

GREAT LAKES REGIONAL DATA EXCHANGE

October 26-28, 2004 at the Detroit Marriott Renaissance Center



Decision Support for the Great Lakes - St. Lawrence River in the New Millennium

EXHIBITOR PROSPECTUS

PROGRAM

rdx.glc.org

rdx.glc.org/program.html

Conference Objectives

Substantial need exists to coordinate the diverse data holdings, integrate information systems, and develop interoperable computer models and decision support tools that deal with Great Lakes - St. Lawrence River resource management priorities. The conference/workshops are designed to facilitate information exchange between participants, identify opportunities for collaboration and seek consensus on a common vision for integrated regional decision support tools.

Target Audience

RDX 2004 is estimated to have hundreds of attendees over a three-day period. It is designed to appeal to a broad spectrum of participants interested in both regional data/information sharing and Internet-based and Geographic Information System (GIS) technologies.

- Federal, state/provincial, academic and nonprofit agencies that engage in data collection, development, storage and management and need to explore new regional information coordination
- State/provincial/municipal information managers who oversee web and GIS technologies and are looking for new ideas and techniques
- Great Lakes stakeholders who are interested in web and GIS tools to improve decisionmaking

Conference Schedule

For an updated, detailed listing of events, please consult the conference web site: rdx.glc.org/program.html

Tuesday, October 26:

Training Seminars
Exhibit Hall Opening/Welcome Reception

Wednesday, October 27:

Exhibits
Conference Introduction
Keynote Speaker and Luncheon
Plenary Address
Breakout Sessions
Off-site Social Event

Thursday, October 28:

Exhibits
Case Studies, Presentations
Panel Discussion
Brainstorming Sessions
Closing Address

EXHIBITORS/SPONSORS

rdx.glc.org/exhibit.html

Invitation to Exhibit and Sponsor

The Regional Data Exchange conference attracts hundreds of key decision makers from federal, state/provincial and local agencies across the Great Lakes region. They come to attend the workshops and training seminars and to learn about the latest technological developments. They come to network with peers. And, they come to visit with suppliers of products and services which help inform their purchase decisions.

Exhibition booth space is limited, and assigned on a first-come basis. Mail or fax the enclosed order form today to request your strategic location.

Why Exhibit?

As an exhibitor, you will have the unique opportunity to market your products and services to an audience specifically interested in exploring new Internet-based and GIS technologies that push the envelope and enhance data sharing.

Who Should Exhibit?

- Environmental/engineering consulting firms
- Information systems developers and GIS consultants
- System integration, database vendors and companies
- GIS vendors and service companies
- GPS, satellite systems and data collection companies
- Computer hardware and software vendors

Limited display space will also be available for Great Lakes organizations, professional associations, and federal and state/provincial partners. This space is free of charge if the agency registers at least two conference participants.

Sponsoring Hosted Events and Training Seminars

Sponsoring events at RDX 2004 will give your organization excellent exposure to hundreds of key decisionmakers from federal, state/provincial and municipal agencies across the Great Lakes region. Current sponsors include the U.S. Environmental Protection Agency, Great Lakes Commission, National Oceanic and Atmospheric Administration, International Joint Commission, and ASPRS. For more information on how to become a recognized sponsor of a training seminar or special event, please contact **Kevin Yam** at **734.971.9135**, ext. 118 or kyam@glc.org.



Questions?

Contact Kevin Yam:
734.971.9135 x118
kyam@glc.org

Exhibition Fee Schedule

| Level | Benefits | Booth | Fee |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------------------|
| Premium | <ul style="list-style-type: none"> • Dedicated host of a catered coffee break • Recognized co-host of Welcome Reception • Company logo and direct link on conference web site • Company logo on conference mailers/announcements • Company logo on back cover of the conference Program • 100-word description in conference Program • All marketing materials will list Premium Level Sponsors • 4 paid conference registrations (includes all sessions and meals; does not include transportation or lodging) | 8' x 20' | \$2,500 (U.S.) |
| Basic | <ul style="list-style-type: none"> • Recognized co-host of Welcome Reception • Company logo and direct link on conference web site • Company name listed as a Basic Sponsor in the Conference Program • 50-word description in conference Program • All marketing materials will list Basic Level Sponsors • 2 paid conference registrations (includes all sessions and meals) | 8' x 10' | \$1,500 (U.S.) |

