

Grace Hopper Celebration of Women in Computing Conference

Hilton, located in the WALT DISNEY WORLD® Resort
1751 Hotel Plaza Boulevard, Lake Buena Vista, FL 32830
October 17-20, 2007

LOGISTICS FOR UNDERWRITERS

We are proud to have respected academic institutions as Grace Hopper scholarship underwriters, dedicated to helping women in computing advance in their careers and education. This is a terrific time to make a statement about your commitment to diversity. And if you are hiring, Grace Hopper is a great place to recruit.

Even though the emphasis of this conference is to celebrate the achievements of women in technology, an increasing number of men attend. It is worthwhile for men—and likely very different from anything they have experienced. So send a positive message to your students and provide them with a rewarding experience by providing them with scholarships to attend this conference.

Conference Registration, Hotel, and Travel:

All academic underwriters receive full-conference registration passes to give to their students as scholarships. Gold sponsors receive 10 passes, Silvers receive five, Bronzes receive two, and Affiliates receive one.

We have sent each school a unique code via email for their scholarship students to register online at www.regonline.com/ghc07. Contact Rachelle Siskin (rachelles@anitaborg.org) with any questions. **Scholarship recipients must be registered by October 1** to guarantee hotel accommodations.

We will make the hotel reservations for your registered scholarship recipients for the nights of October 17, 18, and 19. Students may check in as early as 4 p.m. on October 17; check out time is 11 a.m. on October 20. Two students will share a room and while we will match them based on school affiliation, this is not guaranteed. Students may make roommate requests through the online registration system. Please notify Rachelle Siskin (rachelles@anitaborg.org) of any special needs.

Each scholarship recipient will be reimbursed up to \$400 for reasonable travel expenses including airfare and ground transportation. Students are responsible for making their own airfare reservations. Attendees can submit expense reports with original receipts at the conference and a check will be mailed to them after the conference. Expense reports may also be submitted by mail to:

Anita Borg Institute
Attn: GHC Reimbursement
1501 Page Mill Rd., MS 1105
Palo Alto, CA 94304

These must be postmarked by November 30, 2007.

Banquet, Receptions, Plenary Sessions:

Gold underwriters are recognized as the official co-hosts of the VIP Reception held on Thursday, October 18 at 6 p.m. Gold underwriters are also highlighted at all plenary sessions.

Exhibit Tables:

All underwriters will be assigned a space in the exhibit area for displaying and distributing recruiting information. Each Gold and Silver underwriter will have its own six-foot table with two chairs. Gold underwriters will have one power strip to use for plugging in laptops and other electrical equipment. Bronze and Affiliate underwriters will share table space.

Gold, Silver, and Bronze underwriters will each receive two free general exhibitor passes (in addition to general admission passes) to staff their tables. These two passes will be waiting at the exhibit tables. If you are not planning to use your exhibit table, please notify Rachelle Siskin (rachelles@anitaborg.org).

Exhibit Material Handling:

Freeman is the material handling contractor for 2007 Grace Hopper Celebration Conference. We will send the exhibitor kit to you once we confirm your exhibit registration. To properly serve you and to minimize expenses, we kindly request that you fill out and return the necessary forms in advance. (Forms will be included in your exhibitor kit.)

The cost of warehousing and delivering your exhibit materials will be billed to you directly by Freeman, the material handling contractor for 2007 Grace Hopper Celebration Conference.

The cost of material handling warehouse shipment runs \$55.30 per 100 pounds with a 200-pound minimum. Material handling for small packages weighing less than 30 pounds is \$35.50. This rate includes receiving the materials, delivering materials to the tabletop location, storing the empty boxes or containers during the conference, returning the containers to you on Friday at 5:30 p.m., and preparing for outbound shipment if required. (Additional details will be in your exhibitor kit.)

Important Dates to Remember:

First date freight can arrive at the warehouse:
Monday, September 17, 2007

Advance freight paperwork and payment due:
Friday, October 5, 2007

Last day freight can arrive at the warehouse:
Tuesday, October 16, 2007

Exhibit setup times:
Wednesday, October 17, 2 to 5 p.m. -
Thursday, October 18, 7 to 8 a.m.

Exhibits open:
Thursday, October 18, 8 a.m. to 5:30 p.m. -
Friday, October 19, 8 a.m. to 5:30 p.m.

Exhibit teardown times:
Friday, October 19, 5:30 to 9 p.m.

Earliest that freight can be picked up:
Friday, October 19, 2007, 5:30 p.m.

Date and time by which show floor must be clear:
October 19, 2007, 9 p.m.

There will be a security guard onsite when the exhibit area is closed, but we recommend taking any electronics or other valuables with you when you leave the area. All other materials can be left in the exhibit area.

Advance Warehouse Freight Address:

Please label each piece of freight as follows:

TO: (Name of school and tabletop number)
FOR: 2007 Grace Hopper Celebration Conference
C/O: Freeman
10088 General Drive
Orlando, FL 32824

DO NOT ADVANCE SHIP directly to Hilton Hotel or your shipment will be returned. **Freeman will accept your advance shipments from September 17 to October 16, 2007.**

Show Site Shipping Address:

Please label each piece of freight as follows:

TO: (Name of school and tabletop number)
FOR: 2007 Grace Hopper Celebration Conference
Hilton in the Walt Disney World Resort
C/O: Freeman
1751 Hotel Plaza Blvd.
Lake Buena Vista, FL 32830

Please be advised that deliveries will be accepted on Wednesday, October 17, 2007 between the hours of 8 a.m. and 1 p.m. only.

