

# OOPSLA 2002

17th ACM Conference on Object-Oriented Programming,  
Systems, Languages, and Applications

**Seattle, Washington, USA • November 5 - 8, 2002**



## Exhibitor Prospectus

Website: [oopsla.acm.org](http://oopsla.acm.org)



OOPSLA 2002 is sponsored by ACM SIGPLAN  
in cooperation with ACM SIGSOFT





# OOPSLA 2002 EXHIBITS

**November 5 - 8, 2002**

**Washington State Convention and Trade Center  
Seattle, Washington USA**

Attended by more conference registrants than any other event, the OOPSLA Exhibits are where OO software developers, publishers, technology researchers, framework architects, training consultants and recruiters go for a "meeting of the minds" and an introduction to the latest object-oriented offerings.

This is the one place you can reach potential customers with news and demonstrations of your latest products, publications or services.

The OOPSLA 2002 Exhibits will be held at the Washington State Convention and Trade Center (WSCTC), also the site of other Conference activities and programs.

Only at OOPSLA can exhibitors benefit from the following features:

- Double-sized (10x20) booth spaces at discount rental rates with ample area for product display and visitors. Larger spaces are also available at discount rates.
- A Bartizan lead retrieval system, for enhanced ROI and increased sales- at no extra cost!
- A complimentary Conference registration for each 100 sq. ft. of booth space rented. Conference registrations allow exhibitors to interact with other attendees at selected technical sessions and social functions. Each Conference registration is valued at \$300-500!
- The "OOPSLA Courtyard" on the Exhibits floor will provide food & beverage concessions; message boards; the OOPSLA "CodeFest"; "Camp Smalltalk"; and the popular "Meet the Speakers" lounge.
- Conference refreshment breaks will take place in the Exhibits.
- The popular Publishers' Pavilion, where attendees can browse for the latest periodicals and books.
- Geek Alley, where the latest technology in personal computing devices and peripherals can be purchased directly from the exhibiting company.
- OOPSLA Conference Posters are integrated with exhibit booths.
- OOPSLA 2002 exhibitors can link the OOPSLA web site to their company page to let the object technology community know where to find you in Seattle.
- The Exhibitors' Reception, open to all Conference participants, will take place on the Exhibits floor.

## Your Booth Rental Options: (U.S. funds)

10x20 Booth = \$2500 rental includes (2) Conference registrations and Bartizan lead retrieval system

10x30 Booth = \$3000 rental includes (3) Conference registrations and Bartizan lead retrieval system

20x20 Booth = \$3500 rental includes (4) Conference registrations and Bartizan lead retrieval system

20x30 Booth = \$4500 rental includes (6) Conference registrations and Bartizan lead retrieval system

**Exhibit Hall:** Exhibit Hall A of the WSCTC will be the exclusive domain for the 2002 OOPSLA Exhibits. Hall A is close to OOPSLA Registration and other primary Conference events.

## To Apply for Booth Space

Complete the enclosed Booth Application & Contract as indicated and return it with the appropriate deposit to:

**OOPSLA 2002 EXHIBITS**  
c/o Meetings & More Inc  
14449 N. 73rd St.  
Scottsdale AZ 85260 USA

Make booth rental checks payable to: OOPSLA 2002. Must be U.S. funds. If you prefer to pay for booth rental with a credit card, please provide the following: An authorization letter on your company stationery stating the booth rental rate, credit card type, credit card number, expiration date, cardholder's name (printed) and cardholder's signature. This authorization may be faxed or mailed to Meetings & More Inc.

Phone: 1-480-998-3992  
Fax: 1-480-998-7838  
e-mail: [meetmore@aol.com](mailto:meetmore@aol.com)

## Tentative Schedule of Exhibit Events \*

### Tuesday, November 5

8:00 am - 8:00 pm Exhibitor Setup  
5:00 pm - 7:00 pm Conference Welcome Reception

### Wednesday, November 6

10:00 am - 1:30 pm Exhibits Open  
(1:30 - 3:00 pm) Exhibits Closed  
3:00 pm - 6:30 pm Exhibits Open  
5:00 pm - 6:30 pm Exhibitors' Reception

\* Note:  
Schedule  
and Floor Plan  
subject to  
change.

