Exhibitor and Sponsor Prospectus

Distance Teaching & Learning Conference

Exhibit Dates: July 25-26
Early bird deadline: June 15
Why exhibit at the Distance Teaching & Learning Conference in 2017?
For 32 years, the Distance Teaching & Learning Conference has been one of the nation’s premier conferences for thousands of online teaching and learning professionals, with more than 800 attendees a year.
Distance Teaching & Learning Conference attendees value exhibitors they can engage and interact with to learn more about online learning tools, products, and services.

Who attends?
At this conference you will meet key decision makers, end users, and potential customers looking for ways to improve efficiency and quality in their online teaching and learning.

2016 Attendees by organization

- Higher Education
- Corporate
- Nonprofit & Government

2016 Attendees by job titles

- Directors, Managers, Coordinators
- Instructors
- Designers, Developers, Technologists
- Support Staff
- Chairs, Deans, Administrators
- Consultants
- Trainers

Exhibit Hall Experience
Our Exhibit Hall is designed to be at the center of many conference activities, giving you greater exposure and opportunities to interact with attendees. It includes:

- Learning Stage presentations
- Sponsor showcases
- eTools demos
- Dedicated refreshment breaks, receptions, and networking
- Prize drawings

All Exhibit Hall activities are integrated into the conference program.

QUESTIONS? Please contact Bonnie Schmidt, 608-890-2102 or email: bonnie.a.schmidt@wisc.edu
Distance Teaching & Learning Conference  
Exhibit Dates: July 25-26; Madison, Wis.

Exhibit and Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Package Features</th>
<th>Exhibit Only Package</th>
<th>Sponsor Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Standard $895*</td>
<td>Bronze $2,700</td>
</tr>
<tr>
<td></td>
<td>Nonprofit $695*</td>
<td>Silver $3,800</td>
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<tr>
<td></td>
<td></td>
<td>Gold $4,900</td>
</tr>
<tr>
<td><strong>Exhibit booth only</strong></td>
<td></td>
<td></td>
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<tr>
<td>8-ft x 10-ft booth</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(8-ft back drapes; 3-ft side drapes; 6-ft table, 2 chairs; exhibitor ID sign)</td>
<td></td>
<td>Yes (2 booths + electricity)</td>
</tr>
<tr>
<td>Logo on event website</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Printed and electronic roster of attendees</td>
<td>Yes (Postal roster only)</td>
<td>Yes (Postal + Email rosters)</td>
</tr>
<tr>
<td>70-word company description in Conference Handbook</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Exhibit booth + sponsorship</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor signage</td>
<td>Not available</td>
<td>Yes</td>
</tr>
<tr>
<td>Sponsor showcase—guaranteed 20-minute product demo on the Learning</td>
<td>Not available</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo in Conference Handbook</td>
<td>Not available</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Additional advertising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Handbook ad (Deadline for ad: June 21, 2017)</td>
<td>Available (Half-page $475; Full page $875)</td>
<td>Yes (Half-page ad)</td>
</tr>
<tr>
<td>Mobile banner ad (Deadline for ad: June 21, 2017)</td>
<td>Not available</td>
<td>Yes</td>
</tr>
<tr>
<td>Conference registration</td>
<td>$300/person (Limit 2)</td>
<td>Yes (1 included)</td>
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</tbody>
</table>

*After June 15: Standard $1,100; nonprofit $900

**2017 Exhibit Hall Schedule**

**Tuesday, July 25,** 4-6pm (Move in: 11:30am-3:30pm)  
**Wednesday, July 26,** 9:30am-5:30pm (Move out: 5:30-9pm)  
**Thursday, July 27,** Exhibit Hall closed

“The Distance Teaching & Learning Conference has been a great gathering of distance educators who truly seem invested in their own professional development. Exhibiting on the vendor floor has been an overall positive experience with great leads and conversations from a broad landscape of industry professionals.”

—TechSmith

QUESTIONS? Please contact Bonnie Schmidt, 608-890-2102 or email: bonnie.a.schmidt@wisc.edu
Exhibitor Terms and Conditions

Booth Space
- Contracted space is to be used by the company listed on the Exhibitor/Sponsor Application Form and Contract. The contracted space shall NOT be sublet, shared, or assigned without the written consent of the conference staff.
- No signs, displays, furniture, decorations, or any other booth materials may protrude into the aisle or encroach upon neighboring booths.
- Promotional materials are confined to the contracted space and not to be distributed in the general conference areas.
- Storage of empty containers, shipping boxes, and other display cartons must be arranged through the Exhibit Service Contractor, Valley Expo & Displays.
- Exhibitors must keep volume levels on any electronic equipment used in their space to a manageable level and not intrude upon another exhibitor’s space. We suggest using headphones for attendees to listen to demos.
- Each booth is allowed a maximum of three booth representatives.

