

EXHIBITING/ADVERTISING INFORMATION

60TH ANNUAL CONFERENCE

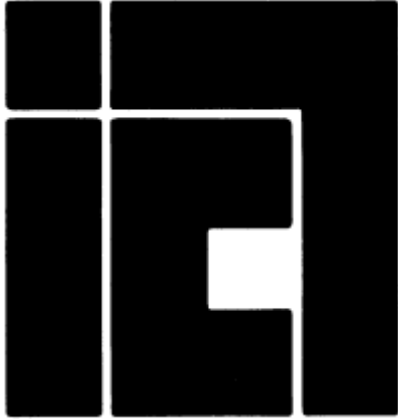
OF THE

**INTERNATIONAL COMMUNICATION
ASSOCIATION**



22-26 June, 2010

**Suntec International Convention Centre
Singapore**



- **Meet face-to-face with 2,000 communication scholars!**
- **Demonstrate your product!**
- **Highlight your services!**
- **Increase your visibility and sales!**
- **Enjoy exclusivity among a limited number of sponsors, Exhibitors, and advertisers!**

Dear Marketing Professional:

The 60th Annual Conference of the International Communication Association will be held at the Suntec International Convention Centre, Singapore, 22-26 June, 2010. Throughout the five-day conference, an estimated 2,000 scholars will attend over 425 presentations representing the latest advances in the field of communication.

To reserve your exhibit, advertising or sponsor opportunities, please complete and return the enclosed forms by Friday, 29 January, 2010. Please note that there are a limited number of exhibit and sponsorship opportunities. Reservations are on a first-come, first-served basis and must be accompanied by payment or letter of intent.

When you join this exclusive group of companies meeting face-to-face with scholars and researchers in a relaxed and intimate learning atmosphere, you will have the opportunity to build positive awareness and acceptance of your product or service.

Our exhibit area will be action-packed with events designed to bring in traffic:

- Wireless Cyber Cafe
- Message Board (available to all attendees throughout the exhibit hours)
- Book Signings

The exhibit area will be open Wednesday, Thursday, and Friday, the most heavily attended days of the conference. By designating key exhibit area activities, we hope to allow exhibitors to plan their networking and to attend workshops in which they have an interest. In addition to our exhibit area, your organization also has an opportunity to sponsor special events and workshops and to purchase additional advertising space in the convention program. The opportunities to put your organization in front of over 2,000 professional attendees from 35-40 countries are varied and many.

Make your reservations today, as opportunities are limited! Official deadline to reserve your exhibit, sponsorship and advertising space is Friday, 29 January, 2010.

1) Exhibit Space (Exhibit Dates: 23-25 June, 2010)

Exhibitors are asked to make their booth preferences known approximately three months prior to the conference. Exhibit booth locations (Annex A) are assigned based upon exhibitor's signed contract date. Conference sponsors receive preferential placement.

Joint exhibits(Annex A) are offered to publishers/exhibitors unable to send a representative to the conference. For a \$125 USD fee per title, ICA will exhibit titles from any publisher/exhibitor on tables shared with other joint exhibitors. Interested publishers/exhibitors should send a letter to ICA headquarters along with the accompanying application form requesting the joint exhibit option. The letter of application should include a description of the materials to be exhibited. It is the sole responsibility of the exhibitor to send materials to the SUNTEC conference center. ICA will NOT be liable for any materials exhibited in this manner, nor will ICA return materials to the exhibitor. All materials are donated to local universities.

2) Advertising

The official printed **conference program** is a major part of each participant's registration packet, and those who are unable to attend the meeting often purchase the program as well. In addition, many institutional members place copies of the program in their libraries for students and faculty to peruse in learning what is being talked about at scholarly meetings. Approximately 2,000 copies are printed annually.

Page Format: Color pages must have 3mm bleed. Images must be 300 dpi or higher. The final output will be 175 line screen. Black and white pages must have 3mm bleed. Images must be 300 dpi or higher. The final output will be 150 line screen. All matter must be 3mm from final trim.

