

Invitation to Exhibit



Association for
Computing Machinery

Advancing Computing as a Science & Profession

CHI 2008
art.science.balance.

April 5-10, 2008
Florence, Italy



Premiere HCI Conference

CHI 2008 is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, designs artifacts and experiences, and future technologies.

Conference Structure

CHI 2008 is a four-day conference (Monday through Thursday). The conference incorporates CHI Courses and is organized around the various communities of CHI: Design, Education, Engineering, Management, Research and Usability. As the foremost conference in its field, CHI 2008 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas within and between all of these communities.

Location

CHI 2008 will be held at the Fortezza da Basso in Florence, Italy, and the theme is “art. science. balance.” Many opportunities have been created for our exhibitors to interact with our participants. Take advantage of these opportunities to network and showcase your offerings in this beautiful international conference and business destination.

CHI 2007, in San Jose, California, USA, was a very successful conference, hosting well over 2000 attendees representing over 45 countries. CHI 2006 in Montréal, Canada, was also highly successful. About 50% of past attendees have worked in the computer industry. The fields of education, research, telecommunications, government, finance and banking have also been well represented. CHI 2008 is expected to be another highly successful conference.

About ACM SIGCHI

Human-Computer Interaction (HCI) is the focus of ACM’s Special Interest Group, SIGCHI, the host organization for the annual CHI Conference. ACM SIGCHI embraces work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, and new designs themselves. Preeminent in its field, ACM SIGCHI provides you with a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit www.acm.org/sigchi/ for more information.

About ACM

ACM, the Association for Computing Machinery, is a major force in advancing the skills and knowledge of Information Technology (IT) professionals and students throughout the world. ACM serves as an umbrella organization, offering its 80,000 members a resource for lifelong learning in the rapidly changing IT field. Please visit www.acm.org for more information.



World-famous Duomo located in Florence, Italy

Exhibiting at CHI 2008

The CHI 2008 exhibits program is an opportunity for your organization to showcase its offerings to the broadest professional community of human-computer interaction (HCI) practitioners and researchers. By exhibiting at CHI 2008, you gain access to professionals in the HCI field with interests spanning the design, development, and evaluation of current human-computer interaction and future technologies. We invite providers of all HCI-related products, services, and experiences including:

- Interface development and prototyping tools
- Interface development and evaluation services
- Computer workstations and personal computers
- Input devices and interface hardware including adaptive interfaces
- Computer application software
- Software development environments/development tools
- Entertainment and media tools, applications, and technologies
- Communications tools, applications, and technologies
- Portable and embedded computer devices
- Computer-supported cooperative work systems
- Trade, technical, and educational publications
- Usability laboratories
- HCI training and education
- Interactive devices
- Telecommunications
- Tele-operations/robotics

Attendance

Exhibitors presenting products and services will find thousands of eager users from corporate, education, entertainment, health care, government and research institutions. Past conferences have attracted over 2,000 participants from all over the world. A registration list (one-time use postal labels) may be requested 3 weeks prior to the conference or 8 weeks after the conference.

Exhibit Hall

CHI 2008 Exhibits will be held on the ground floor of the Spadolini Pavillion inside the Fortezza da Basso. The exhibit hall also includes other areas of interest to all participants such as Interactivity displays and Works In Progress. Interactivity displays feature innovative examples of

interaction from all areas of HCI, and Works In Progress are presentations of work in the field, that is still in an early enough stage to be influenced by informal discussion. Truly the "heart" of the conference, the exhibits area is configured to facilitate continuous interaction between exhibitors and attendees. Catered session breaks will also be served daily here.

Exhibits Grand Opening and Conference Reception

CHI 2008 hosts the conference reception in the Exhibit Hall during the Grand Opening of the exhibits program on Monday evening at 6:30 pm, right after the close of technical sessions. Live entertainment, sweet and savory offerings, and the company of friends and colleagues create this memorable evening. Networking is effortless at this gala event attended by all conference registrants.

