Exhibitor participation in conferences and meetings is considered the most valuable interaction with potential customers, according to research provided by the Center for Exhibition Industry Research (CEIR):

“Attendees place high importance on face-to-face interactions at all pre-purchase stages, with two thirds or more ranking these interactions important for investigating, evaluating and narrowing down choices before buying.”

Exhibiting at the International Cartographic Association’s 28th international conference will be your best opportunity to reach the leaders in the global cartographic and geospatial information community. Whether you are selling existing products or services, introducing new ones, promoting your organization, establishing your corporate message, or researching the market, you can take advantage of this unique marketing opportunity during what will be a significant gathering of the most influential players in the cartographic and GIS fields from around the world.

WHAT ARE THE BENEFITS OF EXHIBITING AT ICC 2017?

- Expand your customer base with international contacts.
- Learn about the latest developments in cartography and geographic information.
- Interact with the trade press to gain publicity for your organization, products, and services.
- Be part of the most significant gathering of cartographic professionals in the U.S. in decades.

The following strategies ensure that your company will experience maximum exposure:

- Over 25 hours of exhibit time.
- Opening Reception and coffee breaks served in the exhibition hall.
- Scientific poster presentations and the International Map and Chart Exhibition (open to the public) in adjacent halls.
LOCATION
MARRIOTT WARDMAN PARK HOTEL,
WASHINGTON, DC

Exhibit Hall
Exhibit Hall C

Poster and Map Halls
Exhibit Halls A and B South

Children’s Map Competition
Hall C Atrium

SCHEDULE

Sunday, July 2
8am – 6pm Exhibitor Set Up

Monday, July 3
11 am – 6pm Exhibit Hall Open
6pm – 7:30pm Opening Reception in the Exhibit Hall

Tuesday, July 4
10am – 3pm Exhibit Hall Open

Wednesday, July 5
10am – 6pm Exhibit Hall Open

Thursday, July 6
8am – 6pm Exhibitor Break Down

Schedule is tentative and subject to change. Final schedule will be listed in the exhibitor service kit and online at the conference website: ICC2017.org.
EXHIBITOR PRICING

20’ x 20’ (6m x 6m) booth, 4 Gala Tickets and 4 complimentary registrations .... $11,000
10’ x 20’ (3m x 6m) booth, 1 Gala Ticket and 2 complimentary registrations .......... $6,000
10’ x 10’ (3m x 3m) booth and 1 complimentary registration ........................................ $3,300

PRICING INCLUDES

Complimentary registrations, as shown above.
All booths will be carpeted.
20’ x 20’ booths include open floor space—no pipe and drape/curtains.
10’ x 10’ or 10’ x 20’ booths include pipe and drape/curtains.
10’ x 10’ or 10’ x 20’ booths include company identification sign on back drape.
Complimentary post-show attendee list (for those who opted “in” to the mailing list)
Company or organization listing in the conference program and on the conference website.

WHAT YOU WILL NEED TO PROVIDE

You will need to order tables, chairs or other furniture, lighting, electrical drops, internet service, booth vacuuming, cleaning, etc. These services/supplies are not included and must be purchased or rented separately. An exhibitor service kit with ordering information will be sent 3 months prior to the conference. There will be wifi hot spots in the exhibit hall; however, if you require internet for demonstrations in your booth, we recommend that you order a hardwire internet line.
SPONSORSHIP AND ADVERTISING OPPORTUNITIES

As you prepare to exhibit at ICC 2017, please consider taking advantage of the ICC 2017 Sponsorship Program. Sponsorship provides a cost-effective presence to enhance your visibility and make a positive impression at the 2017 International Cartographic Conference. ICC 2017 welcomes your support and is open to working with you to customize a package to best suit your goals and budget. Turning quality leads into real sales -- our customizable sponsorship program is designed to do just that. Opportunities begin at just $450.

CONFERENCE SPONSORSHIPS

Sponsorships are an opportunity to highlight your organization’s commitment to cartography and ICC 2017. Each sponsorship level includes appropriate recognition throughout the conference:

• Ad on the ICC 2017 website and conference app.
• Link on the conference website with redirection to your website.
• Attendee contact list (for those who opted “in” to the mailing list).

