

Great City | Great Lake | Great Conference

Celebrating 35 years of great professional development

EDUCATIONAL PARTNER INFORMATION

WHAT YOU'LL GET WITH YOUR 8' X 10' BOOTH

- Registration for two company representatives (additional reps can attend for \$160)
- 1 – Identification sign
- 1 – 2' X 6' draped table
- 2 - chairs
- 1 - wastebasket

The exhibit hall is carpeted however electricity *is not* included.

Resource Center space is prioritized by sponsorship levels and previous conference attendance. All requests for space will be considered but not guaranteed. To sponsor CASE V contact Joe Matty at 815-753-8821 or jmatty@niu.edu.

Exhibit space Early-Bird costs before November 20, 2009:

Educational Partner/ Booth- CASE Member \$825

Educational Partner Booth- Non-CASE Member \$875

Educational Partner Corner Booth (limited space available)- CASE Member \$875

Educational Partner Corner Booth(limited space available)- Non-CASE Member \$925

Consultant- CASE Member \$ 625 *(two registrations, listed in program, no booth)*

Consultant- Non CASE Member \$ 675 *(two registrations, listed in program, no booth)*

Exhibit Space costs after November 20, 2009

Educational Partner Booth- CASE Member \$925

Educational Partner Booth- Non-CASE Member \$975

Educational Partner Corner Booth (limited space available)- CASE Member \$975

Educational Partner Corner Booth (limited space available)- Non-CASE Member \$1025

Consultant- CASE Member \$ 625 *(two registrations, listed in program, no booth)*

Consultant- Non-CASE Member \$ 675 *(two registrations, listed in program, no booth)*

Dates and Hours: Schedule for exhibits (Schedule subject to change without notice.)

Set-up: Sunday, December 13, 2009 from 10:00 a.m. to 4:00 p.m.

Show Hours: Sunday, December 13, 2009 from 4:00 p.m. to 7:00 p.m. Monday, December 14, 2009 from 7:30 a.m. to 5:00 p.m. Tuesday, December 15, 2009 from 7:30 a.m. to 11:00 a.m.

Dismantle:

Tuesday, December 15, 2009 from 11:00 a.m. to 2:00 p.m.

WHAT IS CASE?

The Council for Advancement and Support of Education (CASE) is an international association of education advancement officers, who include alumni administrators, fundraisers, public relations managers, publication editors, and government relations officers. The ultimate goal of advancement professionals is to enhance their institutions by fostering support—whether that is in the form of money, alumni loyalty and participation, public esteem, or new students. In turn, CASE provides opportunities to assist these career professionals in advancing the cause of education, by offering informational resources and training for members.

CASE MEMBERSHIP

CASE's membership includes more than 3,200 private and public colleges, universities and independent elementary and secondary schools in 55 countries around the world. This makes CASE the largest non-profit education association in terms of institutional membership. CASE serves nearly 40,000 advancement professionals in member institutions and more than 22,000 professional members. For more information regarding CASE membership, visit www.case.org.

CASE DISTRICTS

In the United States, CASE is divided into eight geographic districts. District V's membership is comprised of professionals from universities, colleges and schools in Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin.

CONFERENCE SPONSOR VS. EDUCATIONAL PARTNER

A sponsor for the CASE V conference will receive sponsor recognition based on the monetary fee provided. Sponsorships for CASE V range from \$2,500 to \$20,000.

An Educational Partner at the CASE V conference will receive booth space in our exhibit hall. In addition, Educational Partners receive name recognition in the conference program and attendee publication as well as access to registered attendees.

EDUCATIONAL PARTNERS ALSO RECEIVE:

- Listing in the attendees' directory of representatives attending the conference (if registered by October 16, 2009).
- Listing in the Conference Program (if commitment received by October 16, 2009).
- Registered attendee list:
 - o All Educational Partners will receive an electronic list (in an Excel format) of conference attendees. The list will be e-mailed five business days after the close of the advance registration deadline. This will allow Educational Partners the opportunity to do one pre-conference and one post-conference mailing to attendees
 - o The second list will be sent five business days after the close of the conference and will provide you with a complete roster of attendees, including on-site registrations. This is a one-time only complimentary rental of these lists.
 - o *Per CASE policy, e-mail addresses are private and are not distributed.*

IMPORTANT: Your commitment as an Educational Partner requires that you stay until the exhibit hall closes at 11:00 a.m. on Tuesday, December 15, 2009. If you break down early, we reserve the right to decline your registration for the next year.

Hotel Information:

At the Sheraton Chicago Hotel & Towers

Online hotel reservations:

www.starwoodmeeting.com/Book/CASEV2009

Call 312.329.7000 or 1.800.325.3535

Hotel reservations are billed and processed separately from conference registrations. All major credit cards are accepted for payment. The Sheraton Chicago Hotel & Towers, conference headquarters, offers rates beginning at \$132 single occupancy for CASE V participants, based on availability. Identify yourself as a CASE V participant. Room rates do not include taxes. All reservations must be guaranteed by sending one night's deposit or by credit card with expiration date.

