



TRUMP MARINA, ATLANTIC CITY, NJ

2010 Conference

Sponsorship Levels for MAC URISA 2010 Conference, October 4-6, 2010

Hello Sponsors,

The Mid-Atlantic Chapter of URISA (MAC URISA) invites you to participate in our 15th regional GIS conference to be held October 4-6, 2010 at the Trump Marina Hotel and Casino in Atlantic City, NJ. Our conference committee is developing a robust program to bring together the GIS community in our area. We hope that you will consider the enclosed information and we look forward to your participation as an exhibitor or sponsor.

The Board of MAC URISA is very appreciative of all of our sponsors and exhibitors, especially in the hard economic times we are currently experiencing. Due to the current economic conditions the Board of MAC URISA has taken the following measures to help our sponsors and exhibitors:

- Postponed the 2010 Conference from the Spring of 2010 to the Fall of 2010
- Held the prices of the Platinum and Gold Sponsorships from the 2008 Conference
- Lowered the Price of the Silver Sponsorship by 17% from the 2008 Conference
- Limited the Booth Cost increase to 7%

Many of the changes implemented for the 2008 Conference were very successful and will be continued this year including:

- Lengthening the conference to 2 full days plus a preceding workshop day
- Accepting “verbal commitment” to lock in your sponsorship order, although timely payment will be needed to guarantee your spot
- An Early Commitment Form for sponsors that clearly displays pricing structure and benefits of each sponsorship level in time for you to plan your budget.
- Additional Sponsorship Levels including Ads in the program materials

Some new features we are trying in 2010 are:

- A new venue
- Changing the “exhibitor reception” to a banquet dinner

MAC URISA would like to thank you for supporting our organization and events. We hope that our conference venue and sponsorship structure will enhance your ability to showcase your products and services. Should you have any questions regarding the sponsorship structure or wish to make your sponsorship commitment, please contact our Sponsorship Coordinators Dawn McCall or Andy Pickford via email, sponsor@macurisa.org, or telephone at 609-258-8205 for Dawn and 856-793-4316 for Andy.

Sincerely,

The Board of MACURISA

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Platinum..... \$ 3,000

- 1st choice of booth location (in order of commitment of the Platinum Level Sponsorship)
- 1 additional conference registration (total of 4 conference registrations)
- Acknowledgements during Lunch and Banquet Dinner
- An additional single room reservation for one night
- All benefits of lower level sponsorship

Gold..... \$ 2,500

- 1 additional conference registration (total of 3 conference registrations)
- “Choice of Booth location” after Platinum has chosen
- The option to exhibit on Monday during Lunch (day of Workshops)
- Acknowledgements during Breakfast
- A single room reservation for two nights (Set up night and conference night) or 2 single night room reservations
- All benefits of lower level sponsorship

Silver..... \$ 1,500

- Booth
- Single Page Ad in Conference Materials (Hard Copies to be provided)
- Corporate summary in Conference Materials (corporate summary is to be provided digitally via email and shall be limited to fill the space indicated in the template provided in the final registration form.)
- Logo included on any conference material that has not gone to the printer at time of sponsorship commitment
- Logo and link to website on Conference website (www.macurisa.org/macurisa2010)
- The list of the 2008 Conference Participants for conference mailings
- A Sponsor Ribbon indicating sponsorship level

Exhibit Booth..... \$800

- Standard 10 x 8 booth
- Registration for 2 to the conference
- List of pre-registration participant list

Additional room reservations can be made at the same time as your sponsorship or booth purchase for a fee of \$100 including all fees (Quantities are limited and are available on a first come first serve basis).

As always if you don't see a sponsorship level that fits your needs or budget please contact our Sponsorship chair at sponsor@macurisa.org to discuss additional options.



