



**Engineering Education  
in the  
21<sup>st</sup> Century:  
Pipeline and Workforce**

**2006 ASEE  
Gulf Southwest Section  
Conference**

**March 15-17, 2006  
Sheraton Baton Rouge  
Convention Center  
Baton Rouge, Louisiana**

*Laissez les bons temps rouler\* dans le*

# **Baton Rouge!**

## **Join the American Society for Engineering Education in Baton Rouge for the Gulf Southwest Section Conference!**

Founded in 1893, the American Society for Engineering Education (ASEE) is a nonprofit organization of individuals and institutions committed to furthering education in engineering and engineering technology. It accomplishes this mission by:

- promoting excellence in instruction, research, public service, and practice;
- exercising worldwide leadership;
- fostering the technological education of society; and
- providing quality products and services to members.

The ASEE Gulf Southwest Section Conference is dedicated to all fields of engineering. It is committed to fostering the exchange of ideas, enhancing teaching methods and curricula and providing networking opportunities for faculty members, deans and industry representatives interested in furthering engineering education in Louisiana, Texas and New Mexico.

In pursuit of academic excellence, ASEE develops policies and programs that enhance professional opportunities for engineering faculty members, and promotes activities that support increased student enrollments in engineering and engineering technology colleges and universities. Strong communication and collaboration with national and international organizations further advances ASEE's mission.

ASEE also fulfills its mission by providing a valuable communication link among corporations, government agencies, and educational institutions. ASEE's 12,000+ members include deans, department heads, faculty members, students, and government and industry representatives who hail from all disciplines of engineering and engineering technology. ASEE's organizational membership is composed of 400 engineering and engineering technology colleges and affiliates, more than 50 corporations, and numerous government agencies and professional associations. ASEE directs many of its efforts at providing for open and ongoing dialogues among these groups.

**Reserve your booth space today!**



\*Laissez les bon temps rouler "Let the good times roll!" Text in this document excerpted from [www.asee.org](http://www.asee.org).

# EXHIBITOR 411

## Exhibit Installation

Wednesday, March 15, 2006 4:00 p.m. – 9:00 p.m.

## Exhibit Hours

Thursday, March 16, 2006 8:00 a.m. – 6:00 p.m.

## Exhibit Dismantle/Move-out

Thursday, March 16, 2006 6:00 p.m. – 8:00 p.m.

## Rates

(Note: Sponsorships include exhibit space plus benefits listed on page 3)

- Exhibitor \$500
- Bronze Sponsor \$1,500 to \$2,499
- Silver Sponsor \$2,500 to \$3,499
- Gold Sponsor \$3,500 to \$4,999
- Platinum Sponsor \$5,000 and over

## Payment Procedures/Cancellation Policy

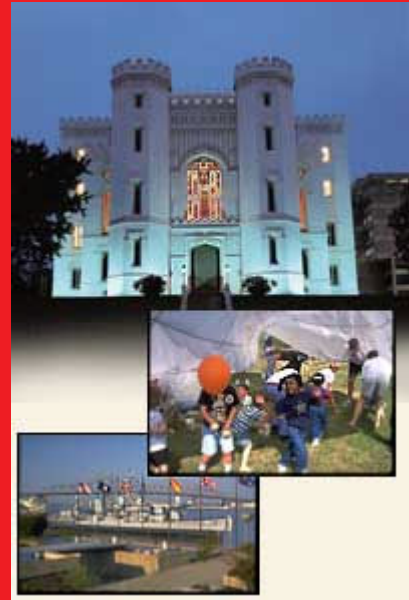
Exhibitors: The completed Application and Contract and full payment is due no later than January 30, 2006. Sponsors: A 50% deposit is due with Application and Contract no later than January 30, 2006 and full payment is required no later than February 28, 2006. Space cannot be assigned unless these requirements are met. In the event of cancellation, the exhibitor shall receive a refund of 50% of the amount paid if the cancellation date is prior to February 15, 2006. After February 15, 2006, no refund will be given for booth cancellations.

