA Conference Program and in conference signage. ICA staff will make all necessary arrangements for the refreshments.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities provide additional avenues to promote your organization to conference attendees. Among the opportunities available to sponsor: special events, preconferences, featured speakers, concurrent sessions, poster sessions, receptions and more. For a comprehensive list of sponsorship opportunities and the corresponding benefits, refer to the attached descriptions or call ICA's conference department at 202-955-1444 or email us at mhaley@icahdq.org or conference@icahdq.org.

WIRELESS INTERNET

ICA provides wireless internet access to all attendees 22-26 May 2014. This vital service allows attendees to communicate with their respective universities and possible presenters during the conference. This special sponsorship opportunity will be widely noticed by all attendees and is available for \$15,000 USD.

ADDITIONAL PROMOTIONAL OPPORTUNITIES



Attendee Registration Packet: ICA is working toward more sustainable/green meetings. Therefore conference registration packet stuffers are no longer an option. Consider placing your information in the printed program or on the conference mobile app.

For further information or assistance on either exhibiting at the ICA conference or advertising in the ICA Official Conference Program or Conference Mobile App, please contact:

Michael Haley, Executive Director
or
Jennifer Le, Conference Coordinator

INTERNATIONAL COMMUNICATION ASSOCIATION
1500 21st Street, NW
Washington, DC 20036 USA
Phone: (202) 955-1444; FAX: (202) 955-1448

JOIN ICA SUSTAINABILITY EFFORTS

Please note: The International Communication Association is committed to working toward sustainable/green meetings. Anything you can contribute to this effort as an exhibitor is greatly appreciated. Please consider:

- o Using recycled, recyclable and/or environmentally friendly materials;
- o Using biodegradable or recycled packing materials;
- o Using carbon offset programs for shipping and freight;
- o Donating left over exhibit materials to local universities or charitable organizations;
- o Using sustainable giveaways;
- o Minimizing the use of collateral materials
- o Consider using interactive displays rather than traditional book/journal displays

We appreciate your efforts to work with ICA on our sustainable meeting goals.



INTERNATIONAL COMMUNICATION ASSOCIATION 2014 CONFERENCE INFORMATION & REGULATIONS

The information provided below will help you prepare for your exhibit at the 64th Annual Conference of the INTERNATIONAL COMMUNICATION ASSOCIATION. The conference will be held at the Sheraton Seattle Hotel, Seattle, WA. Dates for the meeting are 22-26 May 2014. Please read the information below carefully. We look forward to having you at our conference in Seattle.

LOCATION OF EXHIBITS

Exhibits and Registration will be together in the Grand Ballroom A&B (Second Level) of the Sheraton Seattle Hotel to help increase traffic for your exhibit.

EXHIBIT HOURS

This year's meeting follows a THURSDAY through MONDAY pattern. Please observe the schedule listed below:

	Hours	Set-up/Teardown
Thursday 22 May	8am-12pm	SET-UP
Thursday 22 May	12pm-6pm	
Friday 23 May - Sunday 25 May	8am-5pm	
Sunday 25 May	5pm-7pm	TEARDOWN
Monday 28 May	NO EXHIBITS	

EXHIBIT EQUIPMENT AND SERVICES

Each space is 10' x 10' with an 8' backdrop and 3' side rails. Displays must not be higher than 8' in the back and 3' on the side dividers along the aisles. In addition to the use of the exhibit space for 4 days (May 22-25), the price of the space includes an advertisement in the conference program and conference mobile app (rates vary according to the ad size), one 6' draped table, two side chairs, one 7" x 44" tow-line ID sign, and two conference registrations. Please contact the ICA headquarters if you have additional questions. ICA is contracting with a drayage company who will contact all exhibitors prior to the conference.