### Thursday, November 7

10:00 am - 5:00 pm Exhibits Open  
6:00 pm - 9:00 pm Conference Social Event

### Friday, November 8

10:00 am - 2:00 pm Exhibits Open  
2:00 pm - 8:00 pm Exhibitor Moveout



**Washington  
State  
Convention  
and  
Trade  
Center**

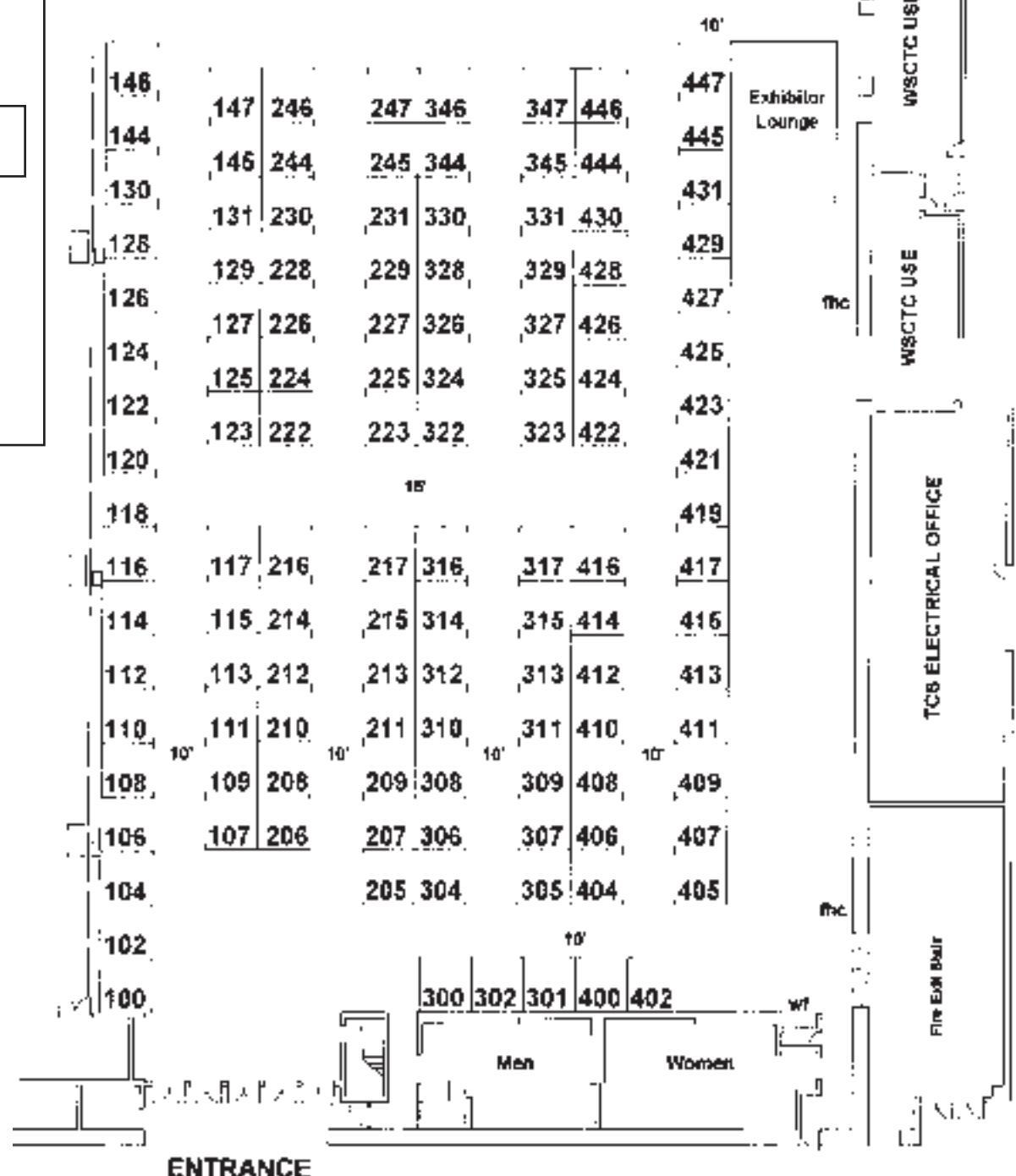
**HALL A**

**Oopsla  
2002**

**November  
5-8, 2002**

**Food & Beverages**  
**OOPSLA COURTYARD**

**Camp Smalltalk  
CodeFest  
Meet The Speakers**



## BOOTH RENTAL FEES - TERMS OF BOOTH RENTAL

Smallest booth available is 10 feet x 20 feet

10x20 = \$2500 rental includes (2) Conference registrations and Bartizan lead retrieval system

10x30 = \$3000 rental includes (3) Conference registrations and Bartizan lead retrieval system

20x20 = \$3500 rental includes (4) Conference registrations and Bartizan lead retrieval system

20x30 = \$4500 rental includes (6) Conference registrations and Bartizan lead retrieval system

**Note:** First-time OOPSLA exhibitors receive a \$500 discount from above booth rentals: for example, 10x20=\$2000; 10x30=\$2500; 20x20=\$3000.

