



Invitation to Exhibit



CHI 2010
we are HCI

Hyatt Regency Atlanta
Atlanta, GA, USA

April 10-15, 2010

CHI 2010 is the premier worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, designs artifacts and experiences, and future technologies.

Conference Format

CHI 2010 is a four-day conference (Monday through Thursday). The conference incorporates CHI Courses and is organized around papers, presentation, speakers and discussions on how to create better interactive experiences. As the foremost conference in its field, CHI 2010 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas throughout the HCI community.

CHI 2010 will be held at the Hyatt Regency Atlanta in Georgia, USA. The theme is *We are HCI*. Many opportunities have been created for our exhibitors to interact with our participants. Take advantage of these opportunities to network and showcase your offerings in a beautiful international conference and business destination.

Human-Computer Interaction (HCI) is the focus of ACM's Special Interest Group, SIGCHI, the host organization for the annual CHI Conference. ACM SIGCHI embraces work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the experience, use, and context of use for interactive systems, methodology of design, and new designs themselves. Preeminent in its field, ACM SIGCHI provides you with a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit www.acm.org/sigchi/ for more information. Hyatt Regency Atlanta, Georgia, USA..

ACM, the world's largest educational and scientific computing society, delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources. Please visit www.acm.org for more information.

CHI 2009 in Boston, Massachusetts, was a very successful conference, hosting almost 2500 attendees representing over 40 countries. CHI 2008 in Florence, Italy, was also highly successful. About 50% of past attendees have worked in the computer industry. The fields of education, research, telecommunications, government, finance and banking have also been well represented. CHI 2010 is expected to be another highly successful conference.



Hyatt Regency Atlanta
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Booth/Stand Fees and Description

Exhibitors may choose either a standard location or a preferred location. Rental fees are:

On or Before 26 January 2010:

Standard booth location US \$2200
Preferred booth location US \$2700

After 26 January 2010:

Standard booth location US \$2500
Preferred booth location US \$3000

Space Rental Includes:

- 10 foot by 10 foot booth/stand (~3m X 3m)
- Pipe and drape construction
- 1 table
- 2 chairs
- Booth identification sign
- 24 hour security
- 1 complimentary conference registration

Furniture, electricity, phone lines, and other services are available for an additional fee through the conference booth/stand constructor.

Payment is due in full with the submission of the Exhibitor Application/Contract. Assignments will be made on a "first come, first served" basis after Sponsor booths have been assigned.

Applying for Exhibit Space

To apply for exhibit space, complete the enclosed Exhibitor Application/Contract and return the original signed contract with full payment to the Exhibit Coordinator or you may register online at <http://www.regonline.com/chi2010exhibits>. Please keep a copy of the completed Exhibitor Application/Contract or your online registration receipt.

Web Page

Exhibitors and Recruiters are offered the opportunity to link to the CHI 2010 home page at www.chi2010.org. If you wish to take advantage of this opportunity, please check the appropriate box on the Application/Contact.

Cancellation Policy

Cancellation requests must be submitted in writing to the Exhibit Coordinator. Written requests received before 2 February 2010 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests after this date.

Space Assignments, Payments, Questions

For conference-related information and questions regarding the Exhibitor Application/Contract, payment, or booth/stand assignments, contact the Exhibits Coordinator.

CHI 2010 Exhibits Coordinator

Carol Klyver
ACM/CHI 2010 Exhibits
Foundations of Excellence
580 Crespi Dr., Unit A-6, Ste. 204
Pacifica, CA 94044 USA

Tel: +1 650 738 1200
Fax: +1 650 738 1280
Email: exhibit@chi2010.org

Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to exhibitors at reduced rates. These opportunities are limited and are available on a "first come, first served" basis. The CHI 2010 Exhibit Coordinator can provide details on availability and pricing.



See themed plant collections at the Botanical Gardens
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Official Booth/Stand Constructor

Complete information regarding services to exhibitors (instructions, prices, scheduling, etc.) will be included in the Exhibitor Services Kit. You will receive your kit after your booth is confirmed. The official contractor for construction and decoration may be contacted after September 15, 2009.

Construction/Decoration Inquiries

Freeman
841 Joseph E. Lowery Blvd. NW
Atlanta, GA 30318
Email: freemanatlantaes@freemanco.com
Ph: +1 888-508-5054
Ph: +1 404-253-6494
Fx: +1 404-898-0415

Exhibitor Services Kit

An Exhibitor Services Kit containing order forms for contracted services will be made available to confirmed exhibitors no later than 60 days prior to the show. Detailed information on freight shipping and storage will also be included.

