Exhibitor/Sponsor Prospectus

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EXHIBITOR DEADLINES

Tuesday, 30 June 2009, 5 p.m. EST
Deadline is for Exhibit Application and Full Payment to hold space. Applications for space will be considered all the way up to the conference based on availability and feasibility of accommodating any special infrastructure requirements.

Tuesday, 7 July 2009, 5 p.m. EST
Deadline for cancellation with refund

MEETING CONTACTS

Exhibits Chairs
exhibits@smc-it.org
Catalina Villarreal
Tel: 1-818-393-5313

Patricia Elson perotsystems
Tel: 1-650-604-4498

Conference General Chairs
chairs@smc-it.org

Sven Grenander
Tel: 1-818-354-0156

Dr. Larry Bergman
Tel: 1-818-393-5314

PRELIMINARY EXHIBITOR SCHEDULE

Sunday, 19 July 2009
Exhibitor Check-in 4:00 p.m. – 8:00 p.m. (Early opportunity to pick up exhibitor badges)

Monday, 20 July 2009
Exhibitor Check-in 8:00 a.m. – 4:00 p.m.
Exhibit Setup 8:00 a.m. – 4:00 p.m.
Exhibitor Forum/Product Seminars 9:30 a.m. – 12:00 p.m., 1:30 p.m. – 5:00 p.m.
Exhibitor Reception: 5:00pm – 7:00pm

Tuesday, 21 July 2009
Exhibit Hours 9:15 a.m. – 5:00 p.m.
Exhibitor Forum/Product Seminars 9:30 a.m. – 12:00 p.m., 1:30 p.m. – 5:00 p.m.

Wednesday, 22 July 2009
Exhibit Hours: 10:00 a.m. – 5:00 p.m.
Exhibits Dismantle 5:00 p.m. – 9:00 p.m.
Space Assignments and Fees

Purpose
The purpose of all exhibits is to inform attendees of the types and nature of products and services related to the themes of 3rd IEEE International Conference on Space Mission Challenges for Information Technology (SMC-IT 2009).

Space Assignments
The following rules and regulations governing the exhibit under the auspices of the SMC-IT 2009 Conference are part of the application for space and constitute a contract between the Exhibitor and the Conference. They have been formulated in the best interest of the Exhibitor; full cooperation of the Exhibitor in their observance is requested. Any detail not specified is subject to decision by the Chair of the Conference.

Exhibit space will be assigned based on the date the application is received.

Space Selections
The Exhibitor agrees to accept the space assigned. The application, along with full payment for space, should be returned to the IEEE Computer Society office by Tuesday, 30 June 2009, 5 p.m. EST. Applications received after this date will only be processed on space available and best effort basis. The Conference reserves the right to modify the designated exhibit space in the event that a change in the original assignment is necessary.

Contract for Space
The acceptance of the application by the IEEE Computer Society and the full payment for rental charges constitute a contract. A completed application for space with full payment and all requested information must be submitted by mail or fax. Faxed applications must include a credit card number, expiration date, and signature. Telephone requests will not be honored.

Space Rental Fees
- Platinum level $3,000, includes:
  - Private meeting room for ½ day for holding industry forum meeting (full day available for $5,000)
  - Note: Company must provide preliminary program with speakers and topics to conference organizing committee for publication in overall conference program by June 30, 2009.
  - Exhibition 20x20 island
- Gold level (20x20 island): $2,000
- Silver level (10x20 in-line): $1,500
- Bronze level (10x10 in-line): $1,000
- Research level (10x10 in-line): $550 (Non-profit organizations and universities)

Exhibits - What is included with your exhibit fee?
The Conference will provide each exhibit space with:
- A booth with an identification sign (two-line, 7 inches x 44 inches)
- One electrical circuit (500 watts)
- One table (6 feet x 30 inches))
- Two chairs
- A wastebasket
- For all in-line exhibits the Conference will provide standard pipe and drape
- Corporate name and logo listed on SMC-IT.ORG web site (in order of exhibitor registration date) with link to exhibitor's home web site
- A additional dedicated meeting room for industry forum speakers (Platinum Level only)
Optional services / infrastructure are available at additional cost to the exhibitor. Examples:

- Additional power and specialized electrical service
- Wireless or wired Internet access (speed not guaranteed)
- Additional furniture

**Terms of Payment**

Full payment MUST accompany the application for space. No application will be processed without remittance of full payment.

**Cancellations**

Please direct all correspondence regarding requests for space, or changes and special issues, or intent to cancel to exhibits@smc-it.org.