Full payment (company check) or credit card authorization required with submission of Booth Application & Contract. Must be U.S. funds.

Refer to Terms, Conditions & Rules for Exhibiting in an ACM-Sponsored Exhibit for details about booth cancellations and refunds.

**Please note:** Non-refundable revenue resulting from booth cancellation cannot be transferred to other OOPSLA functions such as Conference registration.

Please note that ACM policy prohibits providing e-mail addresses of attendees to exhibitors. All booth rentals now include a Bartizan lead retrieval unit instead.

## BOOTH ASSIGNMENTS

Companies that exhibited in previous OOPSLA shows are given priority in booth assignment until May 31, 2002. Their booths will be assigned according to a point/seniority system, which takes into account the size of the booth, number of consecutive years exhibiting, and the date on which their Application & Contract were received.

Companies exhibiting for the first time will be assigned space on a first-come, first-served basis. It is important for first-time exhibitors to submit their applications and deposits as soon as possible.

After May 31, all booth assignments will be made on a first-come, first-served basis.

**NOTE:** Exhibit space cannot be assigned by phone or fax. Booths cannot be "reserved" pending receipt of Booth Application/Contract and deposit. Booths will be assigned only after a completed, original Booth Application & Contract has been received with the appropriate deposit. We cannot accept faxed or photocopied contracts.

ACM/OOPSLA and Meetings & More reserve the right to make changes in booth assignments that they deem are in the overall best interest of the show.

## BOOTH RENTAL INCLUDES:

- Basic booth structure. Telescopic pipe and drape. Backwall drapes are 8' high. Siderails are 3' high.
- Booth identification sign w/company name and booth number.
- Carpeting of booth interior and aisles. Color of drape and carpeting to be selected by OOPSLA. If exhibitor desires different color, it can be ordered from official decorator at exhibitor expense or brought to the show by the exhibitor.
- Bartizan lead retrieval system for instant access to attendee data
- Free exhibitor badges based upon size of booth.  
10x20 = 12   10x30 = 18   20x20 or larger = 24
- Free Conference registrations including technical sessions, Welcome Reception, Exhibitors' Reception, Thursday Special Social Event and Proceedings. Tutorials are not included.
- 24-hour security for set-up, show times, and dismantling.
- Listing and description of products and services in official Exhibits Directory.
- Bulletins relating to show developments.

## OFFICIAL SHOW DECORATOR/CONTRACTOR

Brede Exposition Services has been appointed the official OOPSLA 2002 decorator/contractor. Order forms for booth furniture; equipment, drayage and labor services will be included in the exhibitor service kit that is mailed to confirmed exhibitors approximately 60 days prior to the event. Take advantage of discount costs for material and services by ordering directly from Brede Expo Services in advance.

### Brede Exposition Services

2501 E. Magnolia

Phoenix, Arizona 85034-6918 USA

Ph: 1-602-275-5900

Fax: 1-602-275-5959

Attn: Steve Moody or Steve Rowe

e-mail: [smoody@brede.com](mailto:smoody@brede.com) or [srowe@brede.com](mailto:srowe@brede.com)

## FREIGHT FORWARDING/SHIPPING INFORMATION

Exhibitor freight via common carrier, van lines, UPS, Fed Ex and other means can be shipped up to 30 days in advance of the show for storage at the Brede Expo Services warehouse in Seattle.

Exhibitors can ship freight directly to the Washington State Convention & Trade Center. Trucks must arrive on Tuesday, November 5, the day for exhibitor setup.

## SPECIAL CONDITIONS

- **Booth Height Restrictions** - Booths that share sidewalls and back-walls with neighboring exhibitors are limited to a maximum height of 8' in the back half of the booth and a maximum height of 4' in the front half of the booth. Peninsula (3 sides open) or island booths are permitted to have displays and signs a maximum of 16' in height.
- **Audio Devices** - Exhibitors using audio as part of their booth presentation must set equipment at conversational level. OOPSLA>Show Management reserves the right to make final determination on usage and volume of audio devices in exhibit booths. If OOPSLA>Show Management determines that exhibitor's audio presentation is interfering with neighboring booths, exhibitor will be required to cease using the audio equipment.
- **Dock Area** - At all times, Brede Expo Services and the WSCTC shall have full authority over dock activities.
- **Publishers' Pavilion** - This special section of the exhibit hall is reserved for recognized publishers of OO-related books and periodicals.
- **Geek Alley** - Geek Alley will be the section of the exhibit hall for the latest technology in personal computing devices and peripherals.
- **Booth Sizes-Sections-Numbers** - A 10x20 is the smallest rental booth available. Booth sizes can be increased in 10x10 increments. Actual booth numbers will be assigned following the May 31 deadline for early bird exhibitors.
- **OOPSLA exhibitors** are not permitted to sublet booth space to another company. Doing so can result in expulsion from the exhibits.
- **All personnel working in an OOPSLA exhibitor's booth** are considered employees of the exhibiting company and are subject to ACM/OOPSLA regulations to the same extent as full-time employees of the exhibiting company. For registration purposes, only the name of the exhibiting company may be printed on badges for personnel working in the booth.
- **Music** - No recorded or live music is permitted to be used by OOPSLA exhibitors in the exhibit hall without prior, written approval from ACM/OOPSLA.