Recruiting at CHI 2008

CHI 2008 is offering special opportunities for organizations wishing to recruit and organizations are invited to rent exhibit booth space for this purpose.

Tuesday Evening Job Fair

To enhance recruiting, CHI 2008 features a Job Fair on Tuesday evening from 6:00 to 8:00 pm. Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI 2008 will also facilitate the delivery of resumes from individuals to a designated contact and help coordinate meeting rooms for interviewing and hospitality events. Limited hospitality space is available, so please reserve early. Recruiters confirmed by deadlines in the Exhibit Events Schedule will appear in CHI 2008 publications and on the web site.

Recruiting Boards

Recruiting Boards offer another way to highlight your organization in order to attract top professionals. Organizations may reserve a 2.5m tall by 1m wide vertical space to post jobs in an area dedicated to recruiting. Board rentals are US \$250. Recruiting Board rental without booth rental does not include the privileges of conference registration or access to the interview areas that booth rentals receive.

Booth/Stand Fees and Description

Exhibitors may choose either a standard booth/stand location (lower cost) or a preferred booth/stand location (higher cost). Rental fees are:

On or Before 25 January 2008:

Standard booth/stand location US \$2500

Preferred booth/stand location US \$3000

Note: 20% VAT (value added tax) will be added to all purchases.

After 25 January 2008:

Standard booth/stand location US \$2800

Preferred booth/stand location US \$3300

Space Rental Includes:

- 3 meter by 3 meter booth/stand (~10 ft x 10 ft)
- Hard wall construction
- 1 skirted table and 2 chairs
- Waste basket
- Carpet
- Booth identification sign
- Electricity - a power connection of 1KW with socket (Italian standard), adapters not included
- Insurance policy through the conference center
- 24-hour security
- 1 complimentary full conference registration
- Two booth staff registrations (limited access)*

*Additional booth staff registrations are \$250 each.

More furniture, phone lines, dedicated internet access, and other services are available for an additional fee through the conference booth/stand constructor. Please note that wireless access may be available in the exhibit area.

Payment is due in full with the submission of the Exhibitor Application/Contract. Assignments will be made on a "first come, first served" basis after conference Sponsor booths have been assigned.

Applying for Exhibit Space

Online registration is preferred and you may register online by going to <http://www.regonline.com/chi2008exhibitor>. Please keep a copy of the completed Exhibitor Application/Contract for your records. If you cannot register online, please complete the attached Exhibitor Application/Contract and return the original signed contract with

payment to the Exhibit Coordinator. Full payment must accompany all Exhibitor Application/Contracts.

Web Page

Exhibitors and Recruiters are offered the opportunity to link to the CHI 2008 home page at www.chi2008.org. If you wish to take advantage of this opportunity, please check the appropriate box on the Application/Contact.

Cancellation Policy

Cancellation requests must be submitted in writing to the Exhibit Coordinator. Written requests received before 8 February 2008 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests after this date.

Space Assignments, Payments, Questions

For conference-related information and questions regarding the Exhibitor Application/Contract, payment, or booth/stand assignments, contact the Exhibits Coordinator.

CHI 2008 Exhibits Coordinator

Carol Klyver
ACM/CHI 2008 Exhibits
580 Crespi Dr., Unit A-6, Ste. 204
Pacifica, CA 94044 USA

Tel: +1 650 738 1200
Fax: +1 650 738 1280
Email: chi2008-exhibits@acm.org

Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to Exhibitors and Sponsors at significantly reduced rates. The registration bag insert price is \$1500 (instead of \$5000) for Exhibitors, and program ads may be purchased for \$2500 (instead of \$6500). Rates for Sponsors are even lower. These opportunities are limited and are available on a "first come, first served" basis. Please contact the CHI 2008 Exhibit Coordinator for more details on availability and requirements.

