

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 SPONSORS

We are proud that our sponsors are dedicated to helping women in computing advance in their careers. This is a terrific time to make a statement about your commitment to diversity, both externally and internally. 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 technical workforce and provide them with a rewarding experience by inviting them to attend this conference.

Conference Registration, Hotel, and Travel:

All sponsors receive full-conference registration passes to distribute as they please. Platinum passes vary depending on ABI sponsorship level. Gold sponsors receive eight passes; Silvers receive four; Bronzes receive two; and Supporter, Start-Ups, and Non-Profits each receive one.

Each company will receive a unique certificate code via email to register their attendees at www.regonline.com/ghc07. Contact Rachelle Siskin (rachelles@anitaborg.org) with questions or to receive your code. **Attendees should register by October 1, 2007.**

Banquet, Receptions, Plenary Sessions:

Gold sponsors are recognized as the official co-hosts of the Awards Banquet held on Thursday, October 18 at 7 p.m. Platinum, Gold, and Silver sponsors are also highlighted at all plenary sessions.

Exhibit Tables:

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

Platinum, Gold, and Silver sponsors 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 company 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 company 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 sponsors will have access to the student resume database. The schedule is as follows:

Platinum and Gold: August 1, 2007

Silver: August 31, 2007

Bronze: September 30, 2007

Supporter, Start-Up, and Non-Profit: September 30, 2007

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

Registration Bags:

All sponsors 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 corporate sponsor registration bag items:

Platinum: No limit.

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.

Supporter, Start-Up, and Non-Profit: 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 Company)
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 and Advertisement Specifications:

Platinum and Gold sponsors will have an advertisement in the GHC printed program, and also on the conference t-shirt.

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

Platinum, Gold, and Silver sponsors will have their logos or names printed on the appropriate event signage.

Bronze, Start-Up, and Non-Profit sponsors will have their names listed on the outside, back cover of the printed program.

Platinum, Gold, Silver, and Bronze sponsors will have their names listed in all GHC press releases.

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

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

Advertisement in Printed Program:

Each Platinum and Gold sponsor will have the opportunity to place a half-page ad in the printed program, produced by the Grace Hopper Celebration. Please refer to the 2006 ads as an example at http://gracehopper.org/2006/assets/GHC06_Program.pdf .

Details and submission specs:

- 8.25 wide by 5.5 inches in height with .125-inch bleeds on all sides
- Four color - CMYK
- 300 dpi TIFF or PDF/X-1a files
- Logo files are large (often 5MB or greater), so please submit an electronic version on CD or DVD along with a hardcopy version.

Please submit logos by August 31, 2007 to:

Anita Borg Institute for Women and Technology
Eric L. Mason
1501 Page Mill Road, ms 1105
Palo Alto, CA 93404

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.

Platinum: 180 pixels wide (max) by 75 pixels in height (target)

Gold: 173 by 61 pixels

Silver: 138 by 49 pixels

Bronze: 110 by 39 pixels

Supporter/Start-up/Non-Profit/Affiliate: 88 by 31 pixels

Logo, T-Shirt Specifications:

Platinum and Gold sponsors will have their logo on the GHC conference t-shirt. A color and a black-and-white logo must be sent to Rachelle Siskin (rachelles@anitaborg.org) by September 7, 2007.

Useful Web Sites:

Press kit information: <http://gracehopper.org/2007/about/media/>

Conference Information: www.gracehopper.org

Registration: www.regonline.com/ghc07

Anita Borg Institute: www.anitaborg.org