In the event of cancellation, exhibitors are requested to also notify the Conference Department of the IEEE Computer Society by fax at +1-732-465-6447, telephone at +1-732-981-3498. Cancellations are not effective until they have been submitted in writing to the Conference Department of the IEEE Computer Society 445 Hoes Lane, Piscataway, New Jersey 08855. The date the Exhibitor’s written notice of cancellation is received will be the official cancellation date. Cancellation of space after Tuesday, 7 July 2009, 5 p.m. EST will result in NO REFUND.

Space reductions are considered cancellations and are subject to cancellation fees. It is understood that the SMC-IT 2009 Conference reserves the right, at its option, to reassign a cancelled table regardless of the cancellation rate assessed.

**Refunds**

Refunds will not be granted after Tuesday, 7 July 2009, 5 p.m. EST.

**Failure to Occupy Space**

Any Exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Conference shall have the right to use exhibit space as it sees fit, provided the space is not occupied by the scheduled exhibit hall opening, unless prior alternative arrangements have been agreed upon.

**Sharing Space**

Subletting of space is not permitted.

**Badges and Staffing**

Each exhibiting company will nominally receive three (3) complimentary printed representative badges per exhibit. More can be requested for additional support staff and industry forum speakers (in the case of Platinum exhibitors). These badges are restricted to the exhibits area and industry forum room areas. Any exhibit staff wishing to attend the conference technical program must also register for the conference at the regular registration fee.

Exhibits must be staffed during show hours (Monday, July 20, 5-7pm; Tuesday, July 21, 9:15am – 5pm; Wednesday, July 22, 10:00am – 5pm). Please note that you will be in violation of regulations if the exhibit is not staffed. Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

Also note that any attendees only interested in seeing the Exhibits area and attending the Industry Forum Meeting Rooms may register for a complimentary Exhibits-Only badge as well.

**Operation of Exhibits**

The management reserves the right to restrict exhibits that—because of sound, method of operation, materials, content or any other reason—are deemed objectionable, and also to prohibit or evict any exhibit as a whole.

**Labor**

Exhibitors must comply with union work rules where applicable. Union labor will be made available.
Size of Exhibits
Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the displays of other Exhibitors. This restriction includes person(s), things, conduct, printed material, noise, or anything of a character that may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, the IEEE Computer Society is not liable for any refunds, rentals or other exhibit expenses.

CONTRACTUAL CONSIDERATIONS
Violations
As a condition for exhibiting, each Exhibitor shall agree to observe all policies. An Exhibitor Manual sent to each exhibitor will contain rules governing exhibits. Violators will not be eligible to exhibit at future SMC-IT Conference meetings.

Insurance
Advise your agent that you will be exhibiting at the conference. Insurance on all exhibits is the responsibility of the Exhibitor. The IEEE Computer Society will not assume any responsibility for property loss or damage to personal property, as stated in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

Limitation of Liability
Exhibitor agrees with IEEE, Freeman Decorating, the Pasadena Conference Center, the City of Pasadena, its Officers, Directors, and employees that IEEE, Freeman Decorating, the Pasadena Conference Center, the City of Pasadena, and their Officers, Directors, and employees shall not be liable for any damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor or any person thereon with the consent of Exhibitor and that Exhibitor will indemnify and hold harmless IEEE, Freeman Decorating, the Pasadena Conference Center, the City of Pasadena, and their Officers, Directors, and employees from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence of or breach of an obligation by Exhibitor or its employees or representative.

Catastrophe
In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.
Previous Attendees

SMC-IT 2006 Conference
Pasadena, CA USA
Attendance – 325

Representative companies and organizations:

Aerojet Alcatel Allied Aerospace
Anark Andoya Rocket Range
Anteon Apple Computer Argo-Tech ARINC Arizona State
University Astrium-Space ATK
BAE Systems Bristol
Spaceplanes CACI Cal Tech
University Canoga Perkins
Chevron Ciprico Cisco Systems
Concurrent Technologies
Convera Cray CSC Department of Energy DLT Solutions Draper
Laboratory DRS Technologies
Dynamic Systems Electronic
Data Systems EMC EMS Technologies
Endevco FAA General Atomics
General Dynamics Goodrich
Gulfstream Aerospace
Honeywell HP IBM Insight
Integrated Systems iRobot ITT
Jacobs Sverdrup Johnson
Controls Kodak L-3 Communications Lockheed
Martin Lockheed Martin
Information Technology Lucent Technologies Mathsoft Eng. and Education Mathworks McKesson
Microsoft NASA Ames Center
NASA Goddard NASA JPL
Network Appliance Northrup
Grumman OptoSigma Opus
Media Oracle Orbital Sciences
Panasonic Parker Hannifin
Parsons PTI Technologies Inc.
Quantum Rand Federal
Raytheon Red Hat Rockwell
Collins SAIC SBC SGI
SpaceDev Spectrolab Stanford
University Sun Microsystems
TeraTech Thor UC Irvine UCLA
Unisys United Technologies US
Army US Geological Survey US
Marine Corps US Navy US
Treasury USC Whittaker
Controls Xerox
SMC-IT 2009 Conference
http://smc-it.org
19-23 July 2009 Conference Dates
20-22 July 2009 Exhibit Dates
EXHIBIT APPLICATION/CONTRACT
Due June 30 2009, 5 p.m. EST

Contact Name:_______________________________________________________________________
Company:___________________________________________________________________________
Address:____________________________________________________________________________
(No P.O. Box addresses please)
City/State/Zip:________________________________________________________________________
Telephone: ___________________________________________Fax:___________________________
Email:______________________________________________________________________________

Staff Name #1:_______________________________________________________________________
Staff Name #2:_______________________________________________________________________
Staff Name #3:_______________________________________________________________________

Based on interest expressed by the undersigned, we hereby apply for exhibit space at the SMC-IT 2009 Conference, subject to the rules and regulations governing the exhibition as stated in this prospectus, which we accept as part of the agreement. We agree to accept the space assigned.

Selected exhibit level and cost:
_____ Platinum (20x20 island): $3,000 including ½ day Workshop
   Corporate Logo
   Link to Website
_____ Gold (20x20 island): $2,000
_____ Silver (10x20 in-line): $1,500
_____ Bronze (10x10 in-line) $1,000
_____ Research (10x10 in-line) $550 (Non-profits and Univ.)

Preferred booth numbers (1-21; see map next page):
First choice _____; Second choice_____;
Third choice _____

Each exhibiting company is limited to three (3) complimentary printed representative badges per exhibit.
This will give exhibit staff access to the exhibit area only.

Any exhibit staff wishing to attend the entire conference technical program must register for the conference at the regular registration fee.

TERMS FOR PAYMENT
Full payment is due by 30 June 2009, 5 p.m. EST and must accompany this application. Space will be assigned on a first come, first served basis. Cancellation of space: No refunds will be granted after Tuesday, 7 July 2009, 5 p.m. EST.

Steps to apply for exhibit space:
1. Apply online at http://smc-it.org
2. Fax application to 1-732-465-6447
3. Send Application and Full Payment to:
SMC-IT 2009 Exhibits
IEEE Computer Society
445 FAX: +1-732-465-6447
Questions? +1-732-981-3428 or exhibits@smc-it.org

As an authorized representative of the Company named above, I have read and understand the rules, regulations, and contractual considerations outlined in SMC-IT 2009 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE Computer Society and the full payment on rental charges constitute a contract.

Signature: _______________________________________ Date:_________________________________________
Name (Please Print): ______________________________Title:__________________________________________

Make All Checks Payable To: IEEE Computer Society Checks must be in U.S. dollars drawn on a U.S. bank.
Please charge the following credit card for all exhibit fees.
_____ American Express _____ MasterCard _____ VISA _____ Diners Club
Card Number:_____________________________________ Exp.Date:_________ 3 or 4 Digit Security Code:______
Signature:_____________________________________________________________________________________

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Below is the floor plan showing numbered exhibit spaces. Please select your first, second and third choice of space. Note that there are only 21 spaces available: 2 – 20x20; 3 – 10x20; 16 – 10x10. Exhibit space will be assigned as first come, first serve.
Space Mission Challenges for Information Technology (SMC-IT) 2009
http://smc-it.org
19-23 July 2009 Conference Dates

Sponsorship Opportunities

Space Mission Challenges for Information Technology (SMC-IT) 2009 is a small, targeted conference that brings together designers, engineers, scientists, practitioners, and space explorers to gather for the objective of advancing information technology for space missions. The forum provides an excellent opportunity for fostering technical interchange on all hardware and software aspects of IT applications in space missions. Attendees are key problem solvers in government and aerospace companies.

This year we are offering a way to save money, advertise, and support the conference. Please consider a sponsorship opportunity!

In gratitude each sponsor would receive:

- Display of their logo and 1-2 lines of text on multiple flat panel displays around the conference following an electronic day-at-a-glance rolling presentation. Display time would depend on the level of contribution.
- Option to put handouts on the literature table.
- Printed sign of acknowledgement when appropriate (specific event).

The following are suggested sponsorships:

- $250 General support
- $500 Special support
- $1000 Sponsor a break – beverages and snacks (multiple opportunities)
- $2500 Sponsor a workshop reception – beverages and appetizers
- $4500 Sponsor the conference reception – beverages and appetizers
- $6500 Sponsor WiFi throughout the conference
- $8000 Sponsor a lunch for conference attendees (multiple opportunities)

Perhaps you have other ideas for sponsorship.

Please call or email with ideas, questions or to arrange sponsorship.

Thanks -

Patricia Elson
650-604-4498
Patricia.A.Elson@nasa.gov