Black and White and Color Ads: If an advertisement is sent as an electronic file (supplied on CD, Zip, or Jaz) they must be accompanied with final hard copy output from the final file(s) provided on the disk. Should the advertiser have any changes to advertisement copy provided on disk, the submission of a new disk is required.

Acceptable electronic formats can be either Mac or PC, using Adobe PageMaker, QuarkXpress, Adobe InDesign, Adobe Illustrator or Macromedia FreeHand (type converted to paths and file saved as EPS) or PDF. Artwork must be saved as TIFF or EPS.

All fonts and images must be included. Color images must be CMYK. Images can not be RGB or Index color. The resolution must be 300 dpi or greater.

PDF files must be created using Press Optimized in Adobe Acrobat. Fonts and high resolution images must be embedded in the PDF. Please be sure that the PDF does not contain any security passwords. **PDF deadline is Friday 29 January, 2010.**

3) Sponsor a Refreshment Break in the Exhibit Area

Exhibitors/Advertisers may sponsor morning or afternoon refreshment breaks for a \$1500 USD fee. These sponsors are recognized in the ICA Conference Program and in conference signage. ICA staff makes all necessary arrangements for the refreshments.

4) Sponsorship Opportunities

Sponsorship opportunities provide additional avenues to promote your organization to conference attendees. Among the opportunities available to sponsor: special events, preconferences, featured speakers, concurrent sessions, poster sessions, receptions and more. For a comprehensive list of sponsorship opportunities and the corresponding benefits, refer to the attached descriptions or call ICA's conference department at 202-955-1444 or email us at mhaley@icahdq.org or conference@icahdq.org.

5) ADSL/Wireless Cyber Cafe

ICA provides wireless internet access to all attendees June 23-25, 2010, during exhibit hours. This vital service allows attendees to communicate with their respective universities and possible presenters during the conference. This special sponsorship opportunity will be widely noticed by all attendees and is available for \$15,000 USD.

6) Additional Promotional Opportunities

Attendee Registration Packet: ICA is working toward more sustainable/green meetings. Therefore conference registration packet stuffers are no longer an option.

For further information or assistance on either exhibiting at the ICA Trade Show or advertising in the ICA Official Conference Program, please contact:

Michael Haley, Executive Director
or
Emily Karsnak, Exhibit Coordinator

INTERNATIONAL COMMUNICATION ASSOCIATION
1500 21st Street, NW
Washington, DC 20036 USA
Phone: (202) 955-1444; FAX: (202) 955-1448
Email: mhaley@icahdq.org or conference@icahdq.org

Please note: The International Communication Association is committed to working toward sustainable/green meetings. Anything you can contribute to this effort as an exhibitor is greatly appreciated. Please consider:

- **Using recycled, recyclable and/or environmentally friendly materials;**
- **Using biodegradable or recycled packing materials;**
- **Using carbon offset programs for shipping and freight;**
- **Donating left over exhibit materials to local universities or charitable organizations;**
- **Using sustainable giveaways;**
- **Minimizing the use of collateral materials**

We appreciate your efforts to work with ICA on our sustainable meeting goals.

International Communication Association **2010 Conference Information and Regulations**

The information provided below will help you prepare for your exhibit at the 60th Annual Conference of the INTERNATIONAL COMMUNICATION ASSOCIATION. The conference will be held at the SUNTEC International Convention Centre, Singapore. Dates for the meeting are June 22-26, 2010. Please read the information below carefully. We look forward to having you at our conference in Singapore.

LOCATION OF EXHIBITS:

Exhibits, and the Cyber Cafe will be together on Level 3 of the SUNTEC International Convention Centre to help increase traffic for your exhibit.

