



Morgantown Marriott at Waterfront Place
and
Morgantown Event Center
Morgantown, WV

October 2 – 3, 2017

Exhibitor/Sponsor
Information Packet



West Virginia Higher Education Technology Conference - 2017

Dear Exhibitor/Sponsor,

You are cordially invited to showcase your company's product and services at WVHETC 2017 "Building a Brighter Future with Old Economy Relationships and New Economy Efficiencies" Conference to be held October 2-3, 2017 at The Morgantown Marriott at Waterfront Place and Morgantown Event Center in Morgantown WV. The conference will be an excellent opportunity to make contact with people from higher education, state agencies and WV schools.

Past conference attendees have told us that the exhibit hall is a valued enhancement at the conference. As an exhibitor, you will enjoy the following:

- Approximately 28% of the attendees are first-timers
- High visibility/accessibility to both conference attendees and the public
- Demo your product in the Innovator Lab or present a concurrent session

Enclosed you will find information to begin planning your exhibit and the deadlines you will need to remember. If you are not the person responsible for your company's marketing/exhibit plan, please pass this document on to this person.

WVHETC 2017 is the perfect setting to display and share your most advanced solutions with our diverse customer base. Limited exhibit space is still available, reserve your spot now. If you have any questions, please call WVNET at 304-293-5192 x 249.

We look forward to seeing you on the show floor!

Sincerely,

Karen L. Saffron
Conference Coordinator

Exhibitor Information

Exhibitor Benefits

- **Direct Access to more than 200 Participants** - Large enough to assure widespread exposure, yet intimate enough to ensure lasting impressions
- **High Traffic Area:** Exhibits will be set up in the Ballroom which is adjacent to the registration area; hospitality events held in the Ballroom every day ensure high traffic and high visibility.
- **Pre-conference and Onsite Visibility:** Your company will be listed in the Preliminary Program. Also, a complimentary listing of your company will appear in the final Program.
- **Special Sponsorship Opportunities** designed to maximize your company's exposure and profitability.

Booth Package and Cost

Your standard booth package includes:

- Single 8' x 10' carpeted booth area
- One (1) 8' x 3' skirted table with two chairs, standard electrical service with one outlet
- TWO (2) complimentary exhibitor registration badges, including any conference provided meals and breaks
- One (1) company listing in the Conference Program including company name, address, phone number, contact name with email address and company web address
- Shared wireless Internet communications
- Company logo displays with other exhibitor throughout the conference venue

Exhibitor Fees:

- Commercial company or organization
 - \$750/booth (**Early Bird 1** on or before July 31) – \$850/booth (**Early Bird 2** - Aug) – \$950/booth (**Regular** - Sept)
- Non-profit/Government or non-exhibiting exhibitor
 - \$375/booth (**Early Bird 1** on or before July 31) – \$425/booth (**Early Bird 2** - Aug) – \$475/booth (**Regular** - Sept)

Additional conference registrations may be purchased for \$75 per exhibitor representative when you register your company online. Register additional Reps to an already existing registration by calling 304-293-5192 x249 or x258.

Booth spaces are assigned on a first-come, first-served basis. Priority will be given to major conference sponsors.

Important Dates for Exhibitors

Today – Monday, April 10, 2017
wvhetc.com

August 28, 2017
Presentation Proposal Deadline

July 31, 2017 – Early Bird 1
Registration Booth Fee Deadline

September 12, 2017
100% cancellation policy after this date
(no refunds)

October 2-3, 2017
Conference Dates

Exhibitor Schedule

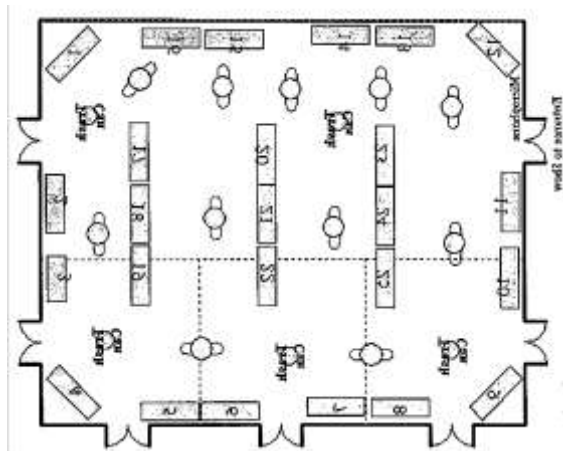
Exhibitor move-in	Monday, October 2 All exhibits must be ready by 12:00 am	7:30 am - 11:45 am
Trade show hours	Monday, October 2 Tuesday, October 3	12:45 pm - 5:30 pm 7:30 am – 4:00 pm
Exhibitor Reception	Tuesday, October 3	3:00 pm - 4:00 pm
Exhibitor move-out	Tuesday, October 3	4:00 pm