Deposit Required

The appropriate credit card information or a check for \$152.33 (one night's room & tax) made payable to the Sheraton Chicago Hotel and Towers must accompany this request for the first night's deposit. If paying by credit card, \$152.33 will be automatically applied to your card after Nov. 21, 2009. This payment is applied to your final hotel bill from the conference. Deposit is fully refundable upon cancellation before Friday, Nov. 21, 2009. No refund of deposit after Nov. 21, 2009. Reservations must be made by December 8, 2009.

Check-in/Check-out

Hotel check-in time is 3 p.m. Please provide your approximate arrival time to the hotel, if possible. Check-out time is noon.

Register early!

Make your Sheraton Chicago Hotel & Towers reservations early. The cut-off date for the room block is Friday, Nov. 21, 2009.



CASE DISTRICT V CONFERENCE * DECEMBER 13 – 15, 2009 *
RESOURCE CENTER EVENT TIMELINE

Level 1

Schedule subject to change

SUNDAY, DECEMBER 13

- 10:00 a.m. – 4:00 p.m. **Educational Partner Set-Up and Registration**
All educational partners MUST check in at the registration desk to pick up their conference materials and badges. We like to know when you have arrived!
- 3:45 p.m. – 5:15 p.m. **Opening Keynote Address**
- 5:30 p.m. – 7:00 p.m. **Resource Center Opening Extravaganza Wine Reception**
- 7:00 p.m. **Resource Center Closes for the Day**

MONDAY, DECEMBER 14

- 7:30 a.m. **Exhibit Hall Opens for the Day**
- 7:30 a.m. – 8:30 a.m. **Continental Breakfast with Educational Partners & Roundtable Discussions**
- 10:30 a.m. – 11:00 a.m. **Refreshment Break with Educational Partners**
- 12:30 p.m. – 1:30 p.m. **Roundtable Sessions during Lunch**
- 3:15 p.m. – 3:45 p.m. **Refreshment Break with Educational Partners**
- 5:00 p.m. **Resource Center Closes for the Day**

TUESDAY, DECEMBER 15

- 7:30 a.m. **Exhibit Hall Opens for the Day**
- 7:30 a.m. – 8:30 a.m. **Continental Breakfast with Educational Partners & Roundtable Discussions**
- 10:30 a.m. – 11:00 a.m. **Refreshment Break with Educational Partners**
- 11:00 a.m. **Resource Center Closes and Educational Partners Can Dismantle**

CASE DISTRICT V CONFERENCE * DECEMBER 13 – 15, 2009 * CHICAGO, IL

EDUCATIONAL PARTNER RULES AND REGULATIONS

1. **Recruitment Activities:** CASE V, with the support of its respective District Boards, is committed to providing an outstanding conference experience for all of its attendees. In keeping with this philosophy, activities involving the active recruitment of advancement professionals during the course of the CASE V conference will be governed by the following rules and regulations.

- A. Educational institutions may participate in the CASE V conference as an Educational Partner or sponsor.
- B. Independent professional consultants, who are not affiliated with specific colleges or universities and whose business is in whole or in part connected with advancement recruiting, may participate in the conference as a sponsor.

2. The application for space and formal notice of assignment and acceptance by CASE V Conference Committee, with full payment of rental charges, constitute a contract for the right to use this space. **Exhibit show kits will be emailed at a later date.**

3. **Dates and Hours:** Schedule for exhibits (Schedule subject to change without notice.)

Set-up: Sunday, December 14, 2008 from 10:00 a.m. to 4:00 p.m.

Show Hours: Sunday, December 13, 2009 from 4:00 p.m. to 7:00 p.m. Monday, December 14, 2009 from 7:30 a.m. to 5:00 p.m. Tuesday, December 15, 2009 from 7:30 a.m. to 11:00 a.m.

Dismantle:

Tuesday, December 15, 2009 from 11:00 a.m. to 2:00 p.m.

4. **Installation and Dismantling:** Installation may begin at 1:00 p.m. on Sunday, December 13, 2009 and must be completed no later than 4:00 p.m. on Sunday, December 15, 2009. It is mutually agreed that it is the duty and responsibility of each educational partner to install his or her exhibit before the opening of the Resource Center. Any space not claimed and occupied by 4:00 p.m. on Sunday, December 15, 2009 may be reassigned without refund of rental fee paid. **The Educational Partner expressly agrees not to dismantle the exhibit or to do any packing before 11:00 a.m. on Tuesday, December 15, 2009 unless previously authorized by CASE V Conference Committee.** The Resource Center must be cleared by 2:00 p.m. on Tuesday, December 15, 2009. Labor to assist in erection, assembly, dismantling, packing, and unpacking of display can be arranged through GES, the official show decorator at 1-800-475-2098. All property is to be shipped to and from the official drayage company, GES National Servicer (SM) at 1-800-475-2098.

5. **Use of Space:** All demonstrations or other activities must be confined to the limits of the exhibit booth. Educational Partners shall not assign, share, or sublet any space allotted without the written consent of CASE V. No Educational Partner is permitted to show goods other than those manufactured or sold by the firm in the regular course of business. The Educational Partner shall not display or place any product, sign, partition, apparatus, shelving, or other construction that extends more than eight (8) feet above the floor or more than three (3) feet in depth from the back wall. No interference with the light or view of other Educational Partners will be permitted.