Booth Confirmation and Assignment
Confirmation of booth space/sponsorship will be sent upon receipt of signed contract and full payment. Booth space will be **assigned in July** at the discretion of the conference staff on a first-come, first-served basis with priority going to sponsors.

Booth Cancellation
All booth cancellations **prior to June 15, 2017** will be charged a $225 service fee. After that date all exhibit booth fees are nonrefundable and exhibitors will forfeit all fees.

Booth Installation/Dismantling
All displays must be set up during the scheduled time and remain intact until the official close of the Exhibit Hall. A $250 fee will be charged for any early move-outs and will also impact future booth contracts for this conference.

Exhibitor Service Kit
A complete Exhibitor Service Kit will be sent six to eight weeks prior to the conference. Any equipment and/or services that are not included in the standard booth package must be ordered through the Exhibit Hall Service Contractors listed below. Exhibitors must comply with any rules and regulations set forth by these contractors.

Exhibit Hall Service Contractors
- Valley Expo & Displays (Booths, shipping, etc.)
- Monona Terrace Convention Center (Electricity, Internet)

Event Cancellation
In the event of fire, strikes, riots, civil commotion, natural disasters, war, and other unavoidable circumstances making it necessary to cancel the Distance Teaching & Learning Conference or to cancel the Exhibit Hall, the Conference Staff shall not be held liable. In such an event, all payments made for the exhibit space will be returned, less exhibition expenses incurred for the conference.

Insurance
Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

Exhibitors shall abide by and observe all federal, state, and local laws, codes, ordinances, rules and regulations, and all rules of the Monona Terrace Community & Convention Center.

Hold Harmless
The Board of Regents of the University of Wisconsin System agrees to provide liability protection for its officers, employees, and agents while acting within the scope of their employment. The Board of Regents further agrees to hold harmless the Distance Teaching & Learning Conference, its officers, agents, and employees from any and all liability, including claims, demands, losses, costs, damages, and expenses of every kind and description (including death), or damages to persons or property arising out of or in connection with or occurring during the course of this agreement where such liability is founded upon or grows out of the acts or omissions of any of the officers, employees or agents of the University of Wisconsin System while acting within the scope of their employment where protection is afforded by ss. 893.82 and 895.46(1), Wis. Stats.

Similarly, contracted exhibitor agrees to hold harmless the University, and all its officers, employees, and agents from any and all liability, including claims, demands, losses, costs, damages, and expenses of every kind and description, or damages to persons or property arising out of or in connection with or occurring during the course of this agreement, where such liability is founded upon and grows out of the acts or omissions of employees, officers, or agents of exhibitor.

Amendments
Any and all matters not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of the Conference Staff and shall be binding on the exhibitor. The Conference Staff may make reasonable changes, amendments, or additions to these terms and conditions in the best interests of the conference.

QUESTIONS? Please contact Bonnie Schmidt, 608-890-2102 or email: bonnie.a.schmidt@wisc.edu
### Exhibit and Sponsor Contract (PLEASE PRINT CLEARLY)

<table>
<thead>
<tr>
<th>Primary Contact :</th>
<th>Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>Company:</td>
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<tr>
<td>Address:</td>
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</tr>
<tr>
<td>City:</td>
<td>State / Province:</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Email:</td>
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<tr>
<td>Principal Product / Service:</td>
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<tr>
<td>Company URL:</td>
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</table>

#### Sponsor and Exhibit packages
- **Gold Package** $4,900
- **Silver Package** $3,800
- **Bronze Package** $2,700

#### Exhibit Only package
- **Standard** $895 *(After June 15: $1,100)*
- **Nonprofit** $695 *(After June 15: $900)*

#### Additional advertising
- **Full-page Conference Handbook Ad** $875 *(Nonexhibitor price: $1,030)*
- **Half-page Conference Handbook Ad** $475 *(Nonexhibitor price: $545)*

**TOTAL:** $_______

#### Conference registration
- **Check box** if your booth staff is interested in attending conference sessions. We will notify you when online registration begins in March. Exhibitor Registration rate is $300 per person, with a maximum of two per booth.

#### Payment information
**UW-Policy**—Credit card payments **cannot** be taken via email. To pay by credit card, check the “please invoice” option below.

- **Please invoice**
- **Check enclosed** (make payable to UW-Madison)
  - A service fee of $225 will be charged for booth cancellations **prior to June 15, 2017**. After that date, all fees are **nonrefundable**.
  - Only one organization per booth contract/application.
  - UW-Madison Federal ID# 39-180596

**Send payment with completed application / contract to:**
- **Questions contact:** Bonnie Schmidt
  - 608-890-2102
  - bonnie.a.schmidt@wisc.edu

- Marlys Kellogg, DT&L Registration
  - Pyle Center, Dept. 111
  - 702 Langdon St, Madison, WI 53706

**I have reviewed all terms, conditions, rules, and regulations set forth in the Distance Teaching & Learning Conference Exhibitor & Sponsor Prospectus and the Monona Terrace Exhibitor Rules.**

| Authorized Signature | Date |