Booth/Stand Staffing

Exhibitors are required to keep booths/stands staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the exhibit from the show at the exhibitor's expense.

Set Up and Removal

The exhibit area will be available for set-up:

- Sunday, 11 April Noon to 6:00 pm
- Monday, 12 April 9:00 am to 5:30 pm

All exhibits must be ready for the exhibit management walk through at 5:30 pm on Monday (one hour prior to opening of the exhibits). Exhibitor badges must be worn at all times during set up and dismantling. Exhibits may not be dismantled or removed until the close of the show. All materials must be cleared from the Hall by 6:00 pm, Thursday, 15 April. Equipment removal forms must be completed and returned to Hall Security for any equipment removed during the show and during dismantling.

Storage of Empty Packaging

The storage of empty packaging in the booths/stands is strictly prohibited. Empty packaging may only be stored by contacting Freeman.



"Phoenix Rising from the Ashes" statue located in downtown Atlanta's Woodruff Park.
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14. Insurance Information

ACM/CHI 2010 will endeavor to assist in the protection of exhibitors by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitors' equipment against loss, theft, damage, and breakage. Neither the Exhibit Building nor any of its employees nor representatives, nor any representative of ACM/CHI 2010, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees, or property, however caused. In addition, the Exhibitor must assume responsibility for damage to the Exhibit Building property and indemnify and hold harmless the Exhibit Building from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitors, their guests, or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage any person incurs while viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, agent, or employees. In view of the foregoing, Exhibitors are urged to place "extra territorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. ACM/CHI 2010 and the ACM/CHI 2010 Exhibits Management will cooperate fully but cannot assume responsibility for damage to Exhibitors' property or lost shipments, either coming into or going out of the premises, or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If Exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

15. Hospitality Events

Hospitality space is available in designated conference hotels and the Exhibit Building. All hospitality suite functions are required to be registered with the Exhibit Coordinator and cannot conflict with any of the conference tutorial sessions, plenary sessions, technical sessions, or general receptions. Hospitality space is made available first to conference sponsors and then on a "first come, first served" basis to Exhibitors. Please contact the CHI 2010 Exhibit Coordinator for further information on reserving hospitality space.

16. Cancellation or Termination of Exhibit

If, because of war, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, public enemy, or other cause beyond the control of ACM/CHI 2010, the Exhibition or any part thereof is prevented from being held, is canceled by ACM/CHI 2010, or the Exhibit Space becomes unavailable, ACM/CHI 2010, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by ACM/CHI 2010 and reasonable compensation to ACM/CHI 2010. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

17. Exhibitor Cancellation

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of ACM/CHI 2010 and then only based upon the following refund policy. Prior to 2 February 2010, fifty percent (50%) of the total contract fee will be refunded. After 2 February 2010 no refunds will be given unless space is resold. If the space is resold, fifty percent (50%) of the total contract fee will be refunded. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by Exhibitor or because of the failure of an Exhibit to arrive for any reason.

18. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ACM/CHI 2010 is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to Exhibit Space. ACM/CHI 2010, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to ACM/CHI 2010 for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor is prohibited from bringing alcoholic beverages into the Exhibit Area. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

19. Photographs

No photographs shall be taken without prior consent of ACM/CHI 2010 and the Exhibitors involved.

20. Registration Lists

ACM/CHI 2010 will provide a one-time use registration list to Exhibitor, if requested by Exhibitor on the Application/Contract. A list is available 3 weeks prior to the conference or 8 weeks after it. Exhibitor must indicate which list is preferred on the Application/Contract. It is understood that the list is postal addresses only for a single use. Exhibitor agrees not to sell, lend or give lists to any parties outside of Exhibitor's organization.

21. Agreement to Conditions of Contract to Exhibit

Exhibitor agrees to observe and abide by the foregoing Conditions of Contract to Exhibit and by such additional Conditions of Contract made by ACM/CHI 2010 from time to time for the efficient or safe operation of the Exhibit including, but not limited to, those contained in this contract. In addition to ACM/CHI 2010's right to close an Exhibit and withdraw its acceptance of this Application/Contract, ACM/CHI 2010, in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Conditions of Contract to Exhibit set forth in the Application/Contract. There is no other agreement or warranty between the Exhibitor and ACM/CHI 2010 except as set forth in this document. The rights of ACM/CHI 2010 under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM/CHI 2010.



*Relax in Piedmont Pond Located in Downtown Atlanta
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