EXHIBIT SETUP

Exhibits will be in the same room as conference registration to boost traffic for the trade show. Exhibits

must be set up on Thursday, 22 May 2014, between 8 am and 12 noon and dismantled on Sunday, 25 May 2014, after the exhibit hall closes at 5 pm. There is no teardown on Monday. Your booth must be staffed during all official exhibit hours. You may want to bring something to cover your exhibit materials during off hours.

LIGHTING AND ELECTRICAL WORK

All electrical work must be ordered through the Sheraton Seattle Hotel. All cloth draping and/or display materials must be fire retardant.

CHARACTER OF EXHIBITS

The Executive Director of the International Communication Association, Inc., reserves the exclusive right to decline or prohibit any exhibit, part of an exhibit, person, advertisement, souvenir or other feature or action deemed objectionable and/or potentially harmful to the high standards of the Annual Meeting of ICA. All public space in the exhibit area and throughout the conference center is under joint control of the ICA Executive Director and the Sheraton Seattle Hotel and shall not be used for exhibit purposes without expressed written consent. If the operation of any equipment or apparatus produces noises or vibrations of sufficient volume, or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation. ICA endorses equal employment opportunity practices and accepts, on a priority basis, only exhibit applications from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, physical ability, marital status, mental disability, or sexual orientation. Exhibits must be staffed at all times during exhibit hours. Exhibits must NOT be disturbed, dismantled, or removed before 5 pm, Sunday, 25 May 2014.

MATERIAL SHIPPING, RECEIVING, AND HANDLING

ICA will contract with a drayage company for the handling of all exhibit material. Your exhibit material must be sent by the drayage company.

OFFICIAL EXHIBIT SERVICE COMPANY

Approximately six weeks prior to the conference, each exhibitor will receive an Exhibitor's Service Kit containing order forms, rental costs of booth furniture, additional draping, accessories, special work (such as carpentry, painting, additional signs, electrical work, floral decorating, photography, etc.) and information concerning shipment of exhibit materials. Exhibitors must contact ICA Conference Management before contracting with any outside contractors.

For all personal items, please note:

DELIVERIES - All packages sent to the hotel should be sent prepaid. Packages sent C.O.D. will be refused by the hotel, and the hotel will make no notifications to the shipper. The Package Room does not assume or accept any responsibility for shipments out of the hotel. Persons who ship parcels out of the hotel must have a method of payment or ship C.O.D. Shipments should arrive at the Sheraton Seattle Hotel at least three (3) working days, but not more than five (5), before the first day of the event. Handling charges will apply. The Package Room will not accept deliveries of crates or exhibit materials, so these deliveries must be coordinated through the exhibit company. **DO NOT SEND EXHIBIT MATERIALS TO ICA HEADQUARTERS.**

SHIPMENT OF MATERIALS - All personal materials shipped to the hotel must be marked as follows:

1) Complete Return Address

2) ADDRESS THE PACKAGE AS FOLLOWS:

Sheraton Seattle Hotel

ICA 64th Annual Conference

Hold for Arrival (Date)

ATTN: (Guests Name/Organization)

1400 6th Avenue

Seattle, WA 98101

+1 (206) 621-9000, FAX +1 (206) 621-8442

SECURITY

Hotel security personnel will be on duty during the day events. Each exhibit must be staffed at all announced times by the exhibitor's personnel. ICA will provide minimal overnight security. The exhibit area will be locked at night. It shall be agreed by the exhibitors and any riggers, haulers, or other contractors engaged for the purpose of moving exhibits and equipment into and out of the Sheraton, that the Sheraton shall be compensated

for any expense incurred in repairing damages or injuries to the physical property of the hotel from the handling or movement of such exhibits and equipment on the premises. Nothing shall be posted, tacked on, nailed or screwed into, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Any expenses incurred in properly protecting the building, equipment or furniture therein will be the responsibility of the exhibitor.