EXHIBIT HOURS

This year's meeting follows a TUESDAY through SATURDAY pattern. Please observe the schedule listed below:

Tuesday – 22 June, 2010 – Exhibit set up 6 pm

Wednesday - Friday, June 23-25, 2010---Exhibit 8 am - 5 pm

Friday, June 25, 2010---Exhibit teardown 5-7 pm

Saturday, June 26, 2010---No exhibits

Exhibit Equipment and Services

Each space is 3m x 2m. Displays must not be higher than 3m in the back and 1m on the side dividers along the aisles. In addition to the use of the exhibit space for 3 days (23-25 June, the price of the space includes an advertisement in the conference program (rates vary according to the ad size), one 2m draped table, two side chairs, one fascia ID sign, and two conference registrations. Please contact the ICA headquarters if you have additional questions. ICA is contracting with Agility Fairs & Events who will contact all exhibitors prior to the conference.

Exhibit Setup

Exhibits will be on the same level as conference sessions to boost traffic for the trade show. Exhibits must be set up on Tuesday, 21 June, after 6 pm, and dismantled on Friday, 25 June, after the trade show closes at 5 pm. There is no teardown on Saturday. Your booth must be staffed during all official exhibit hours. You may want to bring something to cover your exhibit materials during off hours.

Lighting and Electrical Work

All technical services work including electrical work must be ordered through a company appointed by Meeting Matters International.. All cloth draping and/or display materials must be fire retardant.

Character of Exhibits

The Executive Director of the International Communication Association, Inc., reserves the exclusive right to decline or prohibit any exhibit, part of an exhibit, person, advertisement, souvenir or other feature or action deemed objectionable and/or potentially harmful to the high standards of the Annual Meeting of ICA. All public space in the exhibit area and throughout the conference center is under joint control of the ICA Executive Director and the SUNTEC International Convention Centre and shall **not** be used for exhibit purposes without expressed written consent. If the operation of any equipment or apparatus produces noises or vibrations of sufficient volume, or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation. ICA endorses equal employment opportunity practices and accepts, on a priority basis, only exhibit applications from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, physical ability, marital status, mental disability, or sexual orientation. Exhibits must be staffed at all times during exhibit hours. Exhibits must NOT be disturbed, dismantled, or removed before 5 pm, Friday, 25 June, 2010.

Material Shipping, Receiving, and Handling

ICA has contracted with Meeting Matters for the handling of all exhibit material. Your exhibit material must be sent by Agility Fairs & Events, a company appointed by Meeting Matters.. ICA highly recommends that you employ the use of a customs broker for the shipping of your materials. ICA has contracted with Agility Fairs and Events as the customs broker for this conference.

Official Exhibit Service Company

Approximately six weeks prior to the conference, each exhibitor will receive an Exhibitor's Service Kit containing order forms, rental costs of booth furniture, accessories, special work (such as carpentry, painting, additional signs, electrical work, floral decorating, photography, etc.) and information concerning shipment of exhibit materials. Exhibitors must contact ICA Conference Management before contracting with any outside contractors.

For all personal items, please note:

Deliveries

All packages sent to the hotel should be sent prepaid. Packages sent C.O.D. will be refused by the hotel or by SUNTEC, and they will make no notifications to the shipper. The Package Room does not assume or accept any responsibility for shipments out of the hotel. Persons who ship parcels out of the hotel must have a method of payment or ship C.O.D. Shipments should arrive at the Marriott Downtown at least three (3) working days, but not more than five (5), before the first day of the event. Handling charges will apply. The Package Room will not accept deliveries of crates or exhibit materials, so these deliveries must be coordinated through the exhibit company. **DO NOT SEND EXHIBIT MATERIALS TO ICA HEADQUARTERS.**

Shipment of Materials

All personal materials shipped to SUNTEC must be coordinated with the shipper/customs broker, Agility Fairs and Events.