Official Booth/Stand Constructor

Complete information regarding services to exhibitors (instructions, prices, scheduling, etc.) will be included in the Exhibitor Services Kit. You will receive your kit when we have received your online registration or a hard copy of the Exhibitor Application/Contract with payment. If you have questions, the official contractor for construction and decoration may be contacted via email or telephone.

Construction/Decoration Inquiries

Ms Martina Foniciello
OIC srl - Organizzazione Internazionale Congressi
Florence, Italy

Tel: +39 055 5035337
Fax: +39 055 5001912
Email: m.foniciello@oic.it

Exhibitor Services Kit

An Exhibitor Services Kit containing order forms for contracted services will be made available to confirmed exhibitors no later than 60 days prior to the show. Detailed information on freight shipping and storage will also be included.

Booth/Stand Staffing

Exhibitors are required to keep booths/stands staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the Exhibit from the show at the Exhibitor's expense.

Set Up and Removal

The exhibit area will be available for set-up:

- Sunday, 6 April 12:00 noon to 6:00 pm
- Monday, 7 April 9:00 am to 5:30 pm

All exhibits must be ready for the exhibit management walk through at 5:30 pm on Monday (one hour prior to opening of the exhibits). Exhibitor badges must be worn at all times during set up and dismantling. Exhibits may not be dismantled or removed until the close of the show. All materials must be cleared from the Hall by 6:00 pm, Thursday, 10 April. Equipment removal forms must be completed and returned to Hall Security for any equipment removed during the show and during dismantling.

Storage of Empty Packaging

The storage of empty packaging in the booths/stands is strictly prohibited. Empty packaging may be stored on site at the exhibitor's expense by contacting the stand constructor.

Official Forwarding Agent & Customs Clearance (Advance Freight)

Albini & Pitigliani has been appointed as the official customs broker and transportation provider for CHI 2008. Albini & Pitigliani have offices all over the world to assist you. For all customs and shipping needs, Albini & Pitigliani can advise on how best to ship goods and will assist exhibitors in completing customs documents. **We strongly encourage you to use Albini & Pitigliani to transport your materials to and from the conference if possible, as Italy has some of the most strict customs requirements in Europe.** It is imperative that your goods clear customs through the Florence airport. If they clear customs through another Italian city, additional customs and transportation delays as well as expenses will likely be incurred. Please take into consideration that deliveries of goods by airplane can take at least 2 weeks and deliveries by ship can take up to 8 weeks or more. **If you are sending hardware or other materials that will not stay in the country after the conference, please contact Albini & Pitigliani about the ATA Carnet shipping option. It is the easiest and least expensive way of bringing these types of materials into the country. Details about this option should also be available through your local Chamber of Commerce.** It is also necessary to notify Albini & Pitigliani as soon as possible if you are bringing commercial goods with you on a plane or driving in your own vehicle into Italy. This will permit Albini & Pitigliani to supply you with the appropriate customs forms and prepare for your crossing.