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Grid of Sponsorship Benefits:

Pricing and Benefits	Platinum \$3,000	Gold \$2,500	Silver \$1,500	Exhibit Booth \$800
1st Choice of Booth Locations	In order of signing up	After all Platinum	Assigned	Assigned
Verbal Recognition	At Lunch and Banquet Dinner	At Breakfast		
Option to Exhibit on Workshop Day	✓	✓		
Number of Attendees	4	3	2	2
Hotel Accommodation Bundle	3 rooms	2 rooms		
Single Page Ad included in Conference Materials	✓	✓	✓	
Corporate Summary in Conference Materials	✓	✓	✓	
Logo on Conference Materials (that have not gone to print at time of payment)	✓	✓	✓	
Logo and Link on Conference Website	✓	✓	✓	
Sponsorship Ribbon with Level of Sponsorship	✓	✓	✓	
Last Year's Participant List for pre-mailing	✓	✓	✓	
Booth	✓	✓	✓	✓
List of Pre-Registered Participants of 2010 Conference Participants	✓	✓	✓	✓



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Sponsorship Registration for MAC URISA 2010 Conference, October 4-6, 2010

Name of Firm	Contact
Address	Title
City, State, Zip	Telephone
URL	Email

Please indicate the level of your sponsorship:

Sponsor Level	Level Selected	Cost
Platinum	_____	\$3,000
Gold	_____	\$2,500
Silver	_____	\$1,500
Booth	_____	\$800

Additional Items	Number Requested	Cost
Wireless Internet Connections	_____	\$75
Additional Banquet Tickets	_____	\$40
Additional Exhibitors	_____	\$150
Workshop	_____	\$75
Additional Hotel Rooms	_____	\$100
½ page Ad in the Program	_____	\$250
Whole page Ad in the Program	_____	\$450

Totals		_____
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Please return via email to sponsor@macurisa.org and MAIL return a hardcopy form pages 4-8 with payment and check made out to "Mid-Atlantic Chapter of URISA" or "MAC URISA" Credit Card payments will only be accepted via the MAC URISA website

Return Form to:
MAC URISA 2010 Conference Exhibitor and Sponsor Registration
c/o Andy Pickford
BAE SYSTEMS National Security Solutions
124 Gaither Drive, Suite 100
Mt. Laurel, NJ 08054

All payments are due by September 1, 2010 or 10 days from registering, whichever is later. Any payments not received by this due date will be charged a \$200 late fee.

In order to receive a refund, ALL cancellations must be received in writing (via fax, e-mail or regular mail) on or before September 1, 2010, less a \$150 processing fee.

Should you have any questions, please do not hesitate to call Dawn McCall or Andy Pickford

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Names of Attendees (up to two attendees can participate at no additional charge, unless your Sponsorship Level is indicated differently)

Primary Exhibitor:

Name: _____ GISP

Name for Nametag: _____

Job Title: _____

Employer: _____

Address: _____

Zip: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____

Secondary Exhibitor:

Name: _____ GISP

Name for Nametag: _____

Job Title: _____

Employer: _____

Address: _____

Zip: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____

Additional exhibitors can be added by selecting the additional exhibitors.

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Additional Gold/ Platinum Exhibitor:

Name: _____ GISP

Name for Nametag: _____

Job Title: _____

Employer: _____

Address: _____

Zip: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____

Additional Platinum Exhibitor:

Name: _____ GISP

Name for Nametag: _____

Job Title: _____

Employer: _____

Address: _____

Zip: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____



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Additional Paid Exhibitor:

Name: _____ GISP

Name for Nametag: _____

Job Title: _____

Employer: _____

Address: _____

Zip: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____

Additional Paid Exhibitor:

Name: _____ GISP

Name for Nametag: _____

Job Title: _____

Employer: _____

Address: _____

Zip: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____

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All Sponsors choosing a Bronze Sponsorship Level or above are entitled to their corporate summary to be included in the conference packet. The corporate summary is to be provided digitally via email and shall be limited to fill the space indicated in the below template in a minimum of 10 point font. This is due by August 13, 2010.