LIABILITY & INSURANCE

Neither the International Communication Association, the Sheraton Seattle Hotel, nor any of their employees or representatives shall be liable for any injury, loss, or damage to the exhibitor's personnel or property or to visitors attending the exhibition. Additionally, neither the International Communication Association, Inc., nor the Sheraton Seattle Hotel shall be held liable for the effects of unforeseeable events that may deleteriously affect the quality of the exhibitors' display or the number of people attending the meeting. Neither ICA nor the Sheraton accepts any responsibility for an exhibitor's products. Liability insurance shall be at the exhibitor's own expense. Neither ICA nor the Sheraton accepts any responsibility for an exhibitor's products.

JOINT EXHIBITS FOR PUBLISHERS

ICA will offer a joint exhibit for publishers unable to send a representative to the conference. For a reduced fee, ICA will exhibit individual titles from any one publisher. Interested publishers/exhibitors should send an application to Jennifer Le at the ICA Headquarters requesting the joint exhibit option. It is the sole responsibility of the exhibitor to send the materials to the conference center. There may be charges for any pickup, delivery, and/or storage of your materials under this arrangement. ICA will NOT be liable for any materials exhibited in this manner nor will ICA return such materials.

Exhibitor assumes the entire responsibility and liability for losses, damages and claims and agrees to indemnify, defend and hold harmless the INTERNATIONAL COMMUNICATION ASSOCIATION and THE SHERATON SEATTLE HOTEL and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises or the Exhibitor's activities. The Exhibitor understands that neither the INTERNATIONAL COMMUNICATION ASSOCIATION nor the SHERATON SEATTLE HOTEL maintain insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

TERMS AND CONDITIONS OF PAYMENT FOR EXHIBITING, ADVERTISING AND SPONSORSHIPS

Full payment must accompany this form. All advertising copy/artwork to be included in the conference program must be received no later than 31 January 2014 and for the conference mobile app no later than 15 April 2014.

Cancellation deadlines are as follows:

- Full refund for cancellations received on or prior to 31 January 2014.
- No refund for cancellations received after 31 January 2014.

CONTRACTUAL AGREEMENT

All matters and questions not covered by these regulations are at the discretion of the ICA Conference Committee and/or Management and may be amended at any time. Any amendments to this document shall be equally binding upon publication on all parties

affected by them, as are the original regulations. In the event of a dispute between an Exhibitor and the Conference Director, it is agreed that the dispute may be referred to the Executive Director of the International Communication Association for binding arbitration.

SLEEPING ROOM ARRANGEMENTS

ICA has very favorable room rates of \$129.00 USD plus tax. For room reservations, the preferred method is online. If you wish, you may call the Sheraton Seattle Hotel reservations desk (after 15 January 2014) and specify that you are a part of the International Communication Association 64th Annual Conference.

AIRFARE

There is no official airline for this ICA Annual conference. Attendees should make any reservations through the website of the airline of their choice.

FUTURE ICA CONFERENCES

San Juan, PUERTO RICO, 21-25 May 2015
Fukuoka, JAPAN, 9-13 June 2016
San Diego, California, USA, 25-29 May 2017
Prague, CZECH REPUBLIC, 24-28 May 2018
Washington D.C., 23-27 May 2019



For further information or assistance, please contact:

Michael L. Haley, Executive Director, or Jennifer Le, Conference Coordinator
INTERNATIONAL COMMUNICATION ASSOCIATION
1500 21st Street, NW, Washington, DC 20036
Phone: +1.202.955.1444 FAX: +1.202.955.1448
Email: conference@icahdq.org

ICA CONFERENCE 2014 SPONSORSHIP BENEFITS

PLATINUM SPONSORSHIP \$25,000

- Select eight of the events listed on the reverse (you will become the exclusive sponsor of five) (includes easel signage, materials table space and acknowledgment in the Conference Program)
- Right of first refusal of sponsorship for the 2015 Annual Conference
- Inclusion on the sponsor page of the Conference Program and Mobile App as a Platinum Sponsor
- 8' x 10' (2.4m x 3m) space in the Conference Exhibit Area
- Two sets of Conference attendee labels
- Two full-page advertisements in the Conference Program
- Three complete sets of ICA member labels
- Two full-page ads in the online ICA Newsletter
- One marketing piece included in ICA New Member Packets for one year
- Four-month ad on ICA website home page
- Push notification on Mobile App