HOTEL INFORMATION



rdx.glc.org/accom.html

Location

The 2004 Regional Data Exchange Conference will be held at the Detroit Marriott Renaissance Center in Michigan. Taking sophistication and service to new heights, the Detroit Marriott Renaissance Center rises above the conventional with a dramatic presence in the Motor City's skyline. Conveniently connected to all that's important in downtown Detroit by the city's "People Mover," the hotel is just across the river from Windsor, Ontario. For more information, visit rdx.glc.org/accom.html

Room Reservations

Reserve your room at a special rate! A block of rooms has been reserved under the name "RDX Conference" for the nights of October 25-27, 2004, at a **special rate of \$110 U.S.** (plus tax). Please call the Detroit Marriott Renaissance Center at 313-568-8000 (or 1-800-352-0831) by **October 13, 2004**, to guarantee your room reservation.

Exhibition Hall Floor Plan

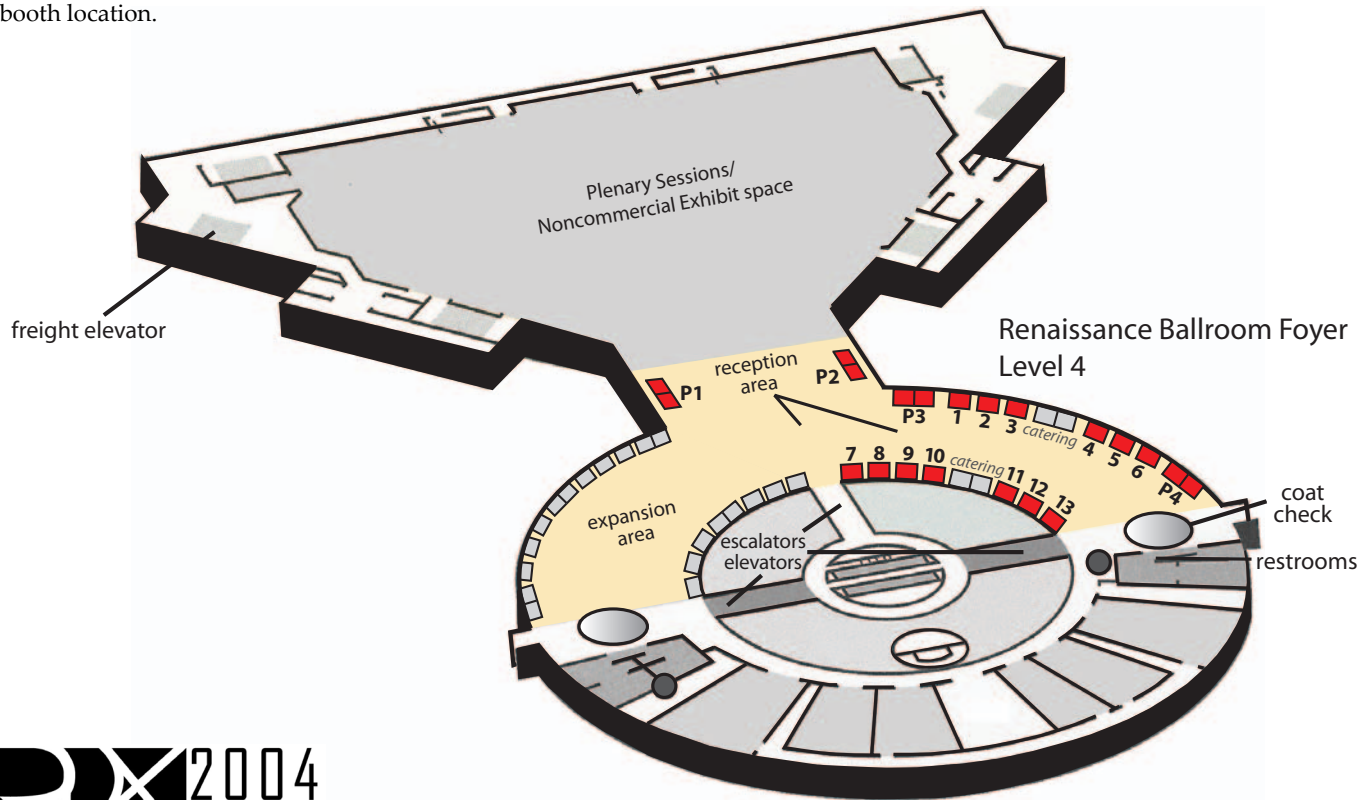
Sign up today to reserve your first choice of **Premium** or **Basic** booth location.