GLOBAL $15,000
• Advertisement of your organization as a Global level sponsor in all printed materials and on projector screens at the beginning of the opening/closing ceremonies, all plenaries and in the conference areas during the breaks.
• Five complimentary conference registrations.
• Five complimentary Exhibit Hall Only guest passes for clients.
• Three 1-page or two multi-page inserts in conference bags.
• Largest logo on conference signage.
• Two push notifications in conference app.
• Listing, with logo and social media links in conference app.

HEMISPHERE $10,000
• Three complimentary conference registrations.
• Three complimentary Exhibit Hall Only guest passes for clients.
• One 1-page or one multi-page inserts in conference bags.
• Two push notifications in conference app.
• Listing, with medium-size logo and social media links in conference app.

CONTINENTAL $5,000
• Two complimentary conference registrations.
• Two complimentary Exhibit Hall Only guest passes for clients.
• One 1-page insert in conference bags.
• Listing, with small logo and social media links in conference app.
EVENT AND ITEM SPONSORSHIPS

ICC 2017 offers opportunities to sponsor key visible events, such as dinners, receptions, and coffee breaks, as well as key attendee items, including conference bags, lanyards, pens, notepads and other items. These opportunities include:

EVENT SPONSORSHIP GALA DINNER $10,000
The Gala Dinner is one of the best networking events of the event. Attendees look forward to meeting new people in the network and catching up with old friends. Make sure your brand is front and center by sponsoring the Gala.
Not an exclusive sponsorship: multiple opportunities available

OPENING RECEPTION $10,000
Help kick off the ICC 2017 Meeting by sponsoring the first official function, the Opening Reception. The sponsoring company may supply a representative on ‘center stage’ to welcome attendees.

CONFERENCE APP AND MAP GALLERY $10,000
Create your own personal schedule, view maps, exhibitor info, photos, and more on your smart phone or tablet with the Conference App. Sponsor the International Conference App and gain exposure before and during the meeting. Your company will receive exclusive recognition on the app home page as well as onsite.

POCKET GUIDE $5,000
The Pocket Program will be handed to all attendees with their registration materials and will provide an easy to read schedule at-a-glance. The Program is designed to fit in the badge holders for easy access. Your ad will be placed on the back cover as exclusive sponsor of the pocket program. Once folded, the Program will be 3”x4”.

HOTEL KEY CARDS $5,000
Have your company’s logo appear on one of the most important items attendees will be carrying — their hotel room key cards. The key cards are distributed during hotel check-in and will be carried by attendees for the duration of the conference. Additional hotel fees will apply. Production costs are not included in this sponsorship fee. Once approved, sponsor will be put in touch with keycard manufacturer and be responsible for production.

CONFERENCE BAG $5,000
Emblazon your color logo on the official conference tote bag. Given to all attendees, the tote bag holds all of the items needed to have a successful conference! Carried throughout the week by 2,000 participants, your company will definitely be noticed! Production costs are included in the listed price

LANYARDS $5,000
Place your company logo on the conference lanyard. Your logo will be one of the first things attendees see upon arrival, and will be highly visible throughout the conference. Production costs are included in the listed price

KEYNOTE SPONSORSHIP $5,000
Education is the foundation of ICC 2017. Show the attendees that you value them and their education by sponsoring one of the highly qualified and entertaining keynote speakers. Speakers are selected by the ICC Program Committee

AISLE SIGNS FLOOR STICKERS $4,500
Receive premium exposure with your company’s logo on ALL aisle signs in the exhibit hall for maximum visibility during the entire show. Production costs are included in the listed price.

TECH TOUR BUS $2,500 per tour
Your company sponsors the bus that transports attendees to local technical tours. Your company may place brochures on the seats and welcome guests onto the bus.
POSTER SPONSOR $3,500
The poster showcase will be available for viewing whenever the Exhibit Hall is open. Your organization will be thanked with special signage with your logo will be placed near the poster display.

CHILDREN’S MAP DISPLAY $2,000
The children’s map display will be available for viewing whenever the Exhibit Hall is open. Your organization will be thanked with special signage with your logo will be placed near the poster display.

ROOM DROPS $2,000
Sponsoring a room drop is the perfect way to showcase your latest product, newest service, or just your company in general to all attendees, delivered straight to their door! Sponsoring company will be responsible for paying hotel fees and production costs.

DIRECTIONAL SIGNS $1,500 each
Sponsors will have the entire back side of the sign for their graphics. These signs measure 1 meter wide x 3 meters tall. Production costs are included in the listed price.

