



TECHNICAL COMMUNICATION
SUMMIT '17
STC's 64th Annual Conference
7-10 May 2017 • Washington, DC

Exhibitor/Sponsor
PROSPECTUS



SHOWCASE YOUR PRODUCTS AND SERVICES AT THE **PREMIER EVENT** FOR THE TECHNICAL COMMUNICATION INDUSTRY

**STC TECHNICAL COMMUNICATION SUMMIT AND EXPO 2017
7-10 MAY • GAYLORD NATIONAL RESORT • WASHINGTON, DC**

STC is the world's largest and oldest professional association dedicated to the advancement of the field of technical communication.

The Society's **5,500 members** span the field of the technical communication profession and reach across every industry and continent. The Society has members in **50 countries** and growing throughout North America and Europe.

The STC Technical Communication Summit and Expo is the premier event to unveil and demonstrate new and exciting products, services, and technology to the world of technical communication.

Technical communicators make information more useable and accessible to those who need that information.

Technical communicators are:

- Writers/Editors
- Documentation Specialists
- Information Developers
- Technical Illustrators
- Globalization & Localization Specialists
- Usability & Human Factors Professionals
- Visual Designers
- Web Designers & Developers
- Teachers & Researchers of Technical Communication
- Trainers and E-Learning Developers
- Content Strategists

“Adobe is honored to partner with STC on various projects aimed at the advancement of the theory and practice of technical communication. Where else in North America will we get such a unique platform to meet so many technical communication professionals under one roof? The Summit offers a fun-filled networking and comprehensive learning experience for professionals, students, industry experts, and software/service vendors.”

—Saibal Bhattacharjee, Head of Marketing – Adobe Technical Communication Group

For further information on exhibiting, sponsorship, or advertising, please contact Stacey O'Donnell, Director of Membership and Corporate Engagement, at +1 (571) 366-1912 or stacey.odonnell@stc.org.

**EXHIBIT SPACE IS LIMITED AND WILL SELL OUT EARLY:
BOOK NOW FOR 2017!**

Exhibiting and face-to-face connections are **ten times** more effective than cold-calling, and offers more opportunities to meet the potential customers.

- >> **Increase your company's visibility** in a competitive marketplace
- >> **Expand your prospect base** and strengthen existing customer relationships
- >> **Quality content and innovative products and services attract high-level attendees**

TYPES OF EXHIBITING COMPANIES:

- TECHNICAL COMMUNICATION SOFTWARE
- CAD SOFTWARE
- CONSULTING SERVICES
- DATABASE DEVELOPMENT
- DISTANCE AND E-LEARNING
- INDEPENDENT CONSULTANTS
- HTML/XML/DITA
- INFORMATION DESIGN
- MULTIMEDIA
- ONLINE DOCUMENTATION
- PROJECT MANAGEMENT
- RESEARCH
- TRANSLATION SERVICES
- VISUAL DESIGN
- UNIVERSITIES
- RECRUITERS
- CONTENT STRATEGISTS
- PUBLISHERS

BOOTH PACKAGES

PACKAGE A – \$2,585

- 8' x 10' Corner
- 6' x 24" x 30" skirted table
- standard plastic contour chair
- wastepaper basket

PACKAGE B – \$2,450

- 8' x 10' Inline
- 6' x 24" x 30" skirted table
- standard plastic contour chair
- wastepaper basket

PACKAGE C – \$2,345

(A LA CARTE)

- 8' x 10' Inline
- **No other amenities apply.** Exhibitor is responsible for ordering all furniture and other requirement.

PACKAGE D – \$8,325

- 16' x 20' Island
- (2) wifi connections
- (2) 6' x 24" x 30" skirted table
- (2) standard plastic contour chair
- wastepaper basket

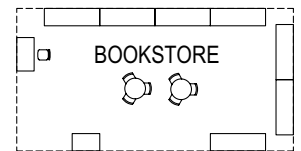
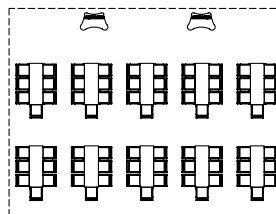
BOOTH SPACE FEE INCLUDES:

