



Build your community... engage, learn, succeed

November 17-18, 2005

Portland, Oregon DoubleTree Hotel—Lloyd Center

## ***Build Your Community...Engage, Learn, Succeed***

*ASTD-Cascadia Chapter is proud to host its second annual regional conference and we want you to be a part of it. The theme this year focuses on building community and, for exhibitors, this means getting connected to decision makers who want your products and services. This conference is the place to access regional training professionals from a wide range of companies and specialties. And, to have some fun in the process!*

In 2004, over 180 training professionals from throughout the Pacific Northwest attended the Cascadia Chapter's first annual conference. We are expecting 250 - 300 for this year's conference.

### **2004 Representative Sampling of Attendees' Companies**

- |                                   |                            |
|-----------------------------------|----------------------------|
| ❖ Bonneville Power Administration | ❖ PeaceHealth              |
| ❖ Clackamas Community College     | ❖ PeoplePC                 |
| ❖ Comcast                         | ❖ Planet Productions       |
| ❖ Edge Wireless                   | ❖ Platt Electric           |
| ❖ Hillsboro Chamber of Commerce   | ❖ Providence Health System |
| ❖ HP                              | ❖ PSU                      |
| ❖ Integra Telecom                 | ❖ Red Cross                |
| ❖ Intel                           | ❖ Regence                  |
| ❖ Isite Design                    | ❖ Safeco                   |
| ❖ Kaiser Permanente               | ❖ Standard Insurance       |
| ❖ Multnomah County                | ❖ State of Oregon          |
| ❖ Nationwide Insurance            | ❖ TriMet                   |
| ❖ Nike                            | ❖ US Bank                  |
| ❖ OHSU                            | ❖ Washington Mutual        |
| ❖ OSU                             | ❖ Wells Fargo              |

### **2004 Regional Conference Exhibitors**

- |  |   |
|--|---|
| ❖ AchieveGlobal, Tampa, Florida            | ❖ Monad Trainer's Aid, Whitestone, NY         |
| ❖ CompView, Beaverton, Oregon              | ❖ Planet Productions, Portland, Oregon        |
| ❖ CPP, Danville, California                | ❖ Portland State University, Portland, Oregon |
| ❖ Executive Forum, Portland, Oregon        | ❖ Providence Health, Portland, Oregon         |
| ❖ FacultyTraining.net, Beavercreek, Oregon | ❖ Qwizdom, Puyallup, Washington               |
| ❖ GeoLearning, West Des Moines, Iowa       | ❖ Tata Interactive, San Jose, California      |
| ❖ GT Multimedia, Camas, Washington         | ❖ Think On Your Feet, Ontario, Canada         |
| ❖ Learning Point, Vancouver, Washington    | ❖ Via Tech Publishing, Portland, Oregon       |
| ❖ Lingo Systems, Portland, Oregon          | ❖ Via Training, Portland, Oregon              |

**ASTD – Cascadia Chapter  
Regional Conference  
November 17 – 18, 2005**

**Summary of Exhibit Package**

**Basic Exhibit Package (\$700) Includes:**

- One (1) 8' x 8' exhibit space with blue pipe and back draping
- One (1) 6' table with white skirting and two (2) chairs
- Two (2) complimentary conference registrations with each exhibit space purchased
- Two (2) complimentary passes to the Thursday evening reception
- Complimentary publicity on the conference web site
- Complimentary mention in the Program Guide
- Diagram of booth location in the Program Guide
- Post-conference mailing list in Excel which includes name, company, mailing address

**Additional Purchases for the Exhibit Package Include:**

- Internet connection (WIFI or land line) (\$150)
- Projectors, VCRs, TVs, Flip chart easels, etc. (available from the convention services company)
- Additional conference registrations or meal package (various)
- Additional passes to the Thursday evening social (\$25)
- Paid ads in the Program Guide (depends on size)
- Sponsorship opportunities (various)
- Materials in the participant bag (\$125 per insert for members; \$150 for others)

**General**

- Set up is Thursday, November 17, 2005 from 2 – 5 pm. Opening is 5:30 pm.
- Closing time is Friday, November 18, 2005 after 4 pm. Exhibitors are encouraged to stay after 5 pm as other amenities in the Exhibit Hall will still be available.
- Exhibitors must be prepared to provide all extension cords, power strips and Internet connectivity equipment. Such equipment will NOT be provided by ASTD and limited quantities would be available from the hotel at an additional charge.
- Registration, meals, breaks and other activities will all be held in the Exhibit Hall with the exhibits.
- Exhibitors are welcome to provide products / services as giveaways throughout the day.

**Tentative Conference Schedule**

7:30 am	Continental breakfast, registration, exhibit hall, bookstore
8:30 am	Welcome and opening keynote
9:30 am	Break, exhibit hall, bookstore
10 am	Concurrent workshop sessions
11:30 am	Lunch, lunch presentation, exhibit hall, bookstore
12:30 am	Concurrent workshop sessions
2 pm	Break, exhibit hall, bookstore
2:30 pm	Concurrent workshop sessions
4 pm	Closing keynote
5 pm	Conference ends

# ASTD-Cascadia Chapter Regional Conference November 17 – 18, 2005

## Details and Deadlines

The information below is part of the contract and outlines specific details and deadlines related to your exhibit. Please also refer to the Exhibitor Rules and Regulations found on the conference web site as they constitute part of the contract.

