

ISAAC 2012 Exhibitor Information Packet



15th Biennial ISAAC Conference
July 30-August 2, 2012
at the D. L. Lawrence Convention Center
Pittsburgh, Pennsylvania, USA

PITTSBURGH • WOW



ISAAC 2012

Highest Performance Communication • Best Life Experience • WOW

ISAAC 2012

We are pleased to invite you to participate in the 15th Biennial Conference of the International Society for Augmentative and Alternative Communication (**ISAAC**) to be held in Pittsburgh, Pennsylvania, USA on July 30-August 2, 2012. We are planning exciting additions to the ISAAC experience to create more opportunities for exhibitors to have productive, successful opportunities to interact with conference participants.

The AAC and assistive technology (AT) community represents a diverse group of stakeholders including commercial businesses, non-profit and educational organizations, health care practitioners, and policy makers. The ISAAC conference attracts consumers across the lifespan, family members, and personal care providers. Consumers and families are interested in seeing advances to all types of assistive technology and disability products and services that are available to improve the quality of life for individuals with various disabilities. ISAAC attendees are interested in all areas of quality of life and communication technologies, products to improve independence and accessibility, and services that help achieve the fullest life experience.

Conference participants include:

- advocacy groups
- assistive technology specialists
- assistive and supportive living facilities
- disability organizations
- educational administrators
- government agencies
- health care providers
- funding agencies
- occupational therapists
- physical therapists
- speech-language pathologists
- teachers and special educators
- rehabilitation engineers
- rehabilitation counselors
- manufacturers
- researchers
- university faculty

Disability interests include:

- Angelman Syndrome
- Amyotrophic Lateral Sclerosis (ALS) or Motor Neuron Disease (MND)
- Aphasia
- Autism
- Cerebral Palsy
- Cornelia De Lange Syndrome
- Dementia
- Developmental disabilities
- Down's Syndrome
- Huntington's Chorea
- Parkinson's disease
- Primary Progressive Aphasia
- Traumatic Brain Injury

The ISAAC 2012 Exhibitor Experience

Welcome to the D. L. Lawrence Convention Center and the exciting venue of all that Pittsburgh, Pennsylvania, USA has to offer as one of the most beautiful cities in the world. Place your company or organization in the capable hands of Global Experience Specialists (GES), the ISAAC 2012 exhibit hall decorator who will help you organize your exhibit experience from move in on Sunday, July 29th, to packing up on Thursday, August 2nd, with all your new contacts.

Meet the growing international ISAAC community from over 1,200 attendees in Montreal in 2008 and to nearly 1,400 participants in Barcelona in 2010. ISAAC 2012 includes an expanded program, offerings and activities to increase consumer participation far beyond the record 100 adult augmented communicators in Barcelona.

Marketing Opportunities

- Enjoy efficient access to your target market.
- Take advantage of the lowest exhibit hall rates in years.
- Be recognized by our growing worldwide audience through conference marketing campaigns.
- Reach new customers from an expanded community of participants including people with disabilities, families, educators, key decision makers.
- Reach new customers from a growing number of international participants, especially from Asia.
- Exhibit Hall is open for traffic the **full four days** of the conference.
- Increased traffic to Exhibit Hall with a schedule designed to get people into the hall.
- Increased traffic to Exhibit Hall with **free access** to the public all days the exhibition hall is open.
- Tuesday, July 31 is Autism Awareness Day creating opportunities for product promotions.
- Thursday, August 2 is ALS (Amyotrophic Lateral Sclerosis) Awareness Day creating opportunities for product promotion.
- Opportunities to host product trainings, meetings, and events to customers in seminar rooms on the exhibit hall floor.
- Be featured on the ISAAC 2012 website via hyperlink to exhibiting company's website.

WE HAVE EXHIBIT SPACE FOR YOU

Exhibit

Secure your exhibit space now and have time to prepare your exhibiting budget for 2012. Our convenient method of selecting and securing your booth space allows you to plan ahead without creating major expenses at the start of the selection process.