- Wifi connection for one personal device (hardwire connection should be purchased for video streaming)
- Pre-show listing in the May issue of *Intercom* magazine
- Conference welcome event and networking events held in the exhibit hall (sponsorships available)
- 8' x 10' pipe and drape booth space
- 3' draped side rail and 8' tall back drape
- 3 Expo-only booth staff passes
- Booth identification sign
- Listing in STC Conference Program
- Completely carpeted exhibit hall (carpeting to match your booth is available at an additional cost)
- Unopposed exhibit hall times
- Refreshment breaks served in the exhibit hall

Please note: For booth spaces requiring additional wifi connections, electricity, or other amenities, please see the General Services Exhibitor Kit for details and pricing.

GAYLORD NATIONAL RESORT

SUMMIT + THEATER



410
408
406
404
402
400

301	303	305	307
202	204	206	208

201	203	205	207
102	104	106	108

314	316	318	320
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313	315	317	319
214	216	218	220

213	215	217	219
114	116	118	120

16'

ENTRANCE

MAXIMIZE YOUR EXPOSURE AND SUPPORT STC'S MISSION WITH AN EXHIBIT AND SPONSORSHIP PACKAGE!

Platinum Sponsor

Limited availability, call for details.

SOLD



Gold Circle—\$10,800

Gold Value: \$18,150

- WiFi connection
- One 8' x 10' corner booth
- Full-Page 4/color recognition page in the onsite program
- Full-Page 4/color recognition page in April issue *Intercom*
- Web button on MYSTC Website (Mar/Apr/May)
- Exhibitor name and logo displayed on the Summit website and general session signage
- Exhibitor name and logo published in the onsite program
- Complimentary tote bag insert
- Pre- and post-conference attendee mailing list
- Sponsorship of three educational sessions
- Pre- and post-conference email blast to attendees

Bronze Circle—\$6,300

Bronze Value: \$10,400

- WiFi connection
- One 8' x 10' corner booth
- Half-Page 4/color recognition page in the onsite program
- Exhibitor name and logo displayed on the Summit website and general session signage
- Exhibitor name and logo published in the onsite program
- Complimentary tote bag insert
- Pre- and post-conference attendee mailing list
- Sponsorship in Summit@ Theater
- Pre-conference email blast to attendees

Silver Circle—\$8,300

Silver Value: \$13,590

- WiFi connection
- One 8' x 10' corner booth
- Full-Page 4/color recognition page in the onsite program
- Full-Page 4/color recognition page in April issue *Intercom*
- Web button on MYSTC Website (May)
- Exhibitor name and logo displayed on the Summit website and general session signage
- Exhibitor name and logo published in the onsite program
- Complimentary tote bag insert
- Pre- and post-conference attendee mailing list
- Sponsorship of one educational session
- Pre-conference email blast to attendees
- Present one live webinar by 31 December 2017

Merit Circle—\$4,100

Merit Value: \$6,245

- WiFi connection
- One 8' x 10' corner booth
- 1/2 Page 4/color recognition page in the onsite program
- Exhibitor name and logo displayed on the Summit website and general session signage
- Exhibitor name and logo published in the onsite program
- Pre- and post-conference attendee mailing list

Note: The WiFi connection is for personal devices only. Hardware connections should be purchased for video streaming or other large bandwidth usage.

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SPONSORSHIP OPTIONS

EMAIL BLASTS — \$1,000

With all the exhibitors attending the STC Summit, it can be hard to decide which exhibits to see first. Email addresses of pre-registrants are not made available for marketing purposes, but STC staff will send your email for you. This is a fabulous opportunity to get your product message delivered right to the inbox of attendees.

WELCOME RECEPTION — \$5,000 (non-exclusive)

Want to drive traffic directly to your booth? You have the opportunity to guarantee your company's exposure to attendees and improve networking opportunities by sponsoring the Welcome Reception. Just about every conference attendee will take part in this event. STC will strategically place a buffet table near your exhibit space so everyone will be able to thank you for the delicious food. Sponsorship includes tent cards for buffet tables, large sign at entrance, and optional logo napkins (to be provided by sponsor).