1. **Payment for Space.** The Exhibit Space Contract must be accompanied by full payment and be made payable to ASTD-Cascadia Chapter. All contracts and payments are due by Friday, October 7, 2005. The Chapter reserves the right to re-sell, cancel or re-assign space if payment in full and the signed contract have not been received by that date.
2. **Opening Time.** All exhibits must be complete and in place by 5 pm, Thursday, November 17, 2005 for opening at 5:30 pm on the same day. The exhibit must also be available starting at 7:30 am on Friday, November 18, 2005. The Chapter reserves the right to rent or otherwise occupy any space not set by the designated time. This clause shall not be construed as affecting the obligation of the Exhibitor to pay the full amount of the rental provided for in this contract for space not shall it affect the right of the Chapter to retain as liquidated damages the whole or any part of the rental received.
3. **Closing Time.** The official closing time is 5 pm on Friday, November 18, 2005. Exhibitors may begin to dismantle their space after 4 pm on that date. Exhibitors are encouraged to remain after 5 pm, however, as many conference participants will want to review exhibits after the last keynote address. The bookstore and other amenities will also continue to be available at 5 pm to participants.
4. **Shipping of Exhibitor Materials.** If you need to ship materials, all materials to be included in the exhibit space itself must reach the exhibition company as stated in their information packet (to be sent closer to the conference) and must be so labeled. The exhibition company will send out instructions at least 1 month prior to the conference with complete mailing instructions and costs.
5. **Shipping of Participant Packet Materials.** All materials to be included in the participant packet must reach the conference site no later than Friday, November 11, 2005 and must be packaged separately from any exhibit space materials and must be so marked. All inserts for the participant packet must be flat and cannot exceed 8 ½" x 11". All boxes **must** be labeled with the following information: ASTD Participant Packet Materials along with the name and phone number of the exhibitor. These materials must be sent c/o Julie Kowitz (address at end of this document). If materials are shipped to ASTD or the exhibition company and not to the hotel, the Chapter assumes no responsibility in getting those materials to the conference. The shipping address is included at the end of this document.
6. **Power.** The Exhibitor is responsible for providing all equipment to operate any electronic equipment in the exhibit space, including sufficient number and length of extension cords, power strips and any other item needed to electrically power the space. The convention services company will be setting up the power for each booth as requested.
7. **Internet Connection.** The Exhibitor is responsible for providing all equipment needed to operate any computer-related items, including laptops, desktops, printers, etc. Equipment would include, but is not limited to, power supply, Ethernet, access codes, ISP charges, adapters, hubs, etc. The hotel is responsible only for providing a WIFI connection and the codes to access it. The Exhibitor is responsible for any and all charges relating to dial up, broadband or other Internet access. The Internet fee includes one (1) 10-based T-wired Internet connection.
8. **Type of Exhibits.** The Chapter retains sole discretion and authority in the placement, arrangement and appearance of all displays. All exhibits must conform to these rules and regulations. Exhibits not in compliance must be brought into compliance prior to the end of exhibit set up. Each booth size is covers an 8' x 8" space. Those dimensions are outside dimensions. The display must fit inside those dimensions. Booth back walls, side rails, pipe, draping, and signs will be set up by the professional exhibit company and cannot be moved. Draping will be a royal blue color. One (1) 6' table with tablecloth and skirting and two (2) chairs are included. Tables and chairs can be rearranged within the dimensions provided. Displays cannot exceed 8' in height. Where an Exhibitor's display is built beyond the limitations and restrictions as set forth in these rules and regulations, the Chapter reserves the right to correct such display violations by having the Exhibitor alter, remove or rearrange any or all of the display so that it will comply with these regulations. If the Exhibitor is not available to make such corrections, the Chapter has the authority to make any and all necessary corrections at the Exhibitor's expense. In cases where the reverse side of an Exhibitor's back wall, sidewall, riser, display, or table (s) is exposed to view, such portion of this display must be suitably finished with fireproof material so that no part of the display construction, electrical wiring, or the like, can be seen from the aisles or adjoining booths belonging to other exhibitors. A "good neighbor" policy will be in effect at all times.

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**Conference Facility Information**

DoubleTree Hotel – Lloyd Center  
1000 NE Multnomah  
Portland, OR 97232  
503-281-6111

If you have questions about any portion of this contract, including costs and exhibit hall set up, please contact Kathleen Bergquist (information below), Business Manager, ASTD-Cascadia Chapter.

**Accommodations**

Hotel rooms are available at the conference rate of \$79 single / \$89 double on Thursday, November 17 and Friday, November 18, 2005. Please advise the reservations clerk of the conference code to receive this reduced rate. The conference code is "ASTD NW Regional Conference". Exhibitors are responsible for the payment of all room charges.

The toll-free number for room reservations is 800-996-0510.

**ASTD-Cascadia Chapter Contact Information**

14780 SW Osprey Drive, Suite 240  
Beaverton, OR 97007-8424  
503-579-1552  
503-579-0468 (fax)  
[astd@astdcascadia.org](mailto:astd@astdcascadia.org)

Direct all questions to the Chapter Business Manager, Kathleen Bergquist.

Normal business hours for the chapter are 1 – 3 pm, Monday through Thursday. Kathleen can be available at other hours for conference business. The easiest method of contact is email.