Monday's sessions will break in the afternoon and Tuesday's sessions will break in the morning for a coffee break in the Exhibitor Hall. **Tuesday, the conference will host a vendor reception from 3:00 pm - 4:00 pm. At this time, all booths are required to be open and attended to participate in this event.**

Professionals attending our previous higher education conferences

- Chief Technology Officers
- Telecommunications & Networking Specialists
- Chief Information Officers
- Web Developers
- Programmers
- Help Desk Consultants
- System Analysts
- Software Specialists
- DBAs
- IT Project Leaders
- Librarians
- Distance Learning & Multimedia Developers
- Higher Education Faculty and Staff

Grand Ballroom, Morgantown Marriott at Waterfront Place – WVHETC 2017 Sample Floor Plan



Powered



Sponsorship Opportunities

WVHETC 2017 has a wide variety of sponsorships available to help promote your company's presence at the conference. Each sponsorship is designed to meet your budget requirements, and increase your company's visibility both at the conference and throughout the year. If you do not find the right one for your company, the conference organizers may be able to tailor a unique program to meet your objectives.

Premium Level Sponsorships

Platinum Sponsorship - \$5,000 (two available)

- Recognition at the Opening Session, acknowledgment in the on-site Conference Program Guide and in the exhibit hall
- Four (4) complimentary conference registrations, includes admission to all meals provided
- Special sponsor name badges for exhibitor personnel
- Enhanced website recognition
- Complimentary *premium* exhibit space (double booth)
- Your company name and logo will appear on an 8' x 3' prominently placed welcome banner along with other Platinum Sponsors
- Full page B/W ad in the Conference Program – information provided by your company

Gold Sponsorship - \$3,000 (four available)

- Recognition at the Opening Session, acknowledgment in the on-site Conference Program Guide and in the exhibit hall
- Two (2) complimentary conference registrations, includes admission to all meals provided
- Special sponsor name badges for exhibitor personnel
- Enhanced website recognition
- Complimentary *premium* exhibit space (single booth)
- Your company name and logo will appear on an 6' x 3' welcome banner along with other Gold Sponsors
- A one half (1/2) page B/W ad in the Conference Program – information provided by your company

Silver Sponsorship - \$1,500 (six available)

- Recognition at the Opening Session, acknowledgement in the on-site Conference Program Guide and in the exhibit hall
- Special sponsor name badges for exhibitor personnel
- Enhanced website recognition

Featured Attraction Sponsorships

Take advantage of these tremendous opportunities to grab the attention of WVHETC 2017.

Technology Infrastructure Sponsorships

- **Hardware/Software Loans:** If your company would like to provide projection, computer equipment, please let us know. Hardware/software contributors are thanked in each of the locations where donated products are used. Our on-site equipment team will take responsibility for ensuring that your donation is handled with care while in our hands. Must be a registered Exhibitor.

Sponsorship Opportunities (cont.)

Meal and Coffee Break Sponsorships

Food is a major bonus for WVHETC attendees - and coffee is their liquid energy. Sponsor breakfast, lunch, reception or a coffee break on each day of the WVHETC 2017 conference.

Monday's Keynote Luncheon Sponsorship

Open the Conference with a quality luncheon for all attendees. Prime booth space and prominent signage provided:

- \$1,000 (4 available)

Tuesday's Keynote Luncheon or Vendor Reception Sponsorships

Meet and greet attendees, speakers and exhibitors by being one of the main sponsors of this event.

- \$1,000 (4 available)

Daily Coffee Sponsorship

Sponsor a coffee station daily! Signage recognizing your company as the daily sponsor is displayed at each station.

- \$500 - 1 sponsor per day (2 available)

Advertising Sponsorships

Make sure YOUR company's name is everywhere WVHETC 2017 attendees look!

Conference Padfolio (exclusive)

Ensure that your company's name stands out not only at the conference but long after the event.

- \$1,000 (exclusive)

Conference Tote Bag (exclusive)

Each and every attendee receives the durable WVHETC 2017 Tote Bag that holds your name and everything that two hands can't.