EXHIBIT HALL MORNING REFRESHMENT BREAKS — \$1,500 each

There will be two morning refreshment breaks served in the exhibit hall, including coffee/tea. Your company can have its name attached to one or all of them. You may also display napkins with your company logo on each table if you desire (at your expense).

TOTE BAGS — \$3,500

Your logo will be prominently displayed on the official STC Summit totebag. Also, your provided information will be inserted into the bags distributed at registration.

BADGE HOLDER AND LANYARD — \$2,500

Your company name will be prominently displayed and worn by every attendee throughout the conference.

SHOW BAG INSERT — \$400 (non-exclusive)

Be one of the select few to have your corporate informational piece (not to exceed 8.5" x 11") inserted into all attendee bags distributed at registration.

SPEED NETWORKING — \$1,200

Sponsor the #1 networking event of the Summit. Speed Networking is a 45 minute, fast-paced event experience in which attendees participate in several rounds of networking at multiple tables. This hugely popular event will take place in the Expo Hall. Sponsor for \$1,200 and your company will receive its logo on all marketing signage and messaging about the event. You may place your company's information at each table, pick your own emcee to start and close the event, and receive three registrations for your employees to participate. Not sure you can afford the sponsorship but still want to participate? A limited number of seats may be purchased for \$200 per event.

SPONSORED EDUCATION SESSION WITH YOUR SPEAKERS — \$2,000 per session (limited)

This is your opportunity to present a sponsored education session (non-marketing/sales) as part of the regular programming with speakers of your choice (topic and subject to be approved by the Conference Committee). Your company will be recognized with a sign posted at the session and also noted in the program.

SPONSORED EDUCATION SESSION — \$1,000 per session

Show your support of STC's education program by sponsoring a session that has already been selected by the Conference Committee. Sponsors will be recognized with a sign posted at the session and noted in the program.

WIFI SPONSORSHIP — \$7,000

Help conference attendees stay connected and keep up to the minute with annual meeting events. Wireless service provides attendees access to the Internet and email throughout the meeting rooms. Information about your company will be the default screen on the computers of all attendees utilizing wireless Internet during the conference.

SUMMIT ⊕ THEATER SESSION — \$800

Showcase your company's products and services to conference attendees. Different from a Sponsored Education Session, present your 45-minute session in a draped, more casual, theater-style setting in the exhibit hall. The schedule and details of these presentations are included among the education session listings in the conference program.

CONFERENCE & EXPO PENS — \$1,500

Your company name will be prominently displayed on this important attendee keepsake.

YOUR IDEA HERE

Have another idea for sponsorship? Contact Stacey O'Donnell at (571) 366-1912 or Stacey.ODonnell@stc.org to discuss!

ADDITIONAL MARKETING OPPORTUNITIES

SEE THE STC INTEGRATED MEDIA KIT FOR MORE DETAILED INFORMATION

PRINT ADVERTISING

STC SUMMIT ONSITE PROGRAM

Drive traffic to your exhibit booth with an ad in the resource that attendees will read and refer to all four days of the conference and beyond. A limited amount of half-page and full-page ads are available for exhibitors.

INTERCOM

The #1 magazine for technical communicators worldwide. Published ten times a year, this award-winning magazine serves the profession by presenting articles on trends, tools, techniques, and professional development

TECHNICAL COMMUNICATION

Published quarterly, the journal contains information to assist technical writers, editors, illustrators, and others in the field in becoming more effective professionals.

WEB ADVERTISING

STC.ORG

Get your marketing message in front of technical communicators 24/7! STC.org is the leading edge of technical communication with up to the minute information and easy to navigate web pages. 30,000 unique visits a month!

EMAIL BLASTS

Send your marketing message directly into the inboxes of STC members.

CORPORATE VALUE PROGRAM MEMBERSHIP

STC corporate members save 10% on conference exhibit space and various advertising rates.

For more information about becoming a member of STC or for a 2017 media kit, please contact Stacey O'Donnell at stacey.odonnell@stc.org.

Please print or type in the following:

 Company Name

 Street Address

 P.O. Box

 City/State/Zip/Country

 Phone

 Fax

 Web Address

 Email

 Signature

 Date

 Print Name

Contract Authorization: Signee agrees to abide by and be bound to all terms and conditions set forth in this contract, including the payment and cancellation terms.