Exhibition Hall

The Conference Exhibition Hall will be located on the 4th floor of the Marriott Renaissance Center, in the Ballroom Foyer.

Currently, a total of **12 standard booths** (8' x 10') and **four double-sized booths** (8' x 20') have been secured for the duration of the Conference. Additional overflow booths will likely open up closer to the event date at the discretion of Marriott Hotels & Resorts.

Exhibitors will be assigned spaces by preference on a first-come basis, and location is not guaranteed. *Please see inside pages for details.*



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rdx.glc.org



Great Lakes
Commission
des Grands Lacs



Exhibit Contract

The following rules and regulations will govern the RDX 2004 exhibition spaces, and are made a part of all contracts for space between the Great Lakes Commission (GLC) and the person, partnership, or corporation engaging the space.

CONTRACT. This contract constitutes a formal agreement for the right to use the exhibit space allotted.

LOCATION. The RDX 2004 exhibit space will be located on the 4th floor of the Marriott's Renaissance Center. The GLC and Marriott Hotels & Resorts reserve the right to move the exhibition to another location within the hotel if necessary.

EXHIBIT CONTENT. Exhibits must be related to professional and practice development for conference attendees and/or related products and services. The GLC reserves the right to refuse applications not meeting standards or expectations. If an application for exhibit space is not approved, payment will be refunded in full. Exhibit space is not intended for airing views on either side of a controversial, social, political or professional issue. In addition, potential exhibitors are advised that contests, lotteries, raffles and games of chance may not be conducted without prior approval from the GLC.

BOOTH DESCRIPTION. Booth dimensions indicated on the Exhibit Hall Floor Plan are believed to be accurate, but may be approximate. Booths will be standard 8' x 10' units or multiples thereof. The GLC will provide uniform drapery and piping from a contractor at no additional charge. No walls, partitions, decorations or other obstructions may be erected that in any way interfere with the view of any other exhibitor. Exhibitors who wish to use any non-standard booth equipment or signs, decorations or arrangements of display material that conflict with these regulations must receive prior approval from the GLC within 30 days of the event.

ACCEPTANCE OF EXHIBITS. Applications for exhibit space are subject to review as described above.

BOOTH ASSIGNMENT. Assignment of space for accepted exhibits is made by the GLC. Assignments are made according to contract date, payment received, and space preference. Preference given for booth location is at the discretion of the GLC and is not guaranteed. The GLC reserves the right to assign exhibit space and rearrange the floor plan to relocate booths in order to maintain the overall harmony of the exhibition.

CANCELLATION/REFUND POLICY. If this contract has not been received, properly signed and secured by a 50% deposit and a signed application for exhibit space, this contract will be void. Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within 30 calendar days of the date shown on that invoice.

Any exhibitor who cancels prior to **September 15, 2004** shall forfeit and pay to the GLC, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's booth space. Any exhibitor who cancels after September 15, 2004 shall forfeit and pay to the GLC, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's booth space. All cancellations must be submitted in writing.

If the RDX 2004 Conference/Exhibition is cancelled due to circumstances beyond the control of the GLC, or Marriott Hotels & Resorts, all payments connected with the booth rental will be refunded in full.

INSTALLATION & DISMANTLING OF EXHIBITS. The Exhibit Hall will be available for installation on Tuesday, Oct. 26, 2 – 6 p.m.