Exhibitor Company Name:

2010 Conference

Exhibitor Checklist

Platinum

- The Names of (4) Exhibitors
- Booth Preferences (List 3), Exhibitor Coordinator will contact you if the locations are filled by prior committed Platinum Sponsor
- Logo Transmitted digitally as soon as committed
- 350 Hard-Copy Single Page Advertisements
(Must be received by Exhibit Coordinator prior to September 1st)
- Corporate Summary (Transmitted digitally prior to August 15th)

Gold

- The Names of (3) Exhibitors
- Booth Preferences (List 3), Exhibitor Coordinator will contact you if the locations are filled by Platinum Sponsors
- Logo Transmitted digitally as soon as committed
- 350 Hard-Copy Single Page Advertisements
(Must be received by Exhibit Coordinator prior to September 1st)
- Corporate Summary (Transmitted digitally prior to August 15th)

Silver

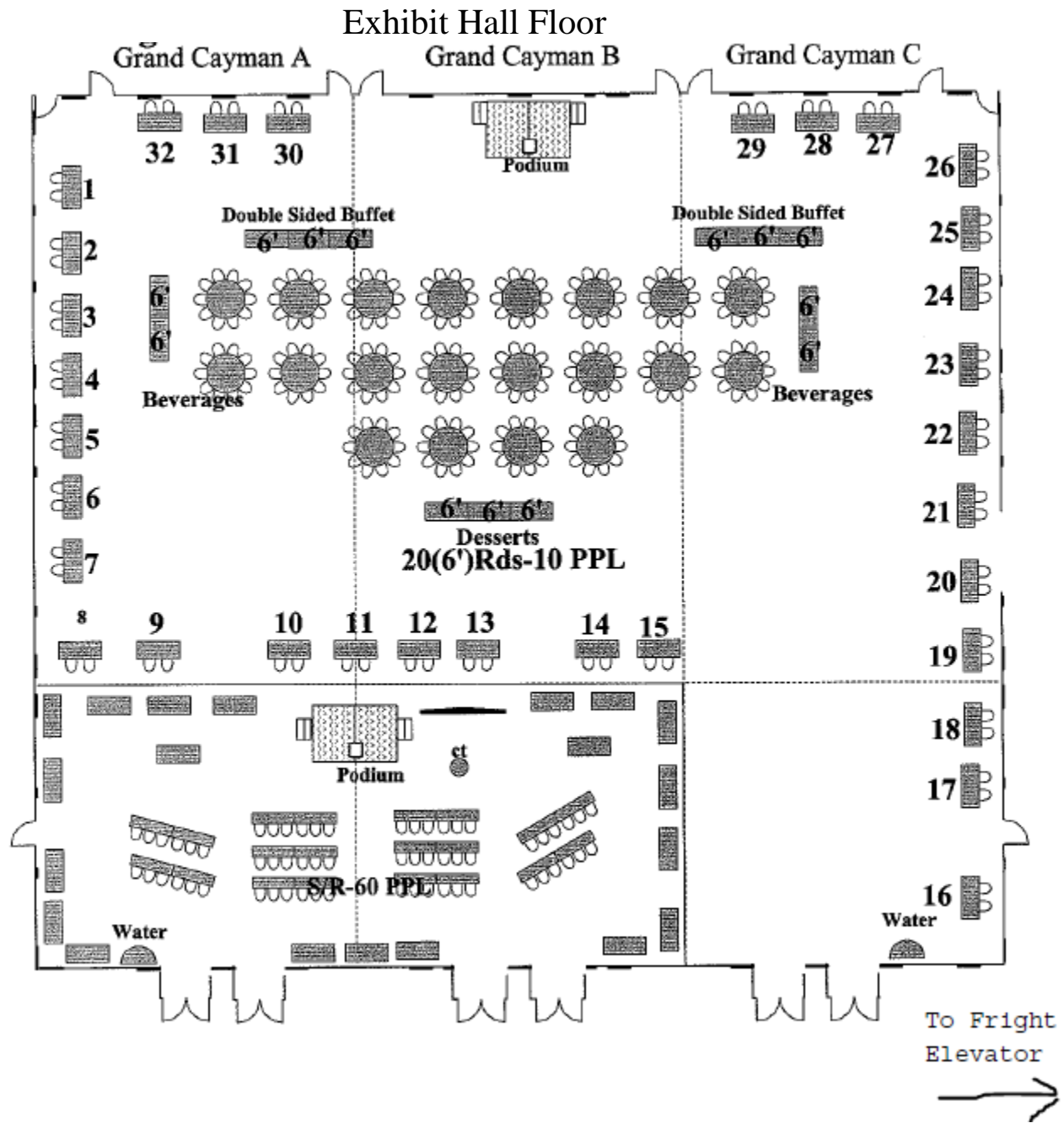
- The Names of (2) Exhibitors
- Logo Transmitted digitally as soon as committed
- 350 Hard-Copy Single Page Advertisements
(Must be received by Exhibit Coordinator prior to September 1st)
- Corporate Summary (Transmitted digitally prior to August 15th)