STC TECHNICAL COMMUNICATION SUMMIT AND EXPO 2017

- | | |
|--|--|
| <input type="checkbox"/> Gold Circle — \$10,800 | <input type="checkbox"/> Package A (8' x 10') — \$2,585 |
| <input type="checkbox"/> Silver Circle — \$8,300 | <input type="checkbox"/> Package B (8' x 10') — \$2,450 |
| <input type="checkbox"/> Bronze Circle — \$6,300 | <input type="checkbox"/> Package C (8' x 10') — \$2,345 |
| <input type="checkbox"/> Merit Circle — \$4,100 | <input type="checkbox"/> Package D (16' x 20') — \$8,325 |

PLEASE CHOOSE 3 BOOTH NUMBER LOCATIONS:

1. _____ 2. _____ 3. _____

ADDITIONAL SPONSORSHIP(S):

STC SUMMIT AND EXPO ONSITE PROGRAM GUIDE

- | | |
|---|--|
| <input type="checkbox"/> Full Page — \$1,200 | <input type="checkbox"/> Cover 2 — \$1,200 |
| <input type="checkbox"/> Half Page (7 1/2" x 5") — \$980 | <input type="checkbox"/> Cover 3 — \$1,200 |
| <input type="checkbox"/> Quarter-Page (5 1/8" x 3 7/8") — \$560 | <input type="checkbox"/> Cover 4 — \$1,500 |
| <input type="checkbox"/> STC Corporate Membership — \$1,250 | |
| <i>(Save 10% off booth and Summit Program advertising prices)</i> | |

TOTAL: \$ _____

PAYMENT INFORMATION

Payment Methods: Bill me Credit card Check

STC will bill exhibitor upon publication or you can supply credit card information and STC will charge the credit card.

Checks should be made payable to STC.
Please send check payments to:
 Society for Technical Communication
 9401 Lee Highway, Suite 300, Fairfax, VA 22031-1803

If payment will be made by credit card, please complete the following:

- Visa MasterCard American Express Discover

Amount to be charged: \$ _____

 Credit Card Number

 Security Code

 Exp. Date

 Name on Card

Read and initial contract on the next page.

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DEPOSIT: A non-refundable deposit and non-creditable fee of 50% of the total requested booth space is required with the return of this contract. Reservations for exhibit space will not be accepted without deposits. Deposits may be made by check payable to Society for Technical Communication or by VISA, MasterCard, Discover or American Express. The deposit will apply to the total payment. The balance is due January 1, 2017. ANY EXHIBITOR THAT FAILS TO MAKE THE FULL PAYMENT BY FEBRUARY 1, 2017 TO THE EXHIBIT WILL BE SUBJECT TO FORFEITURE OF THEIR BOOTH SPACE.

EXHIBIT SPACE REQUEST: Please indicate your exhibit space requirements by referring to the floor plan. Please list several alternatives in order of preference. Every effort will be made to allocate your exhibit space per your preferences following the rules stated under Deposit and Exhibit Space Assignment Procedures. If such allocation is not possible, booth space assignments and confirmation will be at Show Management's discretion.

EXHIBIT DIMENSIONS: Exhibit booths are not to exceed 8 feet in depth, 8 feet in height, and 10 feet in width (or as determined by the facility's fire marshal). If an exhibitor wishes to have a display exceeding these dimensions, a sketch, or schematic drawing must be submitted to STC for approval no later than 75 days prior to the commencement of the exhibit. The Gaylord National Resort limits 16' x 20' or larger booth heights to 20' tall (or as determined by the facility's fire marshal). If constructed display fails to meet the requirements, STC reserves the right to authorize removal or relocation of the display.

CANCELLATION POLICY: Each cancellation or reduction of booth space must be made in writing. Cancellations by phone will not be accepted. The 50% deposit is nonrefundable and non-creditable at any time. If you cancel your booth space, the following penalty and refund fees will apply. **Cancellation between 15 January and 1 April or anytime thereafter: Full payment is due.**

SHARING OF EXHIBIT SPACE: Exhibitors may not share, sublet or lease exhibit space to another company. Under no circumstances can two companies share a single 8' x 10' booth space.

