



**Computers and Writing 2003
“Discovering Digital Dimensions”
Purdue University/ West Lafayette, IN
22-25 May 2003**

**Information and Regulations
for Exhibitors and Vendors (adapted from
NCTE guidelines)**

Dear Exhibitor/Vendor:

Thank you for agreeing to sponsor an exhibit at Computers and Writing 2003. We will do our very best to ensure that your time with us runs productively and smoothly. Please read the following guidelines carefully:

General Information

- All exhibits will be located in Stewart Center, Rooms 302 and 306.
 - Electric/Internet connections provided upon request – bring your own cords/cables/adapters.
 - Exhibit space includes an 8-foot space, with a draped 6-foot table and 1 chair.
 - Displays wider than 7 feet will require purchase of two exhibit spaces.
 - Exhibitor registration fee covers one representative (those participating only in set-up and take-down of exhibit are admitted free of charge). Extra representatives planning to participate in the conference (attend sessions, eat meals) must pay regular conference registration fee.
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Important Dates/Times

March 15, 2003

**Deadline for priority space
assignment**

April 23, 2003

**Deadline for cancellation, with refund
(minus \$50 processing fee)**

Thursday, May 22, 2003

**8 a.m.-10 a.m.
11 a.m.- 5 p.m.**

**Exhibit set-up
Exhibit open**

Friday, May 23, 2003

8 a.m.-5 p.m.

Exhibit open

Saturday, May 24, 2003

8 a.m.-5 p.m.

Exhibit open

Sunday, May 25, 2003

**8 a.m.-11 a.m.
1 p.m.-3 p.m.**

**Exhibit open
Exhibit tear-down**

Regulations for Exhibit Booth Rental

- Full payment for exhibit booth(s) and additional registrations must accompany the Agreement to Purchase Exhibit Space.
- We reserve the right to transfer assigned booths to prevent congestion, to avoid confusion in firm names, or for similar reasons. No transfer will be made without written notice to the exhibitor.

Freight shipment

- Shipping instructions are sent to exhibitors two months before the conference. Do not ship materials directly to Purdue University.
- We (including all agents and employees of Purdue University and/or 7Cs) assume no responsibility for damage to exhibitor's property, lost shipments, or moving costs. If exhibit materials fail to arrive, the exhibitor is still responsible for booth rental.

Damage and Injury

- Exhibitor assumes responsibility and agrees to indemnify and defend Purdue University and 7Cs, and their respective employees and agents, against any claims or expenses arising out of the use of the exhibition premises.
- The Exhibitor understands that neither Purdue University, nor 7Cs, maintains insurance covering the Exhibitor's property – and it is the sole responsibility of the Exhibitor to obtain such insurance.
- Neither Stewart Center, nor 7Cs, will assume liability for loss or for damages and/or injury caused by any exhibit to persons, property, or rights of other parties, including exhibit hall property. However, Purdue University will provide round-the-clock security for the hall from the beginning of set-up time through the conclusion of breakdown time. Exhibitors may wish to contract separately (at their expense) for security for their displays; we will supply the name of a local security firm, if requested.
- We will exercise reasonable care to keep you informed, and your displays/equipment protected; and will assume responsibility for our own misconduct or negligence, in good faith.

Floor Rules

- Exhibitors should wear exhibitor badges at all times.
- All booths must be set up and ready for the official opening of the exhibit hall at the time specified in the Information and Regulations for Exhibitors and Vendors document.

- Exhibitors should not begin breaking down booths before the official closing time, as listed in the Information and Regulations for Exhibitors and Vendors document.

NOTE: At the close of the exhibit hall, packing of books and the like as well as self-contained display units can begin. However, in an effort to control costs that might mount up with a Sunday closing time, the return of empty shipping crates will be delayed until Monday morning. Moreover, all labor should be scheduled for Monday morning, not Sunday afternoon.

- Exits and aisles must be clear of boxes and materials during show hours.
- Under no circumstances are exhibitors to leave packing cases, materials, etc. in the back of their booth backdrops. Electrical lines must be accessible at all times.
- Nothing shall be attached to any of the pillars, walls, doors, floors, etc. in such a manner as to deface or destroy the property. The use of cellophane or masking tape, or similar products, on painted or papered surfaces is specifically prohibited. All posters, signs and similar advertisements should be posted on billboards designed for that purpose. Nails, hooks, tacks, and screws must not be driven into pillars, walls, doors, floors, etc.
- Exhibits must be designed and erected in such a manner as to avoid blocking the view of adjacent exhibits.
- Exhibits which include the operation of audiovisual equipment may not operate the equipment in a manner which will disturb other exhibitors.
- All demonstrations or other sales activities in the exhibit hall must be confined to the limits of an exhibitor's own exhibit booth during scheduled exhibit times.
- All exhibits should be in good taste. We reserve the right to control or remove any exhibitor, or exhibitor's representative, who performs any act or practice which is annoying and, in the opinion of the Computers and Writing conference coordinator, is objectionable or detracts from the dignity of the exhibit.

Assignment of Booths

- We will assign booths based upon two price ranges: \$400 per booth, for major textbook publishers and large commercial vendors; and \$250 per booth, for university presses and small commercial vendors. Within these categories, we will assign space on a first-come, first-served basis.
- If subsidiaries of larger parent companies wish to exhibit in conjunction with their parent companies, all forms for parent and subsidiaries must be received together.