Official Exhibit Hours:

Tuesday, Oct. 26: 2:00 p.m. – 10:00 p.m.

Wed., Oct. 27: 8:00 a.m. – 6:00 p.m.

Thurs., Oct. 28: 8:00 a.m. – 2:00 p.m.

Dismantling of exhibits will not begin before 2:00 p.m. on Thurs., Oct. 28, and must be completed by 4:30 p.m. Failure to remove on the date specified will constitute authority of lessor to so remove the exhibit at the expense of the exhibitor.

EXHIBITOR'S ADMITTANCE DURING NON-SHOW HOURS. Representatives of exhibiting companies will be permitted to enter the exhibit area one hour before the scheduled opening time each day and remain one half hour after closing time each day; with the exception of any designated private demonstration hours set forth by the GLC. Specific hours have been set up for move-in and move-out. Special arrangements must be made through the GLC should exhibitors require additional time in their booth before or after scheduled hall hours.

LIMITATION OF LIABILITY. Neither the GLC, Marriott Hotels & Resorts, nor officers or representatives of the conference, will be responsible for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employee or property from any cause

whatsoever. Marriott Hotels & Resorts provides general hall security on a 24-hour basis; however, they make no warranty, expressed or implied, that the services they furnish will avert or prevent occurrences which may result in loss or damage. All insurance is the exhibitor's sole responsibility.

In addition, the exhibitor assumes all liability for any damage to the facility's walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility.

BOOTH DESIGN. Hanging of items from the ceiling or gridwork in the Renaissance Foyer is not allowed. No materials are allowed to be pinned, taped or stapled to the walls. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The GLC reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking will be placed to cover unsightly wires, unfinished back-walls, etc. at the exhibitor's expense.

EXHIBITOR ACTIVITIES. All interviews, canvassing, or other sales activities shall be confined to the limits of the exhibitor's booth, lounges and/or restaurant seating area. Equipment displays shall be confined to the limits of the exhibitor's booth.

SUBLEASING OF SPACE. Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of the GLC 30 days prior to the date of the event. All requests must be submitted in writing.

IDENTIFICATION. All visitors to the Exhibit Hall will be required to register before entering. Exhibitors must display at all times an official badge supplied by the RDX 2004 Conference/Exhibition.

FIRE REGULATION. Draperies and decorating materials used by the exhibitor shall be of flame-retardant nature and all activities with regard to exhibiting shall be in compliance with Detroit, MI fire regulations.

LABOR. Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Exhibitors are required to observe all union labor contracts enforced within the Marriott Renaissance Center. Information will be included in the Exhibitor's Service Kit, outlining the jurisdictions of local union labor.

SOUND DEVICES & LIGHTING. Public address, sound-producing or amplification devices which project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. The GLC reserves the right to restrict the use of sound, glaring lights or objectionable lighting effects. Adequate illumination of the exhibit area is provided. Music, whether vocal or instrumental, is prohibited.

ELECTRICAL WORK. If electrical outlets, audiovisual or communication services are needed for your booth, you may bring your own or place a rental order from the hotel. The hotel is ensuring that the outlets in the room are in working order; however, if you require additional electrical outlet, you must submit a request to the GLC at least 15 days prior to the event.

SHIPPING AND STORAGE. Shipping information and options are available. Please check the website or Exhibitor Service Kit for additional information: rdx.glc.org/exhibit.html

FOOD & BEVERAGE. All catering and concession needs for the show are provided exclusively by Marriott Hotels & Resorts and none may be brought onto the premises by the Licensee (the GLC) or conference attendees. No food or beverages may be brought in from outside the Hotel into the Renaissance Foyer for sales. This includes any specialty items. There are no food sales permitted.

EXHIBITOR SERVICE KIT. An official show service kit will be mailed to the person designated to be in charge of the exhibitor's booth upon receipt of application form and full payment. The standards and policies set forth in the Exhibitor's Service Kit will be binding for all exhibitors.