Exhibit Booth Unit Pricing

ISAAC Corporate Members.....	\$2,000 US
Non-ISAAC Corporate Members.....	\$2,500 US
NEW! First-time Exhibitor *.....	\$1,500 US
Non-profit, government funded**.....	\$1,000 US

**To qualify as a 1st time commercial exhibitor, a small company must have annual revenue under \$4 million.*

***Non-profit or government funded exhibitors are reserved to two special sections of the exhibit floor.*

Booth Information

Each exhibit space includes:

- Booth space unit (10' x 10')
- Pipe and drape
- (1) ID sign (7"x44")-single line
- (1) 6' draped table
- (2) Contour side chairs
- (1) Wastebasket

Exhibitor Registrations

Exhibiting commercial companies will receive one (1) full main conference registration (valued up to \$735) and one (1) exhibit hall pass per booth unit. Extra exhibit hall pass cost is \$75. Non-profit, government funded exhibitors receive two (2) exhibit hall passes per booth unit.

UPDATE: Ongoing Space Selection

ISAAC 2012 first-choice, priority space selection is over. However, space selection is ongoing and contracts are handled on a first-come, first-serve basis.

We encourage you to make your booth selection by viewing completing the contact in following pages of this packet. You may wish to contact isaac2012exhibits@gmail.com for the latest information on available spaces. You will receive a call from Morgan Ball to confirm the spaces you select.

The Exhibition and Sponsors button on the ISAAC2012 homepage at www.isaac2012.org will take to the floor plan and space availability. Also, join us on Facebook for updates.

ISAAC 2012

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2012 Biennial ISAAC Conference Space Selection Policies and Procedures

UPDATE! The first-choice priority space selection process has ended. Space selection is on-going and handled on a first-come, first-serve basis. A completed contract and payment is required to confirm your space. You will be contacted to review you booth selection if needed.

1. ISAAC 2012 must have a signed contract and a deposit of \$250 per booth. **Deadline date for receiving the 2012 contract and down payment is February 1, 2011.** Only ISAAC member corporations and organizations (companies and organizations that have paid membership dues for 2010) are eligible for the first space selection call.
2. Space assignment is based upon the ISAAC priority point system:
 - One priority point for each year of corporate membership (beginning in 2008).
 - One priority point for exhibiting at ISAAC 2008 in Montreal.
 - One priority point for exhibiting at ISAAC 2010 in Barcelona.
 - One-three priority points for sponsorship of ISAAC 2008 in Montreal.
 - One-three priority points for sponsorship of ISAAC 2010 in Barcelona.
3. Space assignment for ISAAC 2012 Corporate and Institutional members will begin Tuesday, February 1, 2011. Commercial corporations and organizations identified as ISAAC 2012 members **will be first to have assignments made** based upon their priority point totals.
4. If more than one company shares the same number of priority points, assignment order will be determined at random to make the final assigned order to be called.
5. **Please make sure to confirm your priority point total and selection number by Tuesday, January 25, 2011, by emailing Carolyn Higdon at cwhigdon@gmail.com. Please, contact Carolyn if you have any questions about the assignment process. If questions arise about the contract and payment, please contact Morgan Ball at isaac2012exhibits@gmail.com.**
6. PLEASE NOTE: Please identify your booth space preferences carefully. Booth space selected is subject to all rules and regulations noted on pages 7-11 of this packet.
7. In the event that the booth space you identify is not your first choice and you wish to relocate to a different booth or area which was occupied during the space selection process, you should submit a written request to relocate to Show Management. We will review these requests, and will contact you if occupied space becomes available.
8. All special cases will be evaluated and resolved at the discretion of Show Management.
9. LOSS OR TRANSFERENCE OF POINTS