Exhibit Booth

- The Names of (2) Exhibitors

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Additional Information



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Preliminary Agenda / Schedule

Monday October 4, 2010

7am – 12 noon	Platinum and Gold Exhibitor Setup
12 noon – 1pm	Buffet Lunch
6pm – 9pm	All Exhibitor Setup

Tuesday October 5, 2010

6am – 7am	All Exhibitor Setup
7:45am	Breakfast, Exhibit Hall Opens
8:30am	Welcome Session and Keynote Address
9:45am	Break, Please Visit our Exhibitors
10:00am	Concurrent Sessions/Interactive Expo
11:30am	Buffet Lunch, Please Visit our Exhibitors
1:00pm	Concurrent Sessions/Interactive Expo
2:30pm	Break, Please Visit our Exhibitors
3:00pm	Concurrent Sessions/Interactive Expo
4:30pm	Break, Please Visit our Exhibitors
5:30pm	Exhibitors close to visitors without Banquet Dinner Tickets
6:00pm	Exhibitors Evening Social & Banquet Dinner
9:00pm	Exhibit Hall Closes for the Night

Wednesday October 6, 2010

8:00am	Breakfast, Exhibit Hall Opens
9:00am	Plenary Session and General Address
9:45am	Break, Please Visit our Exhibitors
10:00am	Concurrent Sessions/Interactive Expo
11:30am	Buffet Lunch, Please Visit our Exhibitors
1:00pm	Concurrent Sessions, Exhibit Hall Closes for Break Down
2:15pm	Adjourn

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Directions:

From Philadelphia

- Cross Walt Whitman Bridge
- Follow signs to Route 42 South / Atlantic City Expressway - approximately 10 minutes
- Take Route 42 South to Atlantic City Expressway - approximately 10 minutes
- Take Atlantic City Expressway East to "Marina" exit 1 and take the tunnel (Atlantic City Expressway Connector) - approximately 37 minutes
- Exit right at Exit G - Trump Marina / Farley Marina exit

From Delaware / I-95 South

- Take I-95 North to Philadelphia - approximately 30 minutes
- Follow signs to Walt Whitman Bridge
- Cross Walt Whitman Bridge
- Follow signs to Route 42 South / Atlantic City Expressway - approximately 10 minutes
- Take Route 42 South to Atlantic City Expressway - approximately 10 minutes
- Take Atlantic City Expressway East to "Marina" exit 1 and take the tunnel (Atlantic City Expressway Connector) - approximately 37 minutes
- Exit right at Trump Marina / Farley Marina exit G

From New York and Points North

- Take Garden State Parkway South to Exit 38 - Atlantic City Expressway - approximately 2 hours
- Take Atlantic City Expressway East to "Marina" exit 1 and take the tunnel (Atlantic City Expressway Connector) - approximately 10 minutes
- Exit Right at Trump Marina / Farley Marina exit G

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Hotel Information:

MACURISA has a hotel block available for Conference Participants. To take advantage of this hotel block please call 888-310-6782 and mention the promo code "AMAC10"

The Hotel block is for a single or double occupancy room for \$75.00 per room, per day

An additional option available to vendors is to let MACURISA handle the reservation for you, by checking the additional hotel room box on your exhibitor registration form.

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Advanced Shipping

Should you wish to ship materials to the MAC-URISA Conference, materials can not arrive prior to September 20, 2010. All material must be clearly marked indicating the Exhibitor's Company and contact information as well as "MAC-URISA 2010". All Materials should be shipped to:

Matthew Duffy
County of Atlantic
Department of Regional Planning & Development
PO Box 719, Route 9 & Dolphin Avenue
Northfield, NJ 08225
(609) 645-5898 Ext. 4486

Contractor Services

There are no general contractor services available for the MAC-URISA Conference.

