



Exhibitor/Sponsor PROSPECTUS







SHOWCASE YOUR PRODUCTS AND SERVICES AT THE PREMIER EVENT FOR THE

STC TECHNICAL COMMUNICATION SUMMIT & EXPO 5-8 MAY 2019 • HYATT REGENCY DENVER • DENVER, COLORADO

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

The Society's 4,500 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 Maura Paoletti, National Sales Manager, The Walchli Tauber Group, +1 443-512-8899 ext 110 or Maura.Paoletti@wt-group.com

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

Platinum Sponsor Limited availability, call for details.











Gold Circle-\$10,400

Gold Value: \$18,150

- One 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
- Exhibitor name and logo displayed on the Summit website and general session signage
- Exhibitor name and logo published in the onsite program
- Complimentary ad on Summit's new conference app
- Pre- and post-conference attendee mailing list
- Sponsorship of three educational sessions
- Pre- and post-conference email blast to attendees

Bronze Circle-\$6,400

Bronze Value: \$10,400

- · One 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
- Fre- and post-conference attendee mailing list
- Tech Talks Theater
- Pre-conference email blast to attendees

Silver Circle-\$8,400

Silver Value: \$13,590

- One 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
- Exhibitor name and logo displayed on the Summit website and general session signage
- Exhibitor name and logo published in the onsite program
- · Complimentary ad on Summit's new conference app
- 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 2019

Merit Circle-\$4,200

Merit Value: \$6,245

- One 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 WiFr connection is complimentary and is for one personal device only. Hardwire 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 food and beverage station near your exhibit space so everyone will be able to thank you. Sponsorship includes tent cards for food and beverage stations, large sign at entrance, and optional logo napkins (to be provided by sponsor).

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

There will be 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 provide napkins with your company logo.

TOTE BAGS — \$3,500

Your logo will be prominently displayed on the official STC Summit tote bag. 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.

TECH TALKS 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 Maura Paoletti at +1 44-512-8899, ext. 110, or Maura.Paoletti@wt-group.com

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 throughout 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 bi-monthly, 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.



EXHIBIT SPACE IS LIMITED AND WILL SELL OUT EARLY: BOOK NOW FOR 2019!

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 - \$2,785

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

PACKAGE B - \$2,650

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

PACKAGE C - \$2,545 (A LA CARTE)

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

PACKAGE D - \$8,500

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

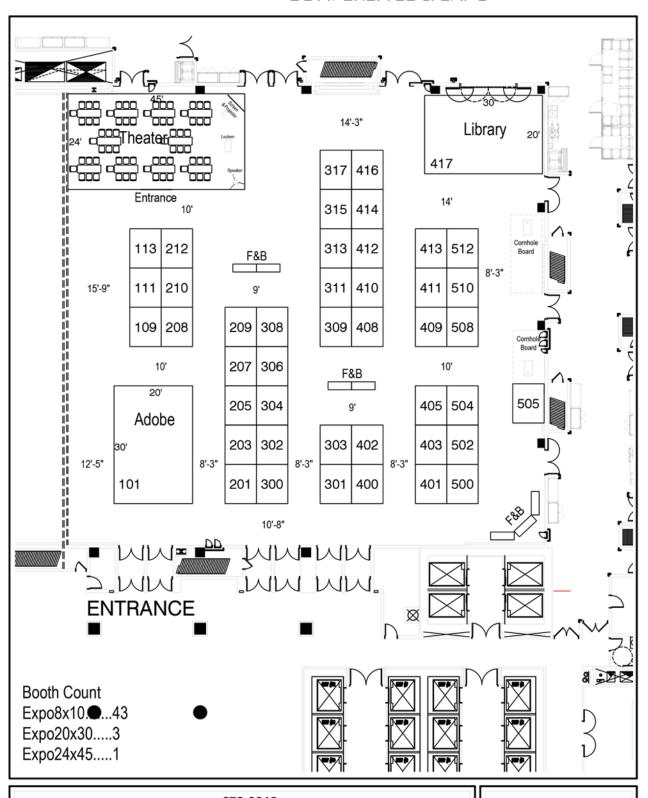
BOOTH SPACE FEE INCLUDES:

- Wifi connection for one personal device (hardwire connection should be purchased for video streaming)
- · Pre-show listing on the Summit website
- 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, no volunteers
- · 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.

SUMMUNICATION

CONFERENCE & EXPO



STC 2019

May 2019

Hyatt Regency/Centennial Ballroom E-H/Denver, CO

DRAWN BY: Tony Harris

REVISION DATE: 02/26/19

ALLIANCE nationwide exposition



Please print or type in the following:



5-8 MAY 2019 | DENVER, COLORADO APPLICATION & CONTRACT

Company Name			
Street Address		P.O. Box	
City/State/Zip/Country			
Phone		Fax	
Web Address			
Email			
ignature		Date	
Print Name	=======================================		
STC TECHNICAL COMMUNICATION SUMMI _ Gold Circle — \$10,400 _ Silver Circle — \$8,400 _ Bronze Circle — \$6,400 _ Merit Circle — \$4,200 PLEASE CHOOSE 3 BOOTH NUMBER LOCAT	_ Package A (8'x 10') — \$2,785 _ Package B (8'x 10') — \$2,650 _ Package C (8'x 10') — \$2,545 _ Package D (16'x 20') — \$8,500	PAYMENT INFORMATION Payment Methods: _Credit card _Ch Checks should be made payable to The Please send check payments to: The Walchli Tauber Group 2225 Old Emmorton Road, Suite 201, Bel	Walchli Tauber Group.
	3	If payment will be made by credit card, p	olease complete the following:
ADDITIONAL SPONSORSHIP(S):		_Visa _MasterCard Amount to be charged: \$	
STC SUMMIT AND EXPO ONSITE PROGRAM GUIDE		Credit Card Number	
Full page, plus conference app— \$1,200 Half Page (7 1/2" x 5") — \$980 Quarter-Page (5 1/8" x 3 7/8") — \$560 _STC Corporate Membership — \$1,250	_ Cover 2, plus app ad— \$1,300 _ Cover 3, plus app ad— \$1,200 _ Cover 4, plus app ad— \$1,500	Security Code	Exp. Date
OTAL: \$	nd is for one personal device only. Hardwire		
Note: The WiFi connection is complimentary and is for one personal device only. Hardwire connections should be purchased for video streaming or other large bandwidth usage.		Read and initial contract on the next page.	

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CONTRACT



PAYMENT: Full payment for requested booth space is required with this contract. Reservations for exhibit space will not be accepted without payments. Payments may be made by check on a U.S. Bank payable to The Walchli Tauber Group or by VISA, or MasterCard.

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 Hyatt Regency Denver 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 after 15 January: 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 separately of this contract. 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. Volunteers and/or Summit attendees are prohibited from working or monitoring booth spaces.

WIFI CONNECTION: Is complimentary and is for one personal device only. Hardwire connections should be purchased for video streaming or other large bandwidth usage.

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.

CASH SALES AT THE HOTEL/EXHIBIT HALL: 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 exhibit or 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. Any removal expenses incurred by STC due to infraction of this rule will be billed to the offending exhibitor.

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: Exhibitor shall be fully responsible to pay for any and all damage to property owned by Hotel, Hyatt Corporation or their affiliates or any of their respective owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hotel and Hyatt and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees.

INSURANCE: Exhibiting companies are responsible for insuring their own display/ materials/ personnel and associated equipment. Neither STC, its representatives, agents, nor the Hyatt Regncy Denver 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 servicekit. 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.

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