Outbound Shipping:

OUTBOUND SHIPPING IS NOT AUTOMATIC. Exhibitors are responsible for providing Freeman with a Bill of Lading containing outbound shipping information. Freeman Transportation is the official show carrier and will be onsite at the close of the show to assist exhibitors. Bills of Lading and Labels will be provided to those exhibitors shipping outbound via Freeman Transportation.

Exhibitors not using Freeman Transportation need to arrange with a carrier to pick up materials at Hilton Hotel, after 5:30 p.m. on Friday, October 19, 2007. All materials must be off the show floor by 9 p.m., October 19, 2007. **IMPORTANT:** Conference Management is not responsible for any materials left on the show floor after 5:30 pm on Friday, October 19, 2007.

Resume Database:

All underwriters will have access to the student resume database. The schedule is as follows:

Gold: August 1, 2007

Silver: August 31, 2007

Bronze: September 30, 2007

Affiliate: September 30, 2007

Information on how to access this information including your username and password will follow in an email.

Registration Bags:

All underwriters are invited to include collateral and gifts in the attendee registration bags. Please provide Deanna Kosaraju (DeannaK@anitaborg.org) with **a list of items you would like us to include in tote bags by September 1, 2007**. This will prevent duplicate items, assure everything will fit into the bag, and give us an inventory list so we can be sure all items make it into the bags. Upon receipt of your list, we will review it and confirm acceptance to you as quickly as possible so that you can place orders and gather materials.

Guidelines for items:

Gold: Folders containing information no larger than 9 by 14 inches. No value limit on gifts.

Silver: Marketing materials not to exceed 8.5 by 11 inches and no more than five pages of printed materials. Gifts cannot exceed a unit price of \$5 per unit.

Bronze: One paper or postcard not to exceed 8.5 by 11 inches. Gift can't exceed a price of \$3 per unit.

Affiliate: One paper or postcard not exceeding 8.5 by 11 inches.

Please do not include coffee mugs, heavy items, or anything that is easily breakable, such as a mirror. Save the "real goodies" for the exhibit tables. **Please plan to send 1500 pieces of each item.**

Items should be shipped for arrival between September 24 and NO LATER THAN OCTOBER 12.

Please label each piece of freight as follows:

TO: (Name of school)

FOR: 2007 Grace Hopper Celebration Conference
Conference Registration Packets

C/O: Hilton in the Walt Disney World Resort

Attn.: Deanna Kosaraju/Robert Schwarz

1751 Hotel Plaza Blvd.

Lake Buena Vista, FL 32830

Please fax the Bill of Lading to Deanna Kosaraju at (650) 852-8172 by Monday morning, October 8 so we can take inventory of your items. If your items are received after October 15 or they are not sent to the address above, there is no guarantee that your materials will make it into exhibitors' conference bags. If there are any remaining items after the conference bags are assembled, they will be delivered to your exhibit area.

Logo Specifications (Print, Web, and T-Shirt):

Gold underwriters will have their logo on the conference t-shirt.

Gold and Silver underwriters will have their color logos on the outside, back cover of the printed program.

Gold and Silver underwriters will have their logo or name printed on the appropriate event signage.

Gold, Silver, and Bronze underwriters will have their name listed in all GHC press releases.

Bronze and Affiliate underwriters will have their names listed on the outside, back cover of the printed program.

All underwriters will have their logos and a link to their Web sites on www.gracehopper.org.

Any logo changes should be sent to Rachele (rachelles@anitaborg.org) on or before August 31, 2007.

Logo, Print Specifications:

****Please provide color AND black-and-white/grayscale version****

Maximum image area for each printed logo is 2 inches wide by 1.5 inches in height. Preferred format is a vector graphic (EPS) file. TIFF files, high-resolution CMYK, 300-dpi or greater are also acceptable. All fonts must be included. Please be sure to format images with an empty or transparent background box so your logo can be placed on any colored background without a "bounding box" effect.

Logo, Web Specifications:

In addition to the print logo, please supply a low-resolution 72-dpi JPEG, GIF, or PNG file, preferably with an empty or transparent background box.

Gold: 173 pixels wide by 61 pixels in height

Silver: 138 by 49 pixels

Bronze: 110 by 39 pixels

Affiliate: 88 by 31 pixels

Logo, T-shirt Specifications:

Gold underwriters have the opportunity of putting their logo on the GHC conference t-shirt. A color and a black-and-white logo must be sent to Rachele Siskin (rachelles@anitaborg.org) by September 7, 2007.

Useful Web Sites:

Press kit information can be found at: <http://gracehopper.org/2007/about/media/>

Conference Information: www.gracehopper.org

Registration: www.regonline.com/ghc07

Anita Borg Institute: www.anitaborg.org