EXHIBIT BOOTH DISPLAY LIMITATIONS: All display structures and materials must be placed within the confines of your rented exhibit space. Exhibitors must take caution not to impair the line-of-sight of adjacent booths. Show Management reserves the right to make final determination about any necessary adjustments in displays to correct line-of-sight infractions. Each exhibitor is responsible for the cost of securing materials to cover any exposed and unfinished portions of their booth structure.

Balloons are not permitted in the exhibit hall and surrounding areas. All exhibit materials, including table coverings, lights, electrical connections and decorations, must meet US standards of being non-flammable. Non-US exhibitors with questions about their displays should plan to rent their equipment from STC's official service providers, or have their booth set-up by a US based exhibitor appointed contractor (EAC).

TEAR DOWN: Exhibit dismantling may not begin until after the close of the show.

BOOTH PERSONNEL: STC Summit full conference registration is not included with the purchase of a booth space. Exhibitors may purchase a full conference registration at a discounted price. The fee for your booth space will include Expo only registration for up to three booth personnel for each 8' x 10' booth purchased, (i.e., a double booth would include up to six booth personnel, a triple booth would include up to nine booth personnel, etc.). A booth worker registration form will be provided in the Exhibitor Service Kit. You are not allowed more than three booth personnel per 8' x 10' booth space. Additional personnel may attend the Expo for an additional fee.

DEFAULT OCCUPANCY: An exhibitor failing to occupy contracted space will lose the right to such space and STC has the right to use such defaulted exhibit space as it sees fit. Exhibitors who lose exhibit space as described herein are not relieved of the obligation of paying the full rental price for this space.

RELOCATION OF EXHIBITS: STC Show Management reserves the right to alter locations of booths as shown on the official floor plan. Exhibitors whose booth sites are affected will be notified immediately.

GROUP MEETINGS/ENTERTAINMENT: Exhibitors may not hold group meetings or provide entertainment which will involve Summit & Expo attendees during STC official program hours. Activities and parties held outside the hotel fall within this category.

ADVERTISING/CASH SALES AT THE HOTEL/EXHIBIT HALL: Mass distribution of invitations, handbills, stickers, etc., outside of your booth area either by hired staff or your own personnel, is strictly prohibited. Any removal expenses incurred by STC Show Management due to any infraction of this rule will be billed to the offending exhibitor. Exhibitors may not make cash sales of any product at their booth.

OPERATION OF DISPLAYS: Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. The exhibitor will not disparage STC or other exhibitors in marketing material, displays, during expo, or any other STC related event. Use of so-called "barkers" or "pitchmen" is strictly prohibited. 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. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

DIRECT SALES. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

CONTESTS, DRAWINGS & LOTTERIES. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

LITERATURE DISTRIBUTION. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility.

LIVE ANIMALS. Live animals are prohibited.

MODELS. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

SOUND. Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

CARE OF BUILDING AND EQUIPMENT. Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "ADA") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the ADA.

LIABILITY: Exhibiting companies hereby release, relinquish, discharge and agree to indemnify, protect, and hold harmless STC, its agents, and Gaylord National Resort from any and all claims, demands, liabilities, costs, and expenses for injury, including death to persons, and any loss of or damage to property caused by, growing out of, or happening in connection with the use of or enjoyment by: the exhibiting company, its management, personnel, guests or visitors of the hotel and convention center facilities or equipment.

INSURANCE: Exhibiting companies are responsible for insuring their own display/ materials/ personnel and associated equipment. Neither STC, its representatives, agents, nor the Gaylord National Resort may be held responsible for damage to or loss/destruction of displays/ materials. All claims for any such loss, damage or personal injury are hereby waived by the exhibiting companies.

OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

ACCEPTANCE OF TERMS: I, the duly authorized representative of the above company, on behalf of said company, have read and agree to abide by the guidelines and regulations outlined in this contract including the provisions on liability and insurance and the regulations detailed in the exhibitor service kit. I have completed all sections of this form according to the instructions. I understand that violations of any of these regulations by my company are subject to such penalties as may be recommended by the Society for Technical Communication and/or its agent, including possible exclusion from future STC events, conferences and expos.

THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

INITIALS _____



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