Internet Access

There is wireless internet access on the exhibit floor for an additional fee. When registering you much choose the wireless option if you wish to purchase the wireless internet access. Exhibitors must provide their own wireless cards. No wired connections are available on the exhibit floor.

Electricity

There will be one electrical outlet with at least one single plug per booth. Exhibitors are responsible for providing their own extension cords and power strips.

Arrangement of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Please be aware that there will NOT be pipe and drape separating the booths. The exhibitors are NOT permitted to move their tables out of their assigned area. In addition exhibitors are not permitted to place signs or any materials outside their booth limits.

Booth Design

Each booth will contain one six foot skirted table, two chairs and one waste paper basket. For the most part booths will be up against a hard wall. Should you wish to have a "taller than normal booth" this is permitted for this show.

However the your display shall not obstruct your neighbor's vending space. No Pipe and Drape will be between booths, each vendor is on the honor system not to expand their booth area and encroach into other's areas. However, the MAC-URISA Officers and the MAC-URISA Board of Trustees or designee will have final decisions about encroachment issues and if you are determined to be in violation you will be made to move.

Selling of merchandise on the exhibit floor is strictly prohibited.

Storage

Limited storage is available during the show. MAC-URISA assumes no responsibility for damage or loss of packing boxes or crates.

Food and Beverage

Exhibitor distribution of food and beverages is restricted. Candy at your booth is permitted, but you cannot give out bottles of water. Please call for additional details if needed.

Security

MAC-URISA provides general hall security while the exhibit hall is NOT open. During show hours the exhibitor is responsible for manning and securing the booth. MAC-URISA makes no warranty, express or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage.

Liability

MAC-URISA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. MAC-URISA and Trump Marina will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures,

etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations or ordinances of any governmental authority and of the contracted facility. The exhibitor will hold MAC-URISA and Trump Marina, its members, partners, officers, directors, affiliated companies, agents and employees harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the convention center or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect MAC-URISA and Trump Marina against any and all such claims or demands.

Show Management

The exhibition is organized and managed by MAC-URISA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the MAC-URISA Officers and the MAC-URISA Board of Trustees or designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the convention center's policies and procedures.

Trademarks

MAC-URISA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

Cancellation Policy

A \$200 fee per booth will be assessed on all cancellations received on or before September 1, 2010; no refunds will be processed after September 1, 2010.

Failure to Occupy Space

Space not occupied by 10 AM on Tuesday, October 5th, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

Conduct

All exhibits will be to serve the interest of MAC-URISA 2010 attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that MAC-URISA believes to be injurious to the purpose of MAC-URISA 2010. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. Children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult.

Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of MAC-URISA.

Items Forbidden on the Conference Floor

Distribution of promotional, gummed stickers or labels is strictly prohibited. No gum is allowed in the exhibit area.

Other Limitations

Nothing may be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.

Move In and Out.

Exhibitors may load-in/load-out their own material. There is a small loading dock available, but you must be ready to get your materials in to the building and then move your vehicle immediately.

Set up: Platinum and Gold sponsors can set up on Monday, October 4, 2010 between 7 am and noon.

All Exhibitors have the option to set up on Monday, October 4, 2010 between the hours of 6 pm and 9 pm and/or October 5, 2010 between 6 am and 7 am.

Break Down: No breakdown shall begin before lunch on October 6th or as directed on the final conference day by MAC-URISA.

All exhibitor materials are to be removed by October 6, 2010 by 5:30 pm. No garbage or unwanted materials may be left behind. Any costs incurred by MAC-URISA for the removal of exhibit materials or damaged exhibits left in the exhibit hall after the move-out time will be billed to the exhibitor. The Hotel Bell Staff is NOT permitted in the exhibit area during load-out of show.

Parking

There is ample parking in the self-parking garage and valet parking is available. The \$5 charge for the self parking garage is waived for any hotel guest; all others will have to pay the parking fees.