## Exhibit Space Amenities

- Booths are 10' x 10' or multiples thereof
- Booths include 8' drape in back and 3' drape on sides, one 6' skirted table, 2 chairs and a wastebasket
- Signage with company name and location is complimentary
- Furniture and accessories, electrical requirements, booth carpet and booth cleaning are the responsibility of the exhibitor.

## For More Information

Yvette Pearson Weatherton, Ph.D., P.E.  
Exhibits Manager  
(225) 771-5870  
[weatherton@enr.subr.edu](mailto:weatherton@enr.subr.edu)



Baton Rouge literally means "red stick," but visitors to our city know that Baton Rouge means Old South beauty, Creole culture, Cajun zest, colorful politics and an all-around good time. Named by French explorer Iberville 300 years ago for the "red stick" along a Mississippi River bluff, Baton Rouge has been shaped by a variety of cultural and environmental influences.

Today Baton Rouge's rich cultural tradition can be seen in our unique attractions, heard in our Zydeco, Blues and Cajun music, and tasted in our blend of Creole, African-American, French and Spanish cuisine. Baton Rouge is truly the center of Louisiana's cultural excitement. It is "Authentic Louisiana at Every Turn."

(Excerpt and photos from batonrougetour.com)

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

<b>PLATINUM</b>	<b>\$5,000 and over</b>
Benefits:	
<ul style="list-style-type: none"><li>• All Gold level benefits</li><li>• Registration upgrade to four full conference registration badges</li><li>• Booth upgrade to 20' x 10' booth in high traffic area adjacent to meeting rooms</li><li>• Advertisement upgrade to a full page, full color advertisement in conference program</li><li>• Recognition as sponsor on the cover of the conference program</li><li>• Company banner displayed in high traffic area</li></ul>	
<b>GOLD</b>	<b>\$3,500 to \$4,999</b>
Benefits:	
<ul style="list-style-type: none"><li>• All Silver level benefits</li><li>• Registration upgrade to three full conference registration badges plus two exhibition only badges</li><li>• Booth upgrade to premium 10' x 10' booth in exhibition hall</li><li>• Advertisement upgrade to a full page advertisement in conference program</li></ul>	
<b>SILVER</b>	<b>\$2,500 to \$3,499</b>
Benefits:	
<ul style="list-style-type: none"><li>• All Bronze level benefits</li><li>• Registration upgrade to two full conference registration badges plus two exhibition only registration badges</li><li>• Advertisement upgrade to a half page advertisement in conference program</li><li>• Listing and link on conference website</li></ul>	
<b>BRONZE</b>	<b>\$1,500 to \$2,499</b>
Benefits:	
<ul style="list-style-type: none"><li>• One full conference registration badge plus three exhibition only registration badges</li><li>• Standard 10' x 10' booth in exhibition hall</li><li>• Quarter page advertisement in conference program</li><li>• Listing in sponsors section of conference program</li><li>• Listing on conference website</li><li>• Use of pre- or post-conference registration list</li></ul>	
<b>EXHIBITOR</b>	<b>\$500</b>
Benefits:	
<ul style="list-style-type: none"><li>• One full conference registration badge</li><li>• Two exhibition only registration badges</li><li>• Standard 10' x 10' booth in exhibition hall</li></ul>	



# RULES TO EXHIBIT

## 1. AGENT/PRINCIPLE

A. Southern University and A&M College (SUBR) acts for the Exhibitors and representative(s) in the capacity of agent - or a principle. SUBR assumes no liability for any act of omission or commission in connection with this agency. The Exhibitor and his representative(s) hereby release and hold harmless from any and all costs, expenses (including but not limited to attorney's fees) and liabilities for loss or damage ensuing from any cause whatsoever.

B. All parties involved in the exhibit, including specifically, but not limited to, the exhibit hall, the owner, the leasing association, the sponsor and the individual Exhibitor, respectively agree to pay any and all claims arising out of their own negligence or that of their respective employees or grants.

## 2. REJECTED DISPLAYS

A. SUBR determines eligibility of any company or product for exhibit. SUBR may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of SUBR or the American Society for Engineering Education (ASEE).