Customs and Transportation Inquiries

Mr. Angelo Algerini
Albini & Pitigliani
Florence, Italy

Tel: +39 055 27891
Fax: +39 055 295457
Email: A.Algerini@albinipitigliani.it



Association for
Computing Machinery

Advancing Computing as a Science & Profession



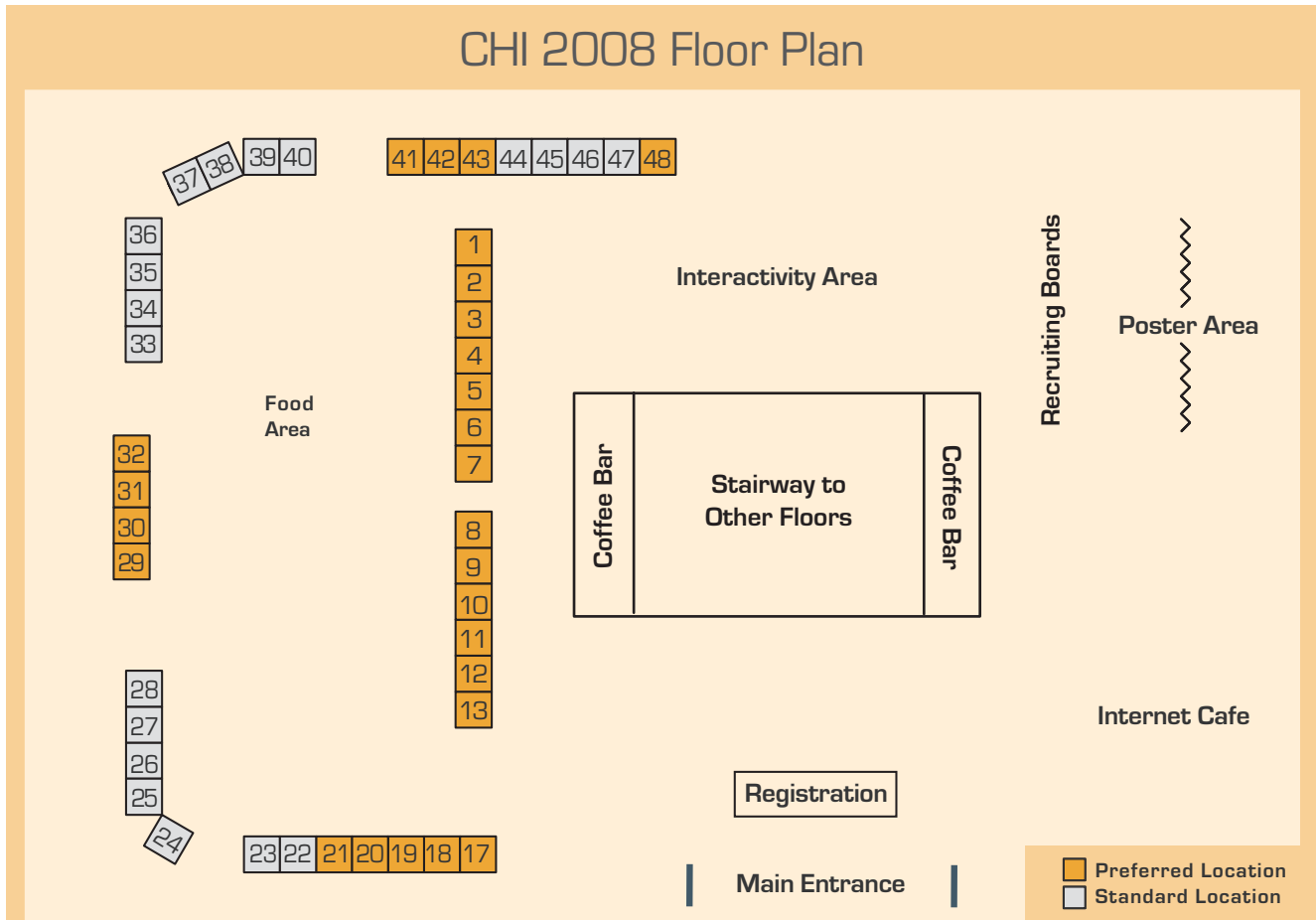


Exhibit Deadlines and Event Schedule

25 January 2008

Exhibitors confirmed by this date will qualify for a discounted exhibitors fee.

4 February 2008

Exhibitors confirmed by this date will be listed in the conference program.