GENERAL. The GLC reserves the right to restrict exhibits which, because of noise, method of operation, or for any other reason become objectionable, and also to prohibit or evict an exhibit which, in the opinion of the GLC, may detract from the general character of the exhibits. This reservation includes persons, things, conduct, printed matter, or anything of an objectionable nature.

GREAT LAKES REGIONAL DATA EXCHANGE

Premium Booth

\$2,500

Booth size: 8' x 20'

Please select your **first-choice** location (see chart below):

- P1
- P2
- P3
- P4

Please select your **second-choice** location:

- P1
- P2
- P3
- P4

Please note any special requests:

Basic Booth

\$1,500

Booth size: 8' x 10'

Please select your **first-choice** location (see chart below):

- | | | |
|----------------------------|----------------------------|-----------------------------|
| 1 <input type="checkbox"/> | 5 <input type="checkbox"/> | 9 <input type="checkbox"/> |
| 2 <input type="checkbox"/> | 6 <input type="checkbox"/> | 10 <input type="checkbox"/> |
| 3 <input type="checkbox"/> | 7 <input type="checkbox"/> | 11 <input type="checkbox"/> |
| 4 <input type="checkbox"/> | 8 <input type="checkbox"/> | 12 <input type="checkbox"/> |

Please select your **second-choice** location:

- | | | |
|----------------------------|----------------------------|-----------------------------|
| 1 <input type="checkbox"/> | 5 <input type="checkbox"/> | 9 <input type="checkbox"/> |
| 2 <input type="checkbox"/> | 6 <input type="checkbox"/> | 10 <input type="checkbox"/> |
| 3 <input type="checkbox"/> | 7 <input type="checkbox"/> | 11 <input type="checkbox"/> |
| 4 <input type="checkbox"/> | 8 <input type="checkbox"/> | 12 <input type="checkbox"/> |

Please note any special requests:

Important Dates

Regular Request/Full Fee Deadline: Sept. 30, 2004

Official Exhibition Hall Hours:

Tuesday, Oct. 26: 2:00 p.m. – 10:00 p.m.

Wed., Oct. 27: 8:00 a.m. – 6:00 p.m.

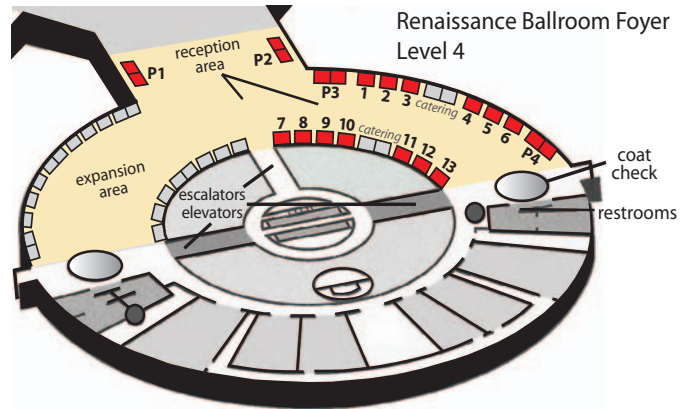
Thurs., Oct. 28: 8:00 a.m. – 2:00 p.m.

Set-up Hours:

Tuesday, Oct. 26, 2:00 – 6:00 p.m.

Dismantling Hours:

Thursday, Oct. 28, until 4:30 p.m.



Location is not guaranteed, and will be determined on a first-come basis, pending conference needs. Please consult the Exhibit Contract for specifications and details. The remainder (50%) of your balance will be due 30 days from the date of your request, or by Sept. 30 (whichever comes first).

I authorize this payment and agree to the terms of the Exhibitor Contract.

Authorized Signature: _____

Name _____ Company/Org. _____

Address: _____ E-mail: _____

Phone: _____ Deposit Amount (50%): _____

Check or money order (payable to Great Lakes Commission)

Credit Card (please provide credit card billing address if different from the above)

Credit Card Number _____

Please fax or mail this form to the
Great Lakes Commission (see below)

No Exhibit Request will be finalized
without receipt of deposit payment.

Mastercard

Visa

Exp. date _____

For more information, contact:
Kevin Yam, 734.971.9135 x118
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