- \$2,500 (exclusive)

Conference Bag Inserts

Deliver your approved message directly to attendees through collateral in the conference bags. (This is included in all Platinum, Gold and Silver Sponsorships)

- \$200

Conference Program Ad

- \$500 – ½ page BW ad
- \$750 – full page B/W ad

Exhibitor Rules and Regulations

Exhibition Location, Dates, and Times. WV Higher Education Conference 2017 (herein referred to as WVHETC 2017) will be located at The Morgantown Marriott at Waterfront Place and Morgantown Event Center, Morgantown WV. The dates of the conference are October 2-3, 2017. Setup times are Monday 7:30-11:45 am. The vendor area will be open on October 2 from 12:45 pm to 5:30 pm. The vendor area will be open on Tuesday, October 3 from 7:30 am-4:00 pm, with a vendor reception from 3:00-4:00 pm. Vendors are required to man their booth areas at this time to participate in the event. We ask that vendors respect our closing time of 4:00 pm and not begin tear down before 4:00 pm.

While the conference committee will use reasonable efforts to maintain the location, dates, times and floor plans of WVHETC 2017, the committee reserves the right to change any of these at any time and for any reason whatsoever without liability.

Payment Terms. Payment of the exhibitor space rental fee may be by credit card, check or purchase order payable to WVNET. We accept the following credit cards: Visa, MasterCard, Discover and American Express.

Exhibitor Fees:

\$750.00 commercial booth (**Early Bird 1** on or before July 31st) – \$850 (**Early Bird 2** - August) – \$950 (**Regular** - September)

\$350.00 non-profit, government booth or non-exhibiting vendor (**Early Bird 1** on or before July 31st) – \$850 (**Early Bird 2** - August) – \$950 (**Regular** - September)

Conference registration must be purchased for \$75.00 per additional exhibitor representative, above the two (2) included with the booth fee.

If payment is not received by September 12, 2017, your space may be forfeited.

Cancellations/Refunds. Requests to cancel space will not be honored unless the WVHETC 2017 conference is able to resell the space. If the space cannot be resold, the fee is forfeited.

Assignment of Exhibit Space. Booth spaces are assigned on a first-come, first-served basis. Priority will be given to major conference sponsors.

Wait List. Orders received after all booths are sold will be placed on a wait list. Exhibit space made available due to booth cancellations will be filled in the order (date & time) that the "Wait List" applicants were received.

Staffing of Exhibitions. Exhibition booths must be staffed at all times during show hours and no Exhibitor will be permitted to pack, remove, or otherwise dismantle their booth prior to the close of the show. Any Exhibitor breaching this provision may be denied exhibition space in future conferences.

Use of Space. Exhibitors may not sublet, assign, or apportion any part of the space contracted for herein, nor represent, advertise, distribute literature for, or otherwise promote the products or services of any other firm or individual except as approved in writing by the WVHETC 2017 committee.

Conduct of Exhibit. Exhibitor shall conduct its exhibit in a decorous manner in order not to be objectionable to WVHETC 2017, other exhibitors, Morgantown Marriott at Waterfront Place, Morgantown Event Center or the public. WVHETC 2017 reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of WVHETC 2017 as a whole.

WVHETC 2017 and Morgantown Marriott at Waterfront Place reserve the right to close, remove or require changes in any exhibit or to remove any of Exhibitor's personnel, agents or representatives, who are deemed detrimental to the conference, other exhibitors, Morgantown Marriott at Waterfront Place, Morgantown Event Center or the public. If Exhibitor or their representative fails to observe these rules and regulations or, in the opinion of WVHETC 2017, conduct themselves unethically or detrimentally to WVHETC 2017, exhibitor may be dismissed from WVHETC 2017 conference without refund or other appeal.

Drayage and Shipping. The Exhibitor understands and agrees that all expenses for shipping and handling of equipment and materials into and out of the show area, and for all other costs incidental to operation, are not part of the exposition fee and are to be paid by the Exhibitor. If shipping items to the conference, ship to:

Your On-Site Rep Contact Name
YOUR COMPANY NAME - WVHETC 2017
October 2-3, 2017
c/o Morgantown Marriott at Waterfront
Place
2 Waterfront Place
Morgantown, WV 26501

Security and Insurance. Exhibitors are ultimately responsible for their display and materials. WVHETC 2017, Morgantown Marriott at Waterfront Place or Morgantown Event Center assume no responsibility for losses and damages. Consequently, exhibitors should take reasonable precautions, including insurance, to protect their property.

Responsibility. It is the responsibility of the Exhibitor to be fully familiar with these rules and regulations and to see that each member of the company attending WVHETC 2017, either as exhibitor personnel or registrant or both, is familiar with these rules and regulations.



WVHETC 2017

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Morgantown, WV

October 2 -3, 2017

Visit our website at:

wvhetc.com

Questions? Call: 304-293-5192 x 249