



Beyond the Edge...Maximize Your Competitive Advantage **Exhibitor Opportunities**

ASTD-Cascadia Chapter is proud to host its third annual regional conference and we want you to be a part of it. The theme this year focuses on personal and professional excellence and, for sponsors and 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!

At our last conference, over 230 training professionals from throughout the Pacific Northwest attended. For this conference, we are expecting 250 – 300 participants. Approximately 30% of the attendees are senior level training professionals and training managers.

2005 Representative Sampling of Attendees' Companies

- ❖ Allied Insurance
- ❖ Benchmark Electronics
- ❖ Cities of Beaverton and Portland
- ❖ Counties of Clackamas, Marion and Washington
- ❖ Edge Wireless
- ❖ First Tech Credit Union
- ❖ Franklin Covey
- ❖ Freightliner
- ❖ Girl Scouts
- ❖ Intel
- ❖ Kaiser Permanente
- ❖ MicroChip Technologies
- ❖ MultiCare Health System
- ❖ Nautilus
- ❖ Nike
- ❖ Oregon Health and Sciences University
- ❖ Oregon State University
- ❖ PGE
- ❖ Platt Electric Supply
- ❖ Providence Health System
- ❖ Portland State University
- ❖ Regence
- ❖ Safeco Insurance
- ❖ Siltronic
- ❖ Standard Insurance
- ❖ State of Oregon
- ❖ TriMet
- ❖ University of Oregon
- ❖ US Bank
- ❖ Wells Fargo
- ❖ Willamette Dental

2005 Regional Conference Sponsors and Exhibitors

- ❖ Bit by Bit, Portland, Oregon
- ❖ CompView, Beaverton, Oregon
- ❖ CPP, Danville, California
- ❖ Development Dimensions Intl, Bridgeville, Pennsylvania
- ❖ DoubleTree – Lloyd Center, Portland, Oregon
- ❖ Executive Forum, Portland, Oregon
- ❖ Interactive Concepts, Los Angeles, California
- ❖ Intercultural Communication Institute, Portland, Oregon
- ❖ Learning Point, Vancouver, Washington
- ❖ LINK Conference Service, Seattle, Washington
- ❖ New Horizons Computer Learning Center, Portland, Oregon
- ❖ Office Depot, Portland, Oregon
- ❖ Oregon State University, Corvallis, Oregon
- ❖ Planet Productions, Portland, Oregon
- ❖ Portland State University, Portland, Oregon
- ❖ PREP Profile Systems, Bend, Oregon
- ❖ Syntax Training, Seattle, Washington
- ❖ Qwizdom, Puyallup, Washington



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 Tuesday 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, phone and email

Additional Purchases for the Exhibit Package Include:

- Booth furnishings, freight shipments, storage of materials, etc. (must order through Peter Corvallis Productions)
- Internet services, power, projectors, flip charts, etc (must order through Oregon Convention Center)
- Additional conference registrations or meal package (various)
- Additional passes to the evening reception (\$25)
- Paid ads in the Program Guide (depends on size)
- Sponsorship opportunities (various)
- Materials in the participant bag (\$100 per insert for members; \$150 for others)

General

- Set up is Tuesday, March 6, 2007 from 9 am – Noon. Opening is Noon.
- Closing time is Wednesday, March 7, 2007 after 3:30 pm.
- Exhibitors must be prepared to provide all extension cords, power strips and Internet connectivity equipment. Such equipment will NOT be provided by ASTD.
- 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.



Third Annual Regional Conference 2007



*Beyond the Edge...
Maximize Your Competitive Advantage*

March 6-7, 2007
Portland, Oregon Oregon Convention Center

Proposed Conference Schedule

Tuesday, March 6, 2007

Noon	Exhibit hall, bookstore
1:15 pm	Opening keynote
2:30 pm	Break, exhibit hall, bookstore
3 pm	Concurrent workshop sessions
4:30 pm	General Session
5:30 – 7:30 pm	Reception

Wednesday, March 7, 2007

7:30 am	Continental breakfast, registration, exhibit hall, bookstore
8:30 am	Welcome and opening keynote
10 am	Break, exhibit hall, bookstore
10:30 am	Concurrent workshop sessions
Noon	Lunch, lunch presentation, exhibit hall, bookstore
1 pm	Concurrent workshop sessions
2:30 pm	Break, exhibit hall, bookstore
3 pm	Concurrent workshop sessions
4:30 pm	Conference ends



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, January 26, 2007. 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 noon, Tuesday, March 6, 2007 for opening at noon on the same day. The exhibit must also be available starting at 7:30 am on Wednesday, March 7, 2007. 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 Wednesday, March 7, 2007. Exhibitors may begin to dismantle their space after 3:30 pm on that date.
- 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.** Exhibitors wishing to include materials in the participant packet will receive specific printing and shipping instructions. Exhibitors may NOT ship such materials to the ASTD office or the facility. Such materials 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". If materials are shipped to the ASTD office or the facility, the Chapter assumes no responsibility in getting those materials to the conference.
- 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 facility will provide power for each booth as ordered by an exhibitor.
- 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 facility 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.
- 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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March 6-7, 2007
Portland, Oregon Oregon Convention Center

Conference Facility Information

Oregon Convention Center (OCC)
777 NE Martin Luther King Jr Blvd
Portland, OR 97232
503-235-7575

If you have questions, including costs and exhibit hall set up, please contact:

Grant Axtell
Exhibitor Subcommittee
503-947-1216
grant.a.axtell@state.or.us

Kathleen Bergquist
Business Manager
ASTD-Cascadia Chapter
(contact information below)

Accommodations

Since this function is being held at a convention center, securing sleeping room accommodations are the responsibility of the exhibitor. A list of possible hotels near the OCC are available under the "Venue" link on the conference web site.

<http://www.astdcascadia.org/conference/2007/index.html>

ASTD-Cascadia Chapter Contact Information

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503-579-1552
503-579-0468 (fax)
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.