



# Museums and the Web 2011

the international conference for  
culture and heritage on-line

April 6-9, 2011  
Philadelphia, Pennsylvania, USA

Loews Philadelphia  
Philadelphia, PA USA

**Exhibit Hall  
Schedule**  
*Set up*  
April 7, 2011  
10:00 am – 4:00 pm

*Hall Opening*  
April 7, 2011  
5:30 pm

*Exhibitors' Reception*  
April 7, 2011  
5:30 pm – 8:00 pm

*Hall Open*  
April 8, 2011  
9:00 am – 5:00 pm  
April 9, 2011  
8:00 am – noon

Co-Chairs  
**David Bearman**  
**Jennifer Trant**

Produced by  
**Archives & Museum  
Informatics**  
158 Lee Ave, Toronto ON  
M4E 2P3 Canada

Phone: +1 416 691 2516  
Fax: +1 416 352 6025  
mw2011@archimuse.com  
www.archimuse.com

## Exhibitor Registration

### Company

\_\_\_\_\_

\_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

URL \_\_\_\_\_ Email \_\_\_\_\_

### Booth Reservation

*(fees due based on date full payment is received)*

|   |                            |              |
|---|----------------------------|--------------|
| Single 8' x 10' Booth                                       | <i>if paid in 2010</i>     | \$1600 _____ |
|   | <i>if paid in 2011</i>     | \$1800 _____ |
| Double 8' x 20' Booth                                       | <i>if paid in 2010</i>     | \$3000 _____ |
|   | <i>if paid in 2011</i>     | \$3400 _____ |
| Quad 16' x 20' Booth  | <i>if available</i>        | \$5600 _____ |
| Early Discount  | paid by Sept 30, 2010      | \$-250 _____ |
| Late Fee  | <i>after Feb. 15, 2011</i> | \$ 400 _____ |
| Sharing Fee   | <i>+ additional</i>        | \$ 400 _____ |
| <i>(vendors must have a bona fide partnership to share)</i> |                            |              |

**Sub-Total Booth Reservation** \_\_\_\_\_

### Equipment Rental

*(these prices through February 15, 2011; other equipment available; contact us for details)*

Furnishings included: one Internet connection (ethernet/RJ45, no hubs permitted);  
table; chairs; electricity

Extra Internet Connection # \_\_\_\_\_ x \$100 \_\_\_\_\_

24" (LCD) # \_\_\_\_\_ x \$150 \_\_\_\_\_

**Sub-Total Equipment Rental** \_\_\_\_\_



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<http://www.archimuse.com/mw2011/>

## Advertising: MW2011 Program

(Black and white; copy due by February 28, 2011; see Ad Guidelines on-line)

|                          |        |       |
|--------------------------|--------|-------|
| Back Cover (colour)      | \$1200 | _____ |
| Inside Cover (colour)    | \$1000 | _____ |
| Full Page                | \$800  | _____ |
| Half Page                | \$500  | _____ |
| Quarter Page             | \$300  | _____ |
| Add the MW2011 PT Colour | +\$100 | _____ |

(contact MW for spec.)

## Advertising: MW2011 Registration Packet Inserts

(Vendor supplies 750 copies)

# inserts \_\_\_\_ x \$200 \_\_\_\_\_

## Advertising: Your Logo on MW2011 Conference Web Site

Include your logo or other image file (sized to MW2011 specifications) on your Exhibitor Page of the MW2011 Web site and Proceedings CD-Rom. Due by February 28, 2011; see Advertising Guidelines on-line)

\$150 \_\_\_\_\_

## Sub-Total Advertising

\_\_\_\_\_

## Staff Registration

Each Exhibitor (firm) is entitled to one full conference registration. Exhibitors may purchase three additional full conference registrations at \$350 each per 8x10 space. Exhibit Hall only staff are free.

|                          | Full Reg. | Exhibits only |
|--------------------------|-----------|---------------|
| Name: _____ Email: _____ | included  |               |
| Name: _____ Email: _____ |           | free          |
| Name: _____ Email: _____ |           | free          |
| Name: _____ Email: _____ |           | free          |

## Sub-Total Registration

\_\_\_\_\_

## Sponsorship at MW2011

Sponsors at any level receive 10% off booth fee, listing as an MW2011 sponsor, recognition as a sponsor at plenaries and on name badges, and other benefits. Enquire now.

|   |          |       |
|---|----------|-------|
| Sponsoring the conference as a whole (one only)             | \$15,000 | _____ |
| Sponsoring a reception (two options)                        | \$8,000  | _____ |
| Sponsoring the conference Proceedings (one only)            | \$5,000  | _____ |
| Sponsoring the Birds of a Feather Lunch (one only)          | \$3,000  | _____ |
| Sponsoring one of several coffee breaks                     | \$2,000  | _____ |
| Sponsoring a scholarship named for you                      | \$1,500  | _____ |
| Sponsoring a workshop coffee break (educational inst. only) | \$500    | _____ |

## Sub-Total Sponsorship

\_\_\_\_\_



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Text for MW2011 Web Site and Conference Program. Due with registration. Absolute limit of 100 words. Must be supplied with this form **AND** by electronic mail to [mw2011@archimuse.com](mailto:mw2011@archimuse.com).  
**Long text will be edited. Must be finalized by February 28, 2011.**

### Sub Totals

**Booth** \_\_\_\_\_  
**Equipment** \_\_\_\_\_  
**Advertising** \_\_\_\_\_  
**Staff Registration** \_\_\_\_\_  
**Sponsorship** \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_

*(fees based on date PAYMENT RECEIVED; space reservation is not complete until fully paid)*

### Payment

*(fees calculated based on date payment received)*

1) **Check** or **Money Order** in US\$ enclosed

**OR**

2) **Credit Card:**

**VISA   Mastercard   American Express**

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address for credit card if other than Company Address on Page One:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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## TERMS OF CONTRACT

**1. Restriction on Location of Exhibits & Solicitation.** Vendors are not permitted to conduct or solicit business in the exhibit hall unless they have rented exhibit space. Vendors are not permitted to exhibit products and services at the conference except in the exhibit hall or conference program time slot.