Security

Convention Centre security personnel will be on duty during the day events. Each exhibit must be staffed at all announced times by the exhibitor's personnel. ICA will provide minimal overnight security. The exhibit area will be secured at night. It shall be agreed by the exhibitors and any riggers, haulers, or other contractors engaged for the purpose of moving exhibits and equipment into and out of the SUNTEC that the SUNTEC shall be compensated for any expense incurred in repairing damages or injuries to the physical property of the hotel from the handling or movement of such exhibits and equipment on the premises. Nothing shall be posted, tacked on, nailed or screwed into, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Any expenses incurred in properly protecting the building, equipment or furniture therein will be the responsibility of the exhibitor.

Liability & Insurance

Neither the International Communication Association, the SUNTEC International Convention Centre, nor any of their employees or representatives shall be liable for any injury, loss, or damage to the exhibitor's personnel or property or to visitors attending the exhibition. Additionally, neither the International Communication Association, Inc., nor the SUNTEC International Convention Centre shall be held liable for the effects of unforeseeable events that may deleteriously affect the quality of the exhibitors' display or the number of people attending the meeting. Neither ICA nor SUNTEC accepts any responsibility for an exhibitor's products. Liability insurance shall be at the exhibitor's own expense.

Joint Exhibits

ICA will offer a joint exhibit for publishers unable to send a representative to the conference. For a reduced fee, ICA will exhibit titles from any publisher. Interested publishers/exhibitors should send an application to Conference at the ICA Headquarters requesting the joint exhibit option. It is the sole responsibility of the exhibitor to send the materials to the SUNTEC conference center. There may be charges for any pickup, delivery, and/or storage of your materials under this arrangement. ICA will NOT be liable for any materials exhibited in this manner nor will ICA return such materials.

Exhibitor assumes the entire responsibility and liability for losses, damages and claims and agrees to indemnify, defend and hold harmless the INTERNATIONAL COMMUNICATION ASSOCIATION and THE SUNTEC INTERNATIONAL CONVENTION CENTRE and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises or the Exhibitor's activities. The Exhibitor understands that neither the INTERNATIONAL COMMUNICATION ASSOCIATION nor the SUNTEC INTERNATIONAL CONVENTION CENTRE maintain insurance covering the Exhibitor's property,

and it is the sole responsibility of the Exhibitor to obtain such insurance.

Terms and Conditions of Payment for Exhibiting, Advertising and Sponsorships

Full payment must accompany this form. All advertising copy/artwork to be included in the Conference program must be received no later than Friday 29 January, 2010.

Cancellation deadlines are as follows:

- Full refund for cancellations received on or prior to Friday 29 January, 2010.
- No refund for cancellations received after Friday 29 January, 2010.

Contractual Agreement

All matters and questions not covered by these regulations are at the discretion of the ICA Conference Committee and/or Management and may be amended at any time. Any amendments to this document shall be equally binding upon publication on all parties affected by them, as are the original regulations. In the event of a dispute between an Exhibitor and Meeting Matters, it is agreed that the dispute may be referred to the Executive Director of the International Communication Association for binding arbitration.

Sleeping Room Arrangements

ICA has very favorable room rates. For room reservations, the preferred method is online. If you wish, you may call the Conrad Hotel reservations desk (after 15 January, 2010) and specify that you are a part of the International Communication Association 60th Annual Conference. The Pan Pacific Hotel, and the Ritz- Carlton will be other official hotels for the conference and they are offering guaranteed and competitive rates as well. Other hotel options with varying prices will also be published on the ICA website. (? Still under negotiation and subject to approval from ICA)

Airfare

Singapore Airlines is the official airline of the ICA Annual conference. Attendees can access special fares through the special ICA travel agent website or by calling GBT Orient Holidays at 888 720 1628 or 760 720 2399 or accessing the web at http://www.gtborientholidays.com/57_ICA/57thconference.shtml to receive a discount off the lowest applicable fare.