GOLD SPONSORSHIP \$15,000

- Select five of the events listed on the reverse for which you will become a sponsor (includes easel signage, materials table space and acknowledgment in the Conference Program)
- Right of first refusal of sponsorship for the 2015 Annual Conference
- Inclusion on the sponsor page of the Conference Program and Mobile App as a Gold Sponsor
- 8' x 10' (2.4m x 3m) space in the Conference Exhibit Area
- Two sets of Conference attendee labels
- One full-page advertisement in the Conference Program
- Two complete sets of ICA member labels
- One full-page ad in the online ICA Newsletter
- One marketing piece included in ICA New Member Packets for one year
- Three-month ad on ICA website home page
- Push notification on Mobile App

SILVER SPONSORSHIP \$10,000

- Select three of the events listed on the reverse for which you will become a sponsor (includes easel signage, materials table space and acknowledgment in the Conference Program)
- Right of first refusal of sponsorship for the 2015 Annual Conference
- Inclusion on the sponsor page of the Conference Program as a Silver Sponsor
- 8' x 10' (2.4m x 3m) space in the Conference Exhibit Area
- One set of Conference attendee labels
- One half-page advertisement in the Conference Program
- Two complete sets of ICA member labels
- One half-page ad in the online ICA Newsletter
- One marketing piece included in ICA New Member Packets for one year
- Two-month ad on ICA website home page

BRONZE SPONSORSHIP \$5,000

- Select one of the events listed on the reverse for which you will become a sponsor (includes easel signage, materials table space and acknowledgment in the Conference Program)
- Right of first refusal of sponsorship for the 2015 Annual Conference
- Inclusion on the sponsor page of the Conference Program as a Bronze Sponsor
- 8' x 10' (2.4m x 3m) space in the Conference Exhibit Area
- One set of Conference attendee labels
- One quarter-page advertisement in the Conference Program
- One complete set of ICA member labels
- One quarter-page ad in the online ICA Newsletter

ICA CONFERENCE 2014 SPONSORSHIP EVENTS

Platinum Sponsorship \$25,000

- Select 8 of the events listed below. You will become the exclusive sponsor of five events (includes signage, exhibit booth for marketing materials and acknowledgment in Conference Program)

Gold Sponsorship \$15,000

- Select 5 of the events listed below. You will become a non-exclusive sponsor (includes signage, exhibit booth and acknowledgment in Conference Program)

Silver Sponsorship \$10,000

- Select 3 of the events listed below. You will become a non-exclusive sponsor (includes signage, joint exhibit space and acknowledgment in Conference Program)

Bronze Sponsorship \$5,000

- Select 1 of the events listed below. You will become a non-exclusive sponsor (includes signage, joint exhibit space and acknowledgment in Conference Program)

Check the appropriate number of boxes related to your desired sponsorship level:

- | | |
|---|--|
| <input type="checkbox"/> Plenary Session | <input type="checkbox"/> Graduate Student Reception |
| <input type="checkbox"/> Plenary Poster Session | <input type="checkbox"/> Division/Interest Group Reception |
| <input type="checkbox"/> Wireless Internet | <input type="checkbox"/> Opening Reception |
| <input type="checkbox"/> Past Presidents' Breakfast | <input type="checkbox"/> Keynote Speaker |
| <input type="checkbox"/> Fellows' Breakfast | <input type="checkbox"/> Refreshment Breaks |
| <input type="checkbox"/> Presidential Reception | <input type="checkbox"/> Virtual Conference |