6 - 7 April 2008

Exhibit Set-up:

Sunday 12:00 noon to 6:00 pm
Monday 9:00 am to 5:30 pm
Walk through 5:30 pm

7 - 10 April

Exhibit Program:

Monday 6:30 pm Grand Opening and Conference Reception
Tuesday 10:30 am to 6:00 pm
Job Fair from 6:00 to 8:00 pm
Wednesday 10:30 am to 6:00 pm
Thursday 10:30 am to 2:30 pm

10 April 2008

Exhibit Removal:

Thursday 2:30 pm to 6:00 pm

1. Purpose of Exhibit

The main purposes of this exhibit are technical and educational. The exhibition staged in conjunction with the technical sessions is a vital element of the conference. Sales and order taking are permitted during the Exhibit. Exhibitor must obtain all local and state/province permissions to sell and is required to submit appropriate documentation of these permissions to ACM/CHI 2008 Exhibits Coordinator. Exhibitor is required to comply with all local and state/province regulations and is responsible for any and all tax, license, and other financial liabilities related to selling on the exhibit floor.

2. Terms of Booth Rental

Full payment of the exhibit rental fee must accompany the Application/Contract. Exhibitors submitting written requests for cancellation of booth space prior to 10 February 2008 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests received after this date.

3. Indemnity and Limitation of Liability

Neither ACM/CHI 2008 nor the host hotel/convention facility (hereinafter Exhibit Building), nor any of its officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from, liability for any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, water, or accident or any other cause. The Exhibitor shall indemnify, defend, and protect ACM/CHI 2008 and the Exhibit Building and save ACM/CHI 2008 and the Exhibit Building harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of any kind which might result from or arise out of any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

4. Assignment of Exhibit Space

ACM/CHI 2008 shall assign booth space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to ACM/CHI 2008) in priority order based on receipt of a completed, signed Application/Contract accompanied by payment. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's booth preferences whenever possible, but ACM/CHI 2008's decision will be final. ACM/CHI 2008, in its sole discretion, reserves the right to make changes in booth assignments that it deems are in the overall best interest of the exhibit program. ACM/CHI 2008 reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's product or services are not eligible to be displayed in this Exhibit.

5. Use of Exhibit Space

Exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of ACM/CHI 2008, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

6. Exhibit Hours

ACM/CHI 2008 will establish exhibit hours and reserves the right to make changes. However, such changes will be made as far in advance of the exhibition as possible. Exhibitors are required to keep booths staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the Exhibit from the show at the Exhibitor's expense. Exhibitors are required to be fully set up one hour prior to the start of the exhibit program and cannot dismantle until after the close of the exhibit program.

7. Displays and Decorations

Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit, merchandise, or equipment shall be left in any aisle, but shall be confined to Exhibit space. No signs or advertising devices shall be displayed outside Exhibit space or projecting beyond limits of Exhibit space as to interfere with any neighboring Exhibit. Exhibits should not project beyond the space allotted or obstruct the view or interfere with traffic to other exhibits. The wings of an Exhibit should not project more than 3 feet from the back wall and may not be more than 48 inches high.

8. Union Labor

Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits.

9. Fire Regulations

Exhibitor shall not pack merchandise in paper, straw, excelsior or any other readily inflammable materials. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no inflammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit space a notarized affidavit establishing that its display material has been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

10. Booth and Equipment Services

Space rental includes those terms listed in this Invitation to Exhibit.

11. Storage and Packing Crates and Boxes

Exhibitor will not be permitted to store packing crates and boxes in the booth or the Exhibit Hall during Exhibit, but these, when properly marked, will be stored and returned, to the booth by service contractors at the Exhibitor's expense. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit space during exhibit hours.

12. Contractor Services and Information

ACM/CHI 2008 has, in the best interest of the Exhibitor, selected certain firms to serve as the official contractors to provide necessary services to the Exhibitors. Complete information, instructions, and schedules of prices regarding drayage, labor for set-up and dismantling, electrical work, furniture, special cleaning services, etc., will be included in the Service Kit to be forwarded after booth assignment has been confirmed. An Exhibitor Service Center will be maintained on the Exhibit Floor to facilitate service requirements from the Exhibitor. ACM/CHI 2008 assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

13. Observance of Laws

Exhibitor shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Exhibit Building. It is understood that in addition to complying with the specific exhibition requirements of ACM/CHI 2008, Exhibitors are subject to the rules and regulations of the host facility.