B. Unethical conduct or infractions of rules on the part of Exhibitor or his representative(s) or both will subject the Exhibitor or his representative(s) to dismissal from exhibit areas, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representative(s).

C. Exhibitors and their representative(s) who fail to observe these conditions of contract or who, in the opinion of SUBR, conduct themselves unethically may be dismissed without refund or appeal for redress.

## 3. EXHIBIT DAMAGE/LOSS/THEFT

A. Due to the tremendous value of exhibits, it is impractical and impossible for SUBR to insure the Exhibitor's equipment against loss, theft, damage, and breakage. Neither the Sheraton - Baton Rouge, hotel, or any facility, nor any of its employees nor representative(s), nor any representative of SUBR, nor any subcontractor will be responsible for any injury, loss, or damage to

the Exhibitor, the Exhibitor's employees or property, however caused.

B. The Exhibitor must assume responsibility for damage to the Sheraton - Baton Rouge, hotel, or facility property and indemnify and hold harmless the Sheraton - Baton Rouge, the hotel, or facility 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 to any person viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, his agent or employees.

C. SUBR ASEE-GSW Conference organizers will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments, either arriving or departing the premises, or for moving costs. 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.

## 4. LIABILITY/INSURANCE

A. Each party agrees to be responsible for its own property, through insurance or self insurance, and shall hold harmless any and all parties from any damage caused by theft and other perils normally covered by fire and extended coverage of policies.

B. Exhibitors are urged to place "extraterritorial" 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.

## 5. SPACE ASSIGNMENTS

Space assigned to Exhibitor may be transferred by SUBR ASEE-GSW Conference Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notifying the Exhibitor. An Exhibitor may not share or sublet space to another party. Name signs or

courtesy cards on equipment loaned to an Exhibitor should be approved by SUBR.

## 6. HEIGHT AND SPACE RESTRICTIONS

A. All in-line exhibits, back walls and decorations will be limited to 8 feet in height and not extending more than 3 feet from the back wall except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from SUBR Exhibit Manager.

B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sight-lines of the surrounding booths.

C. Exhibits should not project beyond the space allotted. They should not 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.

## 7. SOLICITATION

A. SUBR may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelty gifts or souvenirs should be submitted to SUBR ASEE-GSW Exhibits Management for review before distribution.

B. Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing of the exhibit by the Conference Director. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representative(s) in this event. No soliciting for business shall be permitted in aisles or other Exhibitor's booths. Samples, catalogues, pamphlets, publications, or promotional materials may only be distributed by Exhibitors strictly within the confines of their own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addressees, or other extreme promotions without first obtaining written permission from SUBR ASEE-GSW Exhibits Management.

C. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by firms that have engaged from SUBR space

to exhibit and then and only then in the space assigned.

D. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

E. Interviews should not take place inside the booths in order to avoid infringement of rights and privileges of Exhibitors.

#### **8. SUITES/HOSPITALITY ACTIVITIES**

In the interest of the success of the conference and exposition, all hospitality suites/functions will not be allowed during the official conference programming or exhibit hours, including receptions or meal functions hosted by SUBR for all conference attendees. If transportation is required, it cannot start until after the last event concludes. Exhibitors should not extend invitations, call meetings, or otherwise encourage absence of attendees from the conference or exhibit hall. All requests for hospitality activities must be submitted in writing to SUBR. Hotel contacts will inform SUBR Conferences Director of the rentals of suites that coincide with official conference programming.

#### **9. BOOTH MATERIALS, FIRE REGULATIONS**

All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriter and Hotel and Facility Safety Regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth set-up. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisles and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by SUBR ASEE-GSW Exhibits Management.

#### **10. AUDIO AND VIDEO**

A. Motion picture projectors and apparatus must conform to the fire regulations of the facility. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so that aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.

B. Exhibitors with audible electric sound motion pictures, or other microphones or devices which SUBR, in its sole discretion, deems objectionable to other Exhibitors, will be required to discontinue this method of promotion. Microphones must be pre-approved by SUBR Show Management.

#### **11. BOOTH STAFFING**

In their best interest, and for security, Exhibitors shall keep staff in their booth(s) during all exhibit hours. Badges must be worn at all times for admission to the exhibit hall.