*** Important notes regarding sponsorship selections for the convention:

- only the Platinum level has exclusive sponsorship rights to five of the eight selected events
- sponsorships are reserved on a first-come, first-served basis (reservation must be accompanied by a check, or a signed reservation form and will be legally and financially binding)

Return to ICA, Attn: Sponsorship, 1500 21st Street NW, Washington, DC 20036
For more information, call +1.202.955.1444, fax +1.202.955.1448 or e-mail conference@icahdq.org

INTERNATIONAL COMMUNICATION ASSOCIATION 2014 CONFERENCE

22-26 MAY 2014 • SHERATON SEATTLE HOTEL • SEATTLE, WA
PAYMENT DEADLINE: 31 JANUARY 2014

Firm/Organization _____

Contact _____

Address _____

City _____ State/Country _____ Postal Code _____

Phone _____ Fax _____ E-mail _____

Name of person (s) who will staff the exhibit, limit of 4/booth:

1) Trade Show Exhibit Space - 22-25 May 2014

- _____ Exhibit space and Full-page program ad..... **\$1600 USD**
- _____ Exhibit space and Half-page program ad..... **\$1300 USD**
- _____ Exhibit space and Quarter-page program ad... **\$1100 USD**
- _____ Exhibit space only (no program ad)..... **\$900 USD**

5) Sponsorship Refreshment Breaks - \$1500 USD each

- _____ Thursday, 22 May _____ AM _____ PM
- _____ Friday, 23 May _____ AM _____ PM
- _____ Saturday, 24 May _____ AM _____ PM
- _____ Sunday, 25 May _____ AM _____ PM

2) Joint Exhibit Space

_____ Joint exhibit space (non-staffed)..... **\$125 USD per title**

6) Sponsorship Packages

- _____ Platinum..... \$25,000 USD _____ Gold..... \$15,000 USD
- _____ Silver..... \$10,000 USD _____ Bronze..... \$5,000 USD

****Refer to the attached Sponsorship Benefits/Events Package for a full listing of benefits.*

3) Conference Mobile App

- _____ Banner Ad..... **\$600 USD**
- _____ Banner App & Half-page program ad..... **\$1,000 USD**

7) Wireless Internet\$15,000 USD

4) Conference Program Advertising

- _____ Quarter-page Ad..... **\$300 USD**
- _____ Half-page Ad..... **\$600 USD**
- _____ Full-page Ad..... **\$1000 USD**
- _____ Double Truck Ad..... **\$2000 USD**
- _____ Inside Front Cover*..... **\$1500 USD**
- _____ Inside Back Cover*..... **\$1500 USD**
- _____ Outside Back Cover*..... **\$2000 USD**
- _____ Plenary Session..... **\$2000 USD**

***Inside Front, Inside Back and Outside Back Covers & Plenary Page*

Tab's are 4-color ads

PAYMENT COMPUTATION (Paid by 31 January 2014)

- 1) Total Exhibit Space _____
- 2) Total Joint Exhibit _____
- 3) Total Mobile App _____
- 4) Total Program Advertising _____
- 5) Total Refreshment Breaks _____
- 6) Total Sponsorship Packages _____
- 7) Wireless Internet _____
- TOTAL AMOUNT DUE (USD) _____**

Authorization - Deadline: 31 January 2014

I have read and agree to abide by the ICA 2013 Conference Regulations outlined in this packet. Furthermore, I understand that the Conference Committee and/or management of ICA shall interpret all of said regulations, and the parties hereto shall be bound by such interpretation.

Signature _____ Date _____

Please bill my: ___ Master Card ___ Visa ___ American Express OR ___ Check enclosed made payable to ICA

Name as it Appears on Card: _____

Account Number _____ Expiration Date _____

Return to ICA, Attn: Exhibits, 1500 21st Street NW, Washington, DC 20036
For more information, call +1.202.955.1444, fax +1.202.955.1448 or e-mail conference@icahdq.org