FUTURE ICA CONFERENCES

Singapore, 22-26 June, 2010

Boston, 26-30 May, 2011

Phoenix, 24-28 May, 2012

London, 18-22 June, 2013

For further information or assistance, please contact:

Michael L. Haley, Executive Director, or Emily Karsnak, Exhibit Coordinator

INTERNATIONAL COMMUNICATION ASSOCIATION

1500 21st Street, NW

Washington, DC 20036

Phone: (202) 955-1444; FAX: (202) 955-1448

Email: conference@icahdq.org

International Communication Association 2010 Conference
22-26 June, 2010 • Suntec International Convention Centre • Singapore
Payment Deadline: Friday 29 January, 2010

Firm/Organization _____

Contact _____

Address _____

City _____ State/Country _____ Postal Code _____

Phone _____ Fax _____ Email _____

Names of person(s) who will staff the exhibit (for badges), limit of 4per booth:

1) Trade Show Exhibit Space (Exhibit Dates: 23-25 June, 2010)

- ___ Exhibit space and full-page program ad \$1600USD
- ___ Exhibit space and half-page program ad \$1300USD
- ___ Exhibit space and quarter-page program ad \$1100USD
- ___ Exhibit space only (no program ad) \$900USD

2) Joint Exhibit space

- ___ Joint exhibit space (non-staffed) \$125USD Per Title

Refer to the advertising information section below for ad specs related to conference programs ads. Additional exhibit spaces/ads are available in the program for exhibitors at a discounted rate of 20%. Total number of exhibit spaces requested: _____.

3) Conference Program Advertising (PDF file copy required)

See specific ad requirements in preceding document.

Ad Size	Ad Rate	Specs
___ Quarter page	\$300USD	52mm W x 74mm H
___ Half page	\$600USD	105mm W x 148mm H
___ Full page	\$1000USD	210mm W x 297mm H
___ Double truck	\$2000USD	
___ Inside Front Cover*	\$1500USD	210mm W x 297mm H
___ Inside Back Cover*	\$1500/USD	210mm W x 297mm H
___ Outside Back Cover*	\$2000USD	210mm W x 297mm H
___ Plenary Session Tab*	\$2000USD	210mm W x 297mm H

* (Inside Front, Inside Back and Outside Back Covers and Plenary Page Tabs are 4-color ads)

4) Sponsor Refreshment Breaks in the Exhibit Area

- ___ \$1500USD Tuesday a.m., 22 June
- ___ \$1500USD Tuesday p.m., 22 June
- ___ \$1500USD Wednesday a.m., 23 June
- ___ \$1500USD Wednesday p.m., 23 June
- ___ \$1500USD Thursday a.m., 24 June
- ___ \$1500USD Thursday p.m., 24 June
- ___ \$1500USD Friday a.m., 25 June
- ___ \$1500USD Friday p.m., 25 June

5) Sponsorship Packages

___ Platinum ___ Gold ___ Silver ___ Bronze
 Refer to the enclosed Sponsorship Benefits/Events Package for costs and benefits.

6) Wireless Cyber Café

\$15,000USD

PAYMENT COMPUTATION

(Full payment must be made by 29 January, 2010)

- 1) Total Exhibits _____
- 2) Total Joint Exhibits _____
- 3) Total Program Advertising _____
- 4) Total Refreshment Breaks _____
- 5) Sponsorship Packages _____
- 6) Cyber Café _____

TOTAL AMOUNT DUE (USD) _____

Authorization (Postmark Deadline: Friday 29 January, 2010)

I have read and agree to abide by the ICA 2010 Conference Regulations outlined in this packet. Furthermore, I understand that the Conference Committee and/or management of the International Communication Association shall interpret all of said regulations, and the parties hereto shall be bound by such interpretation.

Authorized Signature _____ Date _____

Please bill my Master Card Visa American Express Check enclosed made payable to ICA

Account Number _____ Expiration Date _____

Signature _____

Return to ICA, Attn: Exhibits, 1500 21st Street. NW, Washington, DC 20036

For more information, call Conference at 202-955-1444 or email conference@icahdq.org