6. **Irregular Canvassing:** Distribution of circulars or promotional material may be made only within the booth assigned to the Educational Partner presenting the material and on the literature exchange table labeled Educational Partner/consultant materials. Educational Partners may NOT arrange with the Chicago Sheraton Hotel and Towers to have promotional materials mass distributed to guest rooms. Educational Partners wishing to have promotional materials mass distributed to guest rooms need to discuss their needs with the CASE V Conference planners.

7. **Fire Protection:** The Chicago Sheraton Hotel and Towers does not permit **any** flammable liquids or gases to be brought into Hotel and Travel. No open flame of any kind is permitted. All electrical

apparatus must be UL. The Chicago Sheraton Hotel and Towers reserves the right to insist on the dismantling of any booth it deems as presenting a fire or safety risk.

8. Sound Devices: No sound-making equipment of any kind may be set up or used in exhibit booths without prior approval from CASE V.

9. Restrictions in Operation of Exhibits: CASE V reserves the right to restrict exhibits that because of noise, method of operation, materials, for any reasons, become objectionable, and also to prohibit or even evict any exhibit that in the opinion of the management may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibition. In the event of such restriction or eviction, CASE V is not liable for any refunds or rentals or other exhibit expenses.

10. Care of Building and Equipment: Educational Partners, or their guests, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Any damage in connection herewith will be at the expense of the Educational Partner.

11. Failure to Pay Rental Fee: If an Educational Partner fails to make payments due hereunder when they are due, such Educational Partner's rights to exhibit may be canceled by CASE V without further notice. CASE V shall be entitled to close an exhibit at any time for failure by an Educational Partner or any of his or her officers, agents, employees, or other representatives to perform, meet, or observe any term or condition set forth herein, and such Educational Partner shall not be entitled to a refund of any part of any fee.

12. Catastrophe: In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, or the public enemy or other cause, the Conference or any part thereof is prevented from being held, or is canceled by CASE V, the Council shall determine and refund to the applicant a proportionate share of the balance of the aggregate exhibit fees received that remains after deducting expenses incurred by CASE V, but in no case shall the amount of the refund to the applicant exceed the amount of the exhibit fee paid.

13. Liability and Insurance: CASE V, Chicago Sheraton Hotel and Towers, GES Exposition Services, or any officers or staff members do not maintain insurance, and will not be responsible for the safety of the property of the Educational Partners, including but not limited to claims from theft, damage by flood, fire, loss, or accident. It is the sole responsibility of Educational Partners to obtain business interruption and property damage insurance covering such losses by Educational Partner.

14. Indemnification: The applicant will not, and waives his or her right to do so, make a claim or demand against CASE V, Chicago Sheraton Hotel and Towers, GES Exposition Services, or any of their employees, representatives, or agents, for any injury, including injury resulting in death, loss of or damage to property (including governmental charges, fines, and attorneys' fees) suffered or sustained by the applicant or the applicant's employees, representatives, agents, or invitees, or by any other person or

corporation, which is based upon, arises out of, or is connected directly or indirectly with the Educational Partner's installation, removal, maintenance, occupancy, or use thereof or with the exhibition premises or part thereof.

The applicant will indemnify and save harmless CASE V, Chicago Sheraton Hotel and Towers, GES Exposition Services, or any of their employees, representatives, or agents from and against any and all claims, demands, awards, including awards made under the Workmen's Compensation Act or similar legislation, actions, and proceedings by whomsoever made, brought, or prosecuted, and from and against any and all loss, damages, or expenses suffered or incurred by CASE V, Chicago Sheraton Hotel and Towers, GES Exposition Services, or any of their employees, representatives, or agents, and which are based upon, arise out of, or are connected directly or indirectly with the Educational Partner's installation, removal, maintenance, or use thereof or with the exhibition premises or part thereof. The two preceding paragraphs will not apply to CASE V, Chicago Sheraton Hotel and Towers, GES Exposition Services, or any of their employees, representatives, or agents as the CASE V may be, when such claim, demand, or award is a result of its or their respective sole negligence.

15. Selection of Educational Partners: Only firms and organizations whose services or products are approximately related to the purpose of CASE V shall be permitted to exhibit. CASE V reserves the right to decline or prohibit any exhibit that in its judgment is inappropriate; this reservation being all-inclusive as to persons, things, printed matter, products, and conduct. Only two representatives, as listed on the application, are permitted to attend program sessions and conference meal events. Should an Educational Partner or sponsor wish to register additional representatives, an additional fee of \$160 per registrant will be levied.

16. Cancellations: Cancellations must be received in writing to be considered for refunds. Those received by Oct. 16, 2009 will be completely refunded, less the CASE V deposit fee (\$185). Partial refunds (50%) will be given until October 30, 2009. There will be no refunds after 4:30 p.m. (Central Time), on Friday, October 30, 2009.