FLOOR CLINGS $1,000 each
Lead prospects straight to your booth with these floor clings. Sponsors will be able to provide graphics to generate that will conveniently guide attendees to your booth. Decals will be placed in high traffic areas of the meeting space. Production costs are included in the listed price.

PENS $800
Place your company’s name and logo directly into the hands of all attendees through this sponsorship. Pens will be distributed in the meeting tote bags. Sponsoring company will be responsible for providing 2,000 pens.

BAG INSERT $1,500
Sponsoring a tote bag insert is the perfect way to expose your latest product, newest service, or just your company in general to all attendees. It’s a highly effective way of standing out from the crowd and letting attendees know where they can find your booth. Sponsoring companies will be responsible for paying production and shipping fees.

NOTEPADS $1,000
Assist attendees during their educational sessions by sponsoring these notepads. Sponsor logo will be front and center on the notepad cover. Sponsoring company will be responsible for providing 2,000 note pads.

ICC 2017 WEB AD $1,000
Place your banner ad on ICC’s Conference website for added exposure pre and post show!

INTERNET LINK $450
Your company’s logo and link on the ICC website shows your support of the Congress and directs attendees to your website.
EXHIBIT RULES AND REGULATIONS

SHOW MANAGEMENT

The exhibition is organized and managed by the Cartography and Geographic Information Society (CaGIS). Any matters not covered in these Rules and Regulations are subject to the interpretation of the CaGIS Board of Directors and the CaGIS Executive Director or his or her designee, and all exhibitors must abide by his or her decisions. Exhibitors must comply with the Marriott Wardman Park Hotel policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

CONTRACTOR SERVICES

Blaine has been designated as the official contractor who will provide all services in the exhibit area. Complete information, instructions, show hours and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the exhibitor Services Manual to be forwarded from show management. An exhibitors’ service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will CaGIS, Marriott Wardman Park Hotel, or the City of Washington assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the exhibitor Services Manual.

ASSIGNMENT OF BOOTH SPACE

Booths are assigned on a first-come, first-served basis.

INSTALLATION AND DISMANTLING OF EXHIBITS

Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. Late installation or early dismantle of an exhibit may result in the loss of exhibit privileges for future shows. Exhibitors are expected to make travel arrangements in accordance with the schedule in the exhibitor services manual. Each exhibitor will complete arrangements for removal of his or her material from the Marriott Wardman Park Hotel in accordance with the instructions provided in the exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installment and dismantle hours. Failure to occupy exhibit space by the time specified in the Exhibitor Services Manual will result in forfeiture of space by the exhibitor and their space may be resold, reassigned or used by the Show Management without refund.

RATES, DEPOSITS AND REFUNDS

Space will be rented in accordance with rates printed on this application form. No application will be processed or space assigned without full payment in U.S. funds. If assigned space is not paid for in full, it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of purchased booth space on or prior to March 24, 2017, CaGIS will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after March 24, 2017 will not receive a refund and CaGIS will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved. In the event that fire, strike or other circumstances beyond the control of the management causes the exhibit to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of CaGIS’s liability for such cancellation. All cancellations, receipt of payment must be submitted in writing to the ICC 2017 Exhibits Manager.

ARRANGEMENT OF EXHIBITS

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 Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. If necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc., at the exhibitor’s expense.

BOOTH DESIGN

Each exhibitor will be provided online access to the official Exhibitor Services Manual. The Exhibitor Services Manual describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Linear displays should not exceed 8’ in height. Due to the height of the ceiling in the exhibit hall, island booths should not exceed 10’ in height. Exhibiting companies are responsible for furnishing, carpeting and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Dis-
abilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped.

SUBLEASING OF SPACE
Exhibitors may not assign, share, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

CONDUCT
All exhibits will be to serve the interest of the CaGIS members and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The Show Management reserves the right to request the immediate withdrawal of any exhibit that CaGIS believes to be injurious to the purpose of CaGIS. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by CaGIS to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

EXHIBITOR PERSONNEL
All exhibitors must wear official ICC 2017 name badges and ribbons for exhibit hall admission. Exhibitors will be admitted to the exhibit hall 30 minutes before show opening each day. All exhibitors and attendees will be required to leave the floor within 30 minutes after the show closes each day. Exhibitors needing to work in the exhibit hall during non-show hours must obtain permission from show management. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual. Booths should be manned by company specialists who are qualified to discuss details of their company’s products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor’s booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

SOUND DEVICES, LIGHTING AND OTHER PRESENTATION DEVICES
Public address, sound-producing or amplification devices that 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. CaGIS reserves the right to restrict the use of glaring lights or objectionable lighting effects. Live music, whether vocal or instrumental, is prohibited.