**OOPSLA 2002**

# Terms, Conditions & Rules for Exhibiting in an ACM-Sponsored Event

## 1. Purpose of Exhibit

Association for Computing Machinery (hereinafter ACM), is an educational, scientific and technical society organized to provide a mechanism for promoting interchange between the various disciplines represented within the information processing community. As such, it sponsors conferences as one means of accomplishing this end. The main purpose of these Conferences is educational and the exhibition staged in conjunction with the technical sessions is a vital element of this educational process. No selling will be permitted on the exhibit floor or other areas controlled by ACM during the exhibition.

## 2. Indemnity and Limitation of Liability

Neither ACM, the sponsoring SIG, Region or Chapter, 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 of any other cause. The Exhibitor shall indemnify, defend and protect ACM and the Exhibit Building and save ACM 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 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.

## 3. Assignment of Exhibit Space

ACM shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to ACM). 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 space choices whenever possible, but ACM's decision will be final. ACM reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. ACM 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 is not eligible to be displayed in this Exhibit.

## 4. Use of Exhibit Space

An 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, 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.

## 5. Exhibit Hours

ACM will establish exhibit hours and reserves the right to make changes. However, such changes shall be made as far in advance of the exhibition as possible. Each exhibitor is required to keep at least one attendant in his booth during all exhibit hours. Failure to do so may result in removal of his exhibit from the show at his expense.

## 6. Installation and Dismantling

The Exhibitor explicitly agrees that in the event he or she fails to install his or her products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, ACM shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the exhibits until the Exhibit Floor is finally closed to the public.

## 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.

## 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 material. 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 Equipment and Services

Space rental includes those items listed in the accompanying Exhibit brochure or letter.

## 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 the Exhibit, but these, when properly marked, will be stored and returned to the booth by service contractors. 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 has in the best interest of the Exhibitor, selected certain firms to serve as the official contractors to provide necessary services to Exhibitors. Complete information, instructions and schedule of prices regarding drayage, labor for set-up and dismantling, electrical work, furniture, special cleaning services, etc. will be included in the Exhibitor Service Kit, to be forwarded after space has been confirmed. An Exhibitor Service Center will be maintained on the Exhibit Floor to facilitate service requests from the Exhibitor. ACM 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.

## 14. Cancellation or Termination of Exhibit

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

## 15. Exhibitor Cancellation

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of ACM and then only based upon the following refunds: At least 90 days in advance – 80% of contract; At least 60 days – 50% of contract; Less than 60 days – no refund. 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 the Exhibitor because of the failure of an Exhibit to arrive for any reason.

## 16. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ACM 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 the Exhibit Space. ACM, 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 for approval. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. Exhibitors are 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. Exhibitors or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

## 17. Photographs

No photographs shall be taken without the prior consent of ACM or the Exhibitors involved.

## 18. Agreement to Terms, Conditions and Rules

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions and Rules made by ACM 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's right to close an Exhibit and withdraw its acceptance of this Application/Contract, ACM in its sole judgement, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions and Rules. There is no other agreement or warranty between the Exhibitor and ACM except as set forth in this document. The rights of ACM under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM.



OOPSLA 2002

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## Seattle

### For Exhibits Information, Contact:

OOPSLA 2002 Exhibits  
c/o Meetings & More Inc  
14449 N. 73rd St  
Scottsdale, AZ 85260 USA

Phone: 1-480-998-3992  
Fax: 1-480-998-7838  
E-mail: [meetmore@aol.com](mailto:meetmore@aol.com)

### For Oopsla 2002 Headquarters, Contact:

OOPSLA 2002  
6220 NE Glisan  
Portland, OR 97213 USA  
Phone: 1-503-252-5709  
Fax: 1-503-261-0964  
E-mail: [operations@meetingsstrategiesworldwide.com](mailto:operations@meetingsstrategiesworldwide.com)  
Web: <http://oopsla.acm.org>