#### **12. INSTALLING, DISMANTLING and REMOVAL**

A. The exhibit hall will be available to Exhibitors on Wednesday, March 15, 2006 from 6:00 p.m. to 9:00 p.m. for the installation of displays. All exhibits must be operational by 6:00 a.m., Thursday, March 16, 2006. After this time, no installation will be permitted without special written permission from SUBR. Space not occupied by that time may be re-assigned for other purposes by SUBR. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and SUBR shall have the right to use such space as it deems appropriate to eliminate blank space in the exhibit hall.

B. No Exhibit may be dismantled before the specified time, nor may any part of the Exhibit or equipment be removed, once it has been set up, without permission of SUBR ASEE-GSW Exhibits Management.

C. Before any Exhibit may be removed from the building, Exhibitors must make arrangements satisfactory to SUBR and the facility for payment of any charges incurred by the Exhibitor in connection with the exposition therein.

#### **13. THIRD-PARTY CONTRACTORS**

Any independent contractor requests, including installation and dismantle companies, must be made in advance to the SUBR ASEE-GSW Exhibits Management. Electrical service must be coordinated by the official contractor. In addition, Exhibitors must submit Certificates of Insurance to SUBR Show Management prior to approval of such contractors at least 45 days before conference start date.

#### **14. PAYMENT PROCEDURES & CANCELLATION POLICY**

A. Exhibitors: The completed Application and Contract and full payment is due no later than January 30, 2006. Sponsors: A 50%

deposit is due with Application and Contract no later than January 30, 2006 and full payment is required no later than February 28, 2006. Space cannot be assigned unless these requirements are met. We agree to comply with all of the Contract Regulations provided in this prospectus and to the conditions under which displays in the Sheraton – Baton Rouge may be held, both of which are given herein. We agree to enclose the designated fee for our reservation and agree to abide by the Cancellation Policy set forth in the Rules to Exhibit. We understand that final payment is due no later than February 28, 2006. Failure to pay by this date risks loss of booth reservation and deposit.

B. If final payment is not received by February 28, 2006, space can be made available for resale without notification, the deposit forfeited, and Exhibitor will not be allowed to move into the Sheraton – Baton Rouge.

#### **C. CANCELLATION POLICY**

Any exhibitor may cancel or withdraw from the exhibition subject to the following conditions: 1) The exhibitor shall give the Exhibits Manager notice in writing to cancel or withdraw from the exposition and the date that the exhibitor's written request of cancellation is received by the Exhibits Manager will be considered the official cancellation date; 2) The exhibitor shall receive a refund of 50% of amount paid if the cancellation date is prior to February 15, 2006. After February 15, 2006, no refund will be given for booth cancellations.

#### **15. ADA**

All parties involved with the Exhibit agree to comply with the Americans with Disabilities Act.

#### **16. AMENDMENT TO RULES**

Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of SUBR.

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# EXPOSITION AT A GLANCE



**Sheraton Baton Rouge  
Convention Center Hotel**

**102 France Street  
Baton Rouge, LA 70802  
(225) 242-2600**

**Exhibits in Iberville A & B  
(Platinum Sponsor Exhibits in Atrium Lobby)**

## Exhibit Installation

Wednesday, March 15, 2006 4:00 p.m. – 9:00 p.m.

## Exhibit Hours

Thursday, March 16, 2006 8:00 a.m. – 6:00 p.m.

## Exhibit Dismantle/Move-out

Thursday, March 16, 2006 6:00 p.m. – 8:00 p.m.

Booth choices vary depending on sponsorship level.

- Exhibitor, Bronze and Silver Sponsors – Standard 10' x 10' Booth (S1 – S7)
- Gold Sponsors – Premium 10' x 10' Booth (P1 – P5)
- Platinum Sponsors – 20' x 10' Booth in Atrium Lobby (adjacent to meeting rooms)

Bronze, Silver, Gold and Platinum Sponsors may opt not to exhibit. Please check the appropriate box on the Application and Contract for Exhibit Space.