14. Insurance Information

ACM/CHI 2008 will endeavor to assist in the protection of exhibitors by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitors' equipment against loss, theft, damage, and breakage. Neither the Exhibit Building nor any of its employees nor representatives, nor any representative of ACM/CHI 2008, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees, or property, however caused. In addition, the Exhibitor must assume responsibility for damage to the Exhibit Building property and indemnify and hold harmless the Exhibit Building from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitors, their guests, or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage any person incurs while viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, agent, or employees. In view of the foregoing, Exhibitors are urged to place "extra territorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. ACM/CHI 2008 and the ACM/CHI 2008 Exhibits Management will cooperate fully but cannot assume responsibility for damage to Exhibitors' property or lost shipments, either coming into or going out of the premises, or for moving costs. Exhibitor will be required to purchase a low-cost insurance policy through the facility. The cost of this insurance policy is included in the booth rental fee. Any damage due to inadequately packed property is Exhibitor's own responsibility. If Exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

15. Hospitality Events

Hospitality space may be available in designated conference hotels or the Exhibit Building. All hospitality suite functions are required to be registered with the Exhibit Coordinator and cannot conflict with any of the conference tutorial sessions, plenary sessions, technical sessions, or general receptions. Hospitality space is made available first to conference sponsors and then on a "first come, first served" basis to Exhibitors. Please contact the CHI 2008 Exhibit Coordinator for further information on reserving hospitality space.

16. Cancellation or Termination of Exhibit

If, because of war, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, public enemy, or other cause beyond the control of ACM/CHI 2008, the Exhibition or any part thereof is prevented from being held, is canceled by ACM/CHI 2008, or the Exhibit Space becomes unavailable, ACM/CHI 2008, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by ACM/CHI 2008 and reasonable compensation to ACM/CHI 2008. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

17. Exhibitor Cancellation

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of ACM/CHI 2008 and then only based upon the following refund policy. Prior to 8 February 2008, fifty percent (50%) of the total contract fee will be refunded. After 8 February 2008 no refunds will be given unless space is resold. If the space is resold, fifty percent (50%) of the total contract fee will be refunded. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by Exhibitor or because of the failure of an Exhibit to arrive for any reason.

18. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ACM/CHI 2008 is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to Exhibit Space. ACM/CHI 2008, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to ACM/CHI 2008 for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor is prohibited from bringing alcoholic beverages into the Exhibit Area. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

19. Photographs

No photographs shall be taken without prior consent of ACM/CHI 2008 and the Exhibitors involved.

20. Registration Lists

ACM/CHI 2008 will provide a one-time use registration list to Exhibitor, if requested by Exhibitor on the Application/Contract. A list is available 3 weeks prior to the conference or 8 weeks after it. Exhibitor must indicate which list is preferred on the Application/Contract. It is understood that the list is postal addresses only for a single use. Exhibitor agrees not to sell, lend or give lists to any parties outside of Exhibitor's organization.

21. Agreement to Conditions of Contract to Exhibit

Exhibitor agrees to observe and abide by the foregoing Conditions of Contract to Exhibit and by such additional Conditions of Contract made by ACM/CHI 2008 from time to time for the efficient or safe operation of the Exhibit including, but not limited to, those contained in this contract. In addition to ACM/CHI 2008's right to close an Exhibit and withdraw its acceptance of this Application/Contract, ACM/CHI 2008, in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Conditions of Contract to Exhibit set forth in the Application/Contract. There is no other agreement or warranty between the Exhibitor and ACM/CHI 2008 except as set forth in this document. The rights of ACM/CHI 2008 under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of

BOOTH/STAND PREFERENCE AND RENTAL FEE

The rental fee is US \$3300 (preferred space) or US \$2800 (standard space) per 3m X 3m booth/stand. Space rental, a booth ID sign, 24-hour security, one complimentary conference registration, and two booth staff registrations (limited access) are included in this fee. Payment is due with this Application/Contract.