**2. Booth Assignments.** Booth assignments will be made in the order that payment is received at Archives & Museum Informatics. To be complete, a contract must include the full rental fee and all required texts. Assignments will not be made until all required rental fees have been paid. Archives & Museum Informatics reserves the right to change booth assignments at any time.

**3. Booths.** Each exhibit space (8' x 10') includes draped back and sides, and, if requested one 6' draped table, 2 chairs, and two 110v electrical outlets. No credit is provided for equipment that is not used. Additional booth furnishings, audiovisual equipment, electrical and telephone connections, signs and drayage services are available for an additional charge. If an exhibitor plans to install a completely constructed display so that the standard booth equipment is not desired, no part of the constructed display shall project so as to obstruct the view of adjacent booths. Booth side dividers of a height in excess of 35" must not extend further than three feet out from the back wall. Booth walls must not exceed eight feet in height. Island exhibits must not include any walls that block visibility of neighboring booths. Any exception must first be approved by Archives & Museum Informatics. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors.

**4. Internet Connections.** Network access will be provided on 100 base T connections over T3 to a local ISP; actual throughput speeds and up times are not guaranteed. Exhibitors may not attach hubs to network connections. If additional machines are required, extra Internet drops should be ordered.

**5. Payment & Cancellation.** Applicable fees are based on the date that payment is received by Archives & Museum Informatics. Exhibitors may cancel this agreement by written notice to Archives & Museum Informatics. Cancellations made prior to December 31, 2010 are subject to a 50% cancellation fee. No refunds will be granted on cancellations made on or after January 1, 2011.

**6. Union Clearance & Exclusivity.** In order to conform to union contract rules and regulation, all exhibitors must use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. Exhibitors must use the service provider designated by Archives & Museum Informatics for drayage and rigging, electrical, plumbing, and custom cleaning services. For other services, exhibitors desiring to use contractors other than those designated must submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

**7. Use of Space.** No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to the signer of this contract, nor shall the exhibitor display articles not manufactured or normally sold by him. Requests for co-participation by any other corporation or firms in space assigned to the original applicant must be made in writing to Archives & Museum Informatics. If permission is granted by Archives & Museum Informatics, there will be an additional charge of \$400.00 for each additional firm, **and** the additional firm must register its Representatives at the Exhibitor Full Registration Rate. Exhibitors may not sublet booths or assign this lease in whole or in part.



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**8. Limitation of Liability.** The individual exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Loews Hotels, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

**9. Security & Insurance.** The organizers will not be liable for damage or loss to exhibitor's property, nor shall they be liable for any injury that may occur in the exhibition area. The individual exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage.

**10. Protection of the Exhibit Hall Facility.** Nothing shall be posted or tacked, nailed, screwed or otherwise attached to the columns, walls, floors, or other parts of the conference hotel without permission from the proper building authority and exhibition management.

**11. Drayage.** The organizers have appointed Coast-to-Coast as the exhibition management firm. Shipments to the hotel must be arranged through them; contact Cheryl Downs <[dcheryldowns@coasttocoastss.com](mailto:dcheryldowns@coasttocoastss.com)>.

**12. Installation & Dismantling.** Packing, unpacking, and assembly of exhibits will be done only in designated areas at designated times under the direction of exhibition management. The hotel prohibits posting of any kind on columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Space not set up by one hour before the official opening of the exhibit hall may be reassigned by exhibition management for other purposes and will not be made available to the exhibitor. No exhibits shall be dismantled before the official closing time of the show.

**13. Distribution of Printed Matter, Samples, etc.** Neither exhibitors nor non-exhibitors shall distribute to the conference attendees printed matter, samples, souvenirs, or the like, except from within the rented space or through insertion into conference registration packets as provided for by the organizers.

**14. Listing of Exhibitors in Conference Material.** Exhibitors will be listed on the conference Web site and in the printed material distributed at the conference. They must supply a brief description (100 words or less) of their exhibit and a URL through which we can link to their corporate Web site. The description must be received by February 28, 2011 to ensure appearance in the print materials. Exhibitors who do not provide a description prior to that date may be listed by name only.

**15. Agreement to Conditions.** Each exhibitor agrees for himself and his employees to abide by these conditions, it being understood and agreed that the sole control of the exhibition hall rests with exhibition management.

**16. Amendments.** The organizers shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendment thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.



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**All terms and conditions, numbered 1-16, in the above contract are explicitly accepted:**

**Name** \_\_\_\_\_ **Exhibitor** \_\_\_\_\_

**Signed** \_\_\_\_\_ **Date** \_\_\_\_\_