- Any company that does not participate in ISAAC 2012 will lose all earned exhibition points. Membership Points will remain intact.
- For any company that purchases another participating company, the two groups **cannot** combine their earned priority points, but would be allowed to take the highest priority point total of either company as their official total. Merged companies wishing to maintain separate memberships of the business units will maintain their priority points as stand-alone companies.
- For companies who did not have membership or exhibit points for a given year, but merged with or acquired a company that did earn points in that year, the new company may retain the point total for the merged or acquired company.
- Parent companies who wish to pick booth space for exhibiting subsidiaries or divisions may use the priority points of the parent company.
- Companies that are under another corporate umbrella who are later stand alone cannot take their points earned in previous years with the parent company. They would start from scratch.
- Companies who wish to exhibit together must choose space during the time slot of the company with the lowest number of points.



Isaac 2012 Pittsburgh

July 30 – August 2, 2012
David L. Lawrence Convention Center

Exhibitor Application

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Company Information:

Company Name: _____
 Contact: _____ Contact E-mail: _____
 Company Address: _____
 City/State/Prov/Postal Code/Country: _____
 Phone: _____ Toll Free: _____ Fax: _____
 Web Site: _____

Standard Dimensions and Exhibit Fees (based on 10'x10'booth unit)

Corporate Member Space	\$2,000 US
Corporate Non-Member Space	\$2,500 US
1st Time Corporate Space*	\$1,500 US
Non-Commercial Space*	\$1,000 US

**see restrictions and/or limitations*

_____ X _____ = \$ _____
 (total number of booths requested) (RATE) (total cost)

Fee Includes: Name placement in ISAAC 2012 Conference print materials, pipe and drape booth with ID sign (7" x 44") or draped table, carpeting, two contour side chairs, wastebasket. Conference registrations and exhibit hall passes vary per exhibitor status. See requirements.

Booth Location: Please list all three top choices

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Payment: A down payment of \$250 US for each booth unit along with a signed contract is required to confirm your space. Payment must be in the form of a check (payable to ISAAC 2012), credit card or PayPal (www.isaac2012.org/exhibition.php). If sending a check, please mail this application to ISAAC 2012, AAC Institute, Attention: Morgan Ball, 1401 Forbes Avenue, Suite 206, Pittsburgh, PA, 15219, USA. Otherwise, email completed application form as a scanned .PDF file to: ISAAC2012exhibits@gmail.com.

Acceptance – (Unsigned Contracts will not be accepted)

I, the authorized representative of the above organization, on behalf of said organization subscribe and agree to all terms, conditions, authorizations and covenants contained in this Contract and the Rules and Regulations governing ISAAC. ISAAC reserves the right to determine the eligibility of any Exhibitor or Organization for participation in the ISAAC conference.

Payment of _____ is enclosed. Payment of _____ has been provided via CC or PayPal.

Signature: _____ Date: _____

This application becomes a contract when signed by the exhibitor and accepted by ISAAC

ISAAC 2012 Exhibitor Rules and Regulations

This contract by and between ISAAC and the exhibiting company (“Exhibitor”) hereby applies to the invoice for exhibit space in the Exposition to be held July 30 – August 2, 2012. These rules and regulations are modeled after the Assistive Technology Industry Association’s (ATIA) standard. The signing of this contract indicates agreement by the Exhibitor to comply with the Exposition regulations, instructions and conditions of the contract published below with all the conditions under which facilities at the D. L. Lawrence Convention Center are provided to ISAAC.

1. **EXPOSITION SITE AND TIME:** The Exposition will be held on Monday, July 30 through Thursday, August 2, 2012, in Exhibit Hall B at the D.L. Lawrence Convention Center, Pittsburgh, Pennsylvania, USA. Management reserves the right to make changes in the exhibit hours and dates; however, any such changes will be made known as far in advance of the Exposition as possible and exhibitors will be notified accordingly.
2. **EXHIBIT SPACE RENTAL FEE:** The exhibit space rental fee per booth 10’ x10’ unit is as follows: \$2,000 US for commercial regular member space; \$2,500 US for commercial non-member space; \$1,500 US first-time exhibitor with ISAAC membership. Reduced fees are available on selected aisles in the exhibit hall for non-commercial organizations (non-profit, government agencies, health care organizations). Reduced fees of U.S. \$1000 per booth unit are available in these selected aisles.
3. **PAYMENT:** Make all checks payable in U.S. currency to ISAAC 2012. Exhibit space payments should be made according to the following schedule:
 - U.S. \$250 per booth space is due with application.
 - Second payment (half of balance) is due by: July 15, 2011. Any Exhibitor whose second payment is not received by July 15th may risk release of booth space.
 - Total balances are due on or before February 1st, 2012.
4. **BOOTH ALLOCATION:** Space assignments are made according to the ISAAC 2012 space selection policy. Please email the following Show Management individuals: Carolyn Higdon, Chair, Exhibit and Sponsor Committee at cwhigdon@gmail.com or Morgan Ball, AAC Institute at isaac2012exhibits@gmail.com for more detailed information regarding this policy. All requests for changes in booth space location must be received in writing to Morgan at isaac2012exhibits@gmail.com.
5. **INSTALLATION AND DISMANTLE:** Exhibitors will have reasonable time to erect and dismantle their exhibits, which will be specified in the Exhibitor Service Manuals provided by Global Experience Specialists (GES). Exhibit materials not removed from the hall by the time specified will be removed by ISAAC at the Exhibitor’s expense and liability. No Exhibitor will be permitted to dismantle their exhibit displays or remove products from the Exhibit Hall prior to the close of the trade show. Refer to the Exhibitor Manual for complete schedules, rules and regulations, and instructions for the installation and removal of the exhibits.

6. **CONTRACT FOR SPACE:** The Application and Contract for Exhibit Space shall be considered a binding contract between the two parties and subject to the rules and regulations as set forth by ISAAC in this contract when it is submitted with deposit of rental fee and accepted in writing by ISAAC. By submitting an application for exhibit space, the Exhibitor releases ISAAC from any and all liabilities to Exhibitor, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this Exposition.

7. **CANCELLATION/NON-PAYMENT:** In the event a company needs to relinquish its booth space:
 - Prior to July 15, 2011, and informs ISAAC in writing, 50% of the deposit will be refunded.
 - After July 15, 2011, and informs ISACC in writing, double amount of the deposit will be forfeited.
 - After February 1, 2011, and informs ISAAC in writing, half of the total paid will be forfeited.

8. **ARRANGEMENT OF EXHIBITS:** The space provided will be as shown on the floor plan to the extent possible, but ISAAC reserves the right in its sole discretion to make changes in the location, size, and display limits of any booth.

9. **USE OF SPACE:** Exhibitors may not sublet, assign, or apportion any part of the space allotted, and may not represent, advertise, or distribute literature for the product or services of any other firm or individual except as approved in writing by ISAAC.
 - Booth Sharing: ISAAC member companies may share booths with other ISAAC member companies only with the express written permission of ISAAC.
 - Exhibitors' promotional activities are confined to the actual space purchased, or in areas approved by Show Management and are prohibited in hotel/convention center public spaces, or common areas owned or operated by hotel/convention center or leased by ISAAC Show Management. No Exhibitor will be permitted to display or distribute literature outside the confines of the assigned booth space in the Exposition area. Distribution or display of promotional material in or to attendees' hotel sleeping rooms, public areas, or technical sessions is strictly prohibited. ISAAC also reserves the right to remove, at exhibitor cost, any merchandise deemed by Show Management as not suitable for display at ISAAC. Exhibitors will be bound by the booth rules that will be included in the Exhibitor Manual.

10. **SELLING OF PRODUCTS FOR SHOW DELIVERIES PROHIBITED:** Selling of merchandise for delivery at ISAAC is strictly prohibited. ISAAC provides display space to participating companies to exhibit and demonstrate products and services on the basis of their potential information and commercial value, and not for the purpose of direct commerce. Orders may be taken, but sales transactions involving exchange of product for payment is strictly prohibited. Also note that accepting orders onsite may have tax

implications in the jurisdiction where the exhibit is held. Please visit www.revenue.state.pa.us to determine the appropriate tax.

11. **RESTRICTIONS:** ISAAC reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Exposition as a whole. ISAAC may prohibit installation or request removal or discontinuance of any exhibitor or promotion that, if continued, departs substantially from exhibitor's preapproved design and description. In the event of such restrictions, prohibitions, or removal, ISAAC will, where appropriate, refund the Exhibitor Space Rental Fee and shall not be otherwise liable to the Exhibitor.
12. **EXPOSITION BADGES:** Exhibit personnel must wear ISAAC approved identification badges while on the exhibit floor.
13. **SOUVENIRS AND SAMPLES:** Distribution of souvenirs and samples is permitted provided there is no interference with other exhibits. ISAAC may withhold or withdraw permission to distribute souvenirs, advertising, or any other material it considers objectionable.
14. **CONDUCT OF EXHIBITOR'S EMPLOYEES:** Exhibitor's employees whether full, part-time, or temporary personnel hired by the exhibitor, shall conduct themselves in an ethical manner at all times. Solicitation of employment to any of the attendees or any exhibitor personnel is strictly prohibited and considered unethical and shall result in serious penalties and/or loss of privilege to exhibit in or attend future ISAAC events. Show Management may also ask any persons deemed, in Show Management's opinion, to be acting in an obstructive manner, or inappropriately dressed for this week's business activities to leave the exhibit floor.
15. **LIABILITY AND INSURANCE:** ISAAC will provide regular guard service at entrances to the Exposition area. However, ISAAC will not be liable for damage or loss to any exhibitor's properties through theft, fire, accident, or any other cause whether the result of negligence or otherwise. The Exhibitor shall indemnify ISAAC against, and hold it harmless from any complaints, suits, or liabilities resulting from negligence of the Exhibitor in connection with the Exhibitor's use of display space. It is recommended that exhibitors insure their exhibit and display materials. Commercial exhibitors should carry a minimum of \$500,000.00 Public Liability insurance for bodily injury, \$1,000,000.00 in any one accident, and \$250,000.00 property damage. Certificate of Insurance for said coverage satisfactorily to ISAAC shall name ISAAC for Global Experience Specialists (GES) as insured. The Exhibitor should obtain a waiver of subrogation releasing the carrier's subrogation rights, from any insurance carrier that carries fire, explosion, or any other risk coverage insuring their property. ISAAC assumes no liability for any injury that may occur to visitors to the Exposition. In the event that said exhibitor contracts with a firm to erect and/or dismantle their exhibit display at ISAAC, it is understood that the contractor will service and maintain insurance coverage as follows:

- Workers' Compensation insurance in the minimum amounts required by the laws of the State of Pennsylvania.
- Comprehensive General Liability insurance with minimum combined single limits of \$1,000,000 for bodily injury and/or property damage in any one occurrence.
- Contractor will include both ISAAC and Global Experience Specialists (GES), as additionally insured. Such insurance shall be maintained in full force during the period when the contractor is working on the display at ISAAC in Pittsburgh. The Independent Contractor will furnish Show Management with an original Certificate of Insurance attesting to this coverage.

16. **INTERPRETATION AND ENFORCEMENT:** These regulations become a part of the contract between the exhibitor and ISAAC. ISAAC has full power of interpretation and enforcement of these rules and may amend them at any time. Also, the Exhibitor agrees to abide by all additional reasonable rules and regulations published from time to time with advanced notice. All matters in question not covered by these regulations are subject to the decision of ISAAC and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of ISAAC, conduct themselves unethically, may be dismissed from the Exposition without refund or other appeal.

17. **COMPLIANCE WITH APPLICABLE LAWS:** Exhibitor, its agents, and representatives shall abide by, conform to, and comply with all laws of the United States and the State of Pennsylvania, and all ordinances of the City of Pittsburgh, including but not limited to all rules and regulations for the government and management of the D.L. Lawrence Convention Center and the requirements of the Police and Fire Departments, and further shall not do, nor allow to be done, anything on the premises during the term of this contract in violation of these rules, laws, and ordinances.

18. **OTHER TERMS AND CONDITIONS:** The Exhibitor shall comply with all fire laws, electrical codes and all other rules, regulations, codes or statutes with respect to the installation, conduct, and disassembly of its exhibit. The Exhibitor shall also comply with all reasonable requests of ISAAC, the D.L. Lawrence Convention Center, Global Experience Specialists, officials with respect to installation, conduct, and disassembly of its exhibit. The exhibit shall be conducted in a decorous manner in order not to be objectionable to other Exhibitors, the D.L. Lawrence Convention Center, or the public. ISAAC and the D.L. Lawrence Convention Center reserve the right to close, remove, or require changes in any exhibit or to remove and of the Exhibitor's personnel agents, representatives, independent contractors, invitees, or guests who are deemed detrimental to ISAAC, the D.L. Lawrence Convention Center, other Exhibitors, or public. The license granted by this Contract is personal and may not be transferred or assigned without the consent of ISAAC. The premises are licensed on an "as is" basis and ISAAC will not be liable for pre-existing conditions arising during the period of the license. The Exhibitor shall return the premises in as good condition as they were received. ISAAC shall in no event be liable to the Exhibitor in excess of any consideration paid by the Exhibitor to ISAAC and received by ISAAC, for breaches of Contract or conduct by

ISAAC, by its agents, representatives, and independent contractors, whether acting within or out of the scope of their authority by agents, or by the general public. ISAAC shall not be liable for failure to perform its obligations under this Contract due to strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the Exhibitor's exhibit is deemed to be the invitee or licensee of the Exhibitor rather than the invitee of ISAAC. ISAAC and the D.L. Lawrence Convention Center shall not be liable for injury of any type from any cause to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or liability for the actions of its agents, employees, or independent contractors, whether acting within or out of the scope of their authority, and responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agent, employees, or independent contractors, whether acting within or out of the scope of their authority. There is no other agreement or warranty between the Exhibitors and ISAAC except as set forth in this application and contract for Exhibit space. The right of ISAAC under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ISAAC. The exhibitor agrees to abide by all rules and regulations published from time to time by, and governing, ISAAC.

19. **AMERICANS WITH DIABILITIES ACT:** Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold ISAAC harmless from any consequences of failing to do so.
20. **PERFORMANCE OF MUSIC AND LICENSES:** Exhibitors and vendors are responsible for individual ASCAP/CMI music licensing fees if applicable to the ISSAC exhibit booth and/or vendor hospitality function. Vendors and Exhibitors hereby represent that they have, or shall have by the time of the event, obtained all required licenses for the live or recorded performance of music. Exhibitors and/or vendors shall indemnify and hold harmless ISAAC, its directors, officers, agents, members, and representatives from and against all claims, costs (including any attorney's fees), expenses, and liabilities arising from breach of the foregoing representations.
21. **USE OF THE ISAAC NAME:** Participation by an Exhibitor in the ISAAC Conference and Exhibition does not entitle the Exhibitor to use the name ISAAC other than reference to the Exhibitor's participation as an exhibitor in the event. Participation at ISAAC does not imply endorsement or approval by ISAAC of any product, service, or participant and none shall be claimed by a participant.
22. **OTHER:** This contract is made under and shall be governed by the laws of the State of Pennsylvania in all respects, including matters of construction, validity, and performance. If any circumstances beyond the control of ISAAC causes cancellation of all or any portion of the event, ISAAC agrees to refund any portion of the exhibitor fees which ISAAC is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the event.