NOTE: There is a discount of US \$300 for booth space confirmed on or before January 25, 2008.

List booth numbers of your choice below. Booth assignments are made in priority order based on receipt of completed, signed Exhibit Space Application/Contracts with payment after the Sponsor booths are assigned. ACM/CHI 2008 reserves the right to make changes in booth assignments that it deems are in the best interest of the exhibit program.

Total number of booths/stands requested:

Booth choices (indicate numbers):

1st choice 2nd choice

3rd choice 4th choice

RECRUITING BOARD RENTAL FEE

The fee is US \$250 for a Recruiting Announcement Board.

PAYMENT

Payment is due with the Application/Contract. Payment may be made by credit card or by bank (wire) transfer. (Contact the Exhibit Coordinator if you wish to pay by Bank Transfer.) If paying by check, checks must be payable to ACM/CHI 2008 Exhibits and must be in US dollars payable through a US bank.

MasterCard/Eurocard Visa

American Express Check

Bank (Wire) Transfer
(Please contact the Exhibit Coordinator for more detail.)

CHI 2008 EXHIBITOR PROGRAM TEXT

Please include the name of your organization and email a description of your exhibit, not to exceed a character count of 250 characters including spaces. Descriptions should be sent to the Exhibit Coordinator:

Carol Klyver
Email: chi2007-exhibits@acm.org
Tel: +1 650.738.1200
Fax: +1 650.738.1280

AGREEMENT

Exhibitor hereby requests space at the ACM/CHI 2007 Conference and Exhibition to be held at the Fortezza da Basso in Florence, Italy, 5 -10 April, 2008. Acceptance of this Application/Contract by ACM/CHI 2008 converts it to a full contract for exhibits, and shall be considered a binding agreement between the Exhibitor and ACM/CHI 2008. Exhibitor accepts all terms and conditions and rules for exhibiting as outlined in the attached Conditions of Contract to Exhibit. If the Exhibitor wishes to sell at ACM/CHI 2008, a written request must accompany this Application/Contract.

SEND WITH PAYMENT TO COORDINATOR

(See section entitled Space Assignments, Payments, and Questions in the Exhibitor's Invitation for details.)

Register online: Go to <http://www.regonline.com/chi2008exhibitor>

Check here if you wish to receive a one-time use registration list: 3 weeks prior or 8 weeks after
Send us information about: Becoming a Conference Sponsor Hospitality events

Company Name:

Company Name on Exhibit:
(if different than above)

Name of Exhibit Coordinator:

Address:

City, State, Postal Code, Country:

Telephone: Fax:

Email: Web site:

Please add a link from the CHI 2008 Web site to our company's Web site

ON or BEFORE January 25, 200825

Standard Booth (US \$2500 payment per booth): booth(s) x US \$2500 = \$

Preferred Booth (US \$3000 payment per booth): booth(s) x US \$3000 = \$

AFTER 25 January 2008

Standard Booth (US \$2800 payment per booth): booth(s) x US \$2800 = \$

Preferred Booth (US \$3300 payment per booth): booth(s) x US \$3300 = \$

Additional booth staff (two free per booth): staff x US \$250 = \$

Recruiting Announcement Board: board(s) x US \$250 = \$

Program Advertisement: ad x US \$2500 = \$

Registration Bag Insert: insert x US \$1500 = \$

Sub-Total \$

Total plus 20% VAT (value added tax) = Final Total \$

Credit Card Number: Expiration Date: / /

Name on Card:
(as it appears)

Authorized Signature:

Printed Name:
(of authorized signature)

Signature of Authorized Representative:

Printed Name of Authorized Signature:

Title:

Signature of ACM/CHI 2008 Representative:

Date: