



ILLINOIS COMPUTING EDUCATORS

ICE CONFERENCE

August, 2011

Dear Exhibitors,

Welcome to ICE Conference 2012! Last year we had to alter our traditional conference schedule including the days the Exhibit Hall was open because of conflicts with the dates of the Illinois state testing program. While I thought the change would be for the good, it didn't seem to work out that way for everyone. Since we will not face the same conflicts with state testing dates in 2012, we will return to our more familiar Wednesday set up and kick-off schedule and two full days for exhibitors in the MegaCenter on Thursday and Friday. I invite you to return to the **ICE Conference 2012**. As you make your plans to join us for **ICE Conference 2012**, please be aware of the following:

- ✚ The Exhibit Hall will open **Wednesday, February 29**, at 10:00 a.m. for check in; your booth should be completely set up by 2:30 pm.
- ✚ The Kick-off Reception will be in the Exhibit Hall on Wednesday, February 29, from 3:00 pm - 5:30 pm. Our conference committee is exploring ideas for some new activities for the Kick-off Reception, and we hope this will help to generate increased attendance and traffic in the Exhibit Hall.
- ✚ The Exhibit Hall will open at 9:00 am for exhibitors and 9:30 am for attendees on **BOTH Thursday, March 1, and Friday, March 2**. Please join our attendees for breakfast in the Atrium and the keynote presentations in the Salon Rooms.
- ✚ We will have dedicated Exhibit Hall times on both Thursday and Friday to help encourage conference attendees to come to the Hall and visit your booths.
- ✚ There will be an Exhibitor Hospitality Room set up on Thursday and Friday. Coffee & tea will be provided until noon each day.
- ✚ Wireless connectivity is included at no additional charge as part of your standard booth fee, and it should serve your general needs. Since we will have many attendees using the wireless network with their laptops and smartphones, however, if you need a strong and dependable Internet connection for demonstrations that require more bandwidth, you may want to consider purchasing a wired connection through ICE when you register for your booth.
- ✚ As in the past, ICE is interested in working with you on "Exhibit Show Specials"—if you are willing to lend your equipment to the conference, we will promote the sale of that equipment in advance printed materials for free!
- ✚ A Lead Retrieval system will again be in place this year at an additional fee through a third-party company called PC Answers, Inc. ICE is not directly involved in the renting of lead retrieval equipment.

If you wish to be included as a presenter, please complete the on-line presentation application by following the links to **ICE Conference 2012** at www.iceberg.org. Due to the success of our conference and the large numbers of proposal applications we receive each year, we cannot guarantee a presentation slot for your company unless you are a partner. If you choose to submit a proposal to present at the conference, your proposal will be reviewed by members of our conference committee using the same scoring rubric that is used for all other breakout and poster sessions. The deadline to submit a presentation proposal is **November 1, 2011**. Once you have paid for your booth, you may submit your proposal. Keep in mind that all presenters must be registered for the conference using one of your three complimentary booth personnel registrations, purchasing additional booth personnel registration for \$50, or purchasing a standard conference registration for \$110. Badges issued to booth personnel do not allow for conference session attendance.

As in past years, all information and documents pertaining to exhibitors will be available online at www.iceberg.org. Be sure to go there to read the Terms and Conditions, submit your application for booth space, submit your application for a presentation, book hotel rooms at Pheasant Run, view the Booth Location Chart, and read the specifications for advertising in the conference publications. **Before being assigned an exhibit space, we must receive payment and the signed contract. Booth spaces will not be assigned until December. You will receive an e-mail after that date with your booth number. You need that number to order electricity and other special needs from Pheasant Run and for shipping materials to Pheasant Run before the conference.**

We look forward to your participation in the **ICE Conference 2012: Innovate, Collaborate, Educate**. If you have any questions, please don't hesitate to ask.

Sincerely,

Sara Taylor
Exhibits Chairperson
Phone: 630.628.1088
Fax: 630.628.5388
E-mail: sartay@iceberg.org