HANDOUT MATERIALS
Distribution of advertising material and souvenirs must be confined to the exhibitor’s booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Promotional giveaways and exhibitor prize raffles will be permitted. All materials and prizes must have prior approval by CaGIS. All hand-out materials are expected to be of a professional nature.

CaGIS reserves the right to disallow any material that they believe to be inappropriate. Send samples to ICC 2017 Exhibits Manager, 512 Herndon Parkway, Suite D, Herndon, VA 20170. No Helium balloons or adhesive-backed decals are to be used or given away.

SOLICITATION OF EXHIBITORS
No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of CaGIS.

FIRE, SAFETY, AND HEALTH
The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

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. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

STORAGE
The exhibitor should make arrangements with the official contractor for storage of packing boxes and crates during the exhibition. Show Management assumes no responsibility for damage or loss of packing boxes or crates.

FOOD AND BEVERAGE
Exhibitor distribution of food and beverages for consumption in the building must be approved in advance by CaGIS and must be in compliance with the rules and regulations of the Marriott Wardman Park Hotel. All food and beverages must be purchased through the official show catering company as listed in the exhibitor Services Manual.

LIABILITY AND SECURITY
CaGIS makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. CaGIS will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other...
causes. CaGIS will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor understands that neither CaGIS nor the Marriott Wardman Park Hotel maintain insurance covering the exhibitor’s property or liability claims against the exhibitor and it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor assumes responsibility and agrees to indemnify and defend CaGIS and the Marriott Wardman Park Hotel and their respective employees and agents against any claims or expenses arising out of the negligent use of the exhibition premises and shall indemnify, defend, and hold harmless CaGIS and the Marriott Wardman Park Hotel, its owners, managers, officers, directors, affiliates, subsidiaries, agents, servants and employees from any and all such losses, damages and claims. The exhibitor assumes all liability for any damage to the facility's floor, 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. The exhibitor will pay and save CaGIS, its Board, members, staff, and representatives, the city of Washington, and the Marriott Wardman Park Hotel from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Marriott Wardman Park Hotel or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect CaGIS, the City of Washington, DC and the Marriott Wardman Park Hotel against any and all such claims or demands.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and it’s management company, as well as their respective agents, servants, and employees from any such losses, damages, and claims.

INSURANCE
Each exhibitor shall be responsible for securing and maintaining the following insurance coverage at the exhibitor’s expense: (a) Workman’s compensation insurance coverage for exhibitor’s employees which shall be in compliance with the laws of the City of Washington, DC. (b) Commercial general liability insurance with policy limits of $1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before July 9, 2016 through July 12, 2016, which shall include exhibitor’s move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person’s attendance at the exhibitor's exhibit during the term of the ICC 2017 International Conference. (c) Other insurance: each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

TRADEMARKS
CaGIS will be held harmless for any trademark, tradename, copyright, or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Marriott Wardman Park Hotel logo, design, tradename, patent, copyrighted work or symbol must be approved in writing by the Marriott Wardman Park Hotel.

PHOTOGRAPHING OF EXHIBITS
Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

LIST PUBLICATION
The list of ICC 2017 exhibitors, in whole or in part, shall not be published other than in the official show or society publications.

FACILITY USE
All public function space in the Marriott Wardman Park Hotel is controlled by CaGIS. No function space will be released to exhibiting firms or to other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showings of equipment or product presentations to registered members or guests of the Marriott Wardman Park Hotel by exhibiting firms other than on the exhibit floor during the stated hours is expressly prohibited. Exhibitors may not use the convention center to distribute literature, gifts, etc. to attendees.

VIOLATIONS
Violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of CaGIS forfeit the exhibitor’s right to occupy space and such exhibitor shall forfeit to CaGIS all monies paid or due. Upon evidence of violation, CaGIS may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that CaGIS may incur thereby.

SEVERABILITY
All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.