

*Third IEEE International Conference on*  
**Space Mission Challenges  
for Information Technology**  
**SMC-IT 2009**

Sponsored by  
**IEEE Computer Society**



Pasadena Convention Center  
Pasadena, California, USA  
<http://smc-it.org>  
19-23 July 2009 Conference Dates  
20-22 July 2009 Exhibit Dates

# 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](mailto: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](mailto: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.

**Wednesday, 22 July 2009**

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 3<sup>rd</sup> 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](mailto: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 by 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 OracleOrbital 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: \_\_\_\_\_

\_\_\_\_\_ I would like to be contacted regarding corporate support opportunities.

We, the undersigned, 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](mailto: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: \_\_\_\_\_

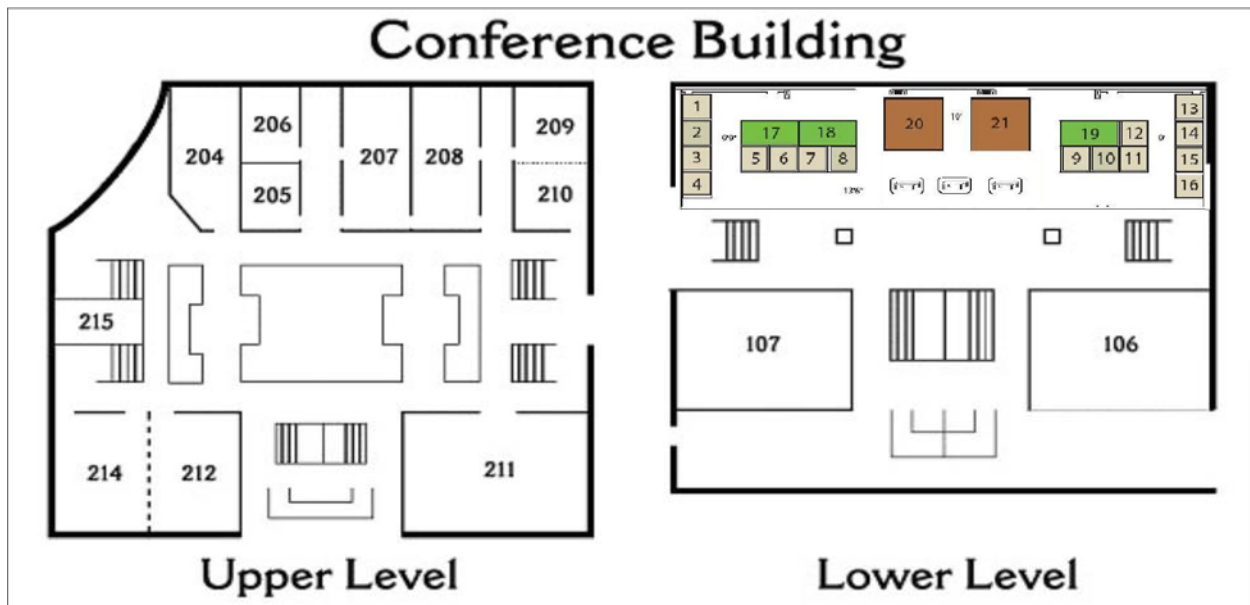
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Below is the floor plan showing numbered exhibit spaces.  
Please select your first, second and third choice of space.  
Note that there are only 21 spaces available: 2 – 20x20; 3 – 10x20; 16 – 10x10.  
Exhibit space will be assigned as first come, first serve



SMC-IT 2009  
Exhibits Dates: July 20 - 22, 2009  
Conference Dates: July 19 - 23, 2009

<http://smc-it.org>  
Pasadena Convention Center  
300 East Green Street  
Pasadena, CA 91101  
+1-626-793-2122  
<http://pasadenacenter.com/>



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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 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](mailto:Patricia.A.Elson@nasa.gov)

