

**eastern  
communication  
association**



**EXHIBITOR PROPECTUS**  
**97<sup>th</sup> ANNUAL CONVENTION**  
Exhibit Dates: April 27-29, 2006  
Sheraton Society Hill – Philadelphia, PA

# Join Us!

**97<sup>th</sup> Annual Convention – Sheraton Society Hill, Philadelphia PA April 27-29, 2006**

Dear Exhibitor:

We need you, and you need us. Reserve your space now for the 2006 ECA annual convention to secure your opportunity to reach more than 800 educators, trainers, and students from the United States, Canada, and other countries. Our 2005 convention attracted representatives from 200+ organizations across the United States! We are visiting Philadelphia, PA to host our annual business meeting and conference. One way to build recognition among convention attendees is by supporting the Eastern Communication Association's annual conference at the Sheraton Society Hill in Philadelphia, PA.

ECA is the oldest professional communication association in the United States and its annual meeting draws participants from many states and countries. While the institutions represented at the conference are typically from the Eastern region, the location of the 2006 conference has the potential for attracting participants from across the United States!

This theme of this year's conference is "Transforming Communication and Community." One of my primary goals for the Philadelphia convention is to increase traffic in the exhibit area and to include exhibits by publishers and technology vendors to address the convention theme. Based on the responses from exhibitors at previous conventions, we will continue the tradition of hosting coffee breaks and poster sessions in the exhibit hall in order to make this area the central part of the convention experience.

Advertising in the ECA program or sponsoring a convention activity can benefit your business in several ways:

- **Exposure** ECA's 2005 convention attendees came from 35 states, Puerto Rico, Canada, and Germany, meaning that your name will be recognized by educators from across and outside the region who select and purchase texts for undergraduate and graduate courses.
- **Choice** You can select which type of participation (advertisement, activity sponsorship, exhibit) or combination best meets your organization's needs. You can also choose which products or services you wish to highlight.
- **Affordability** Over the past five years, an average of 708 people have attended ECA's conventions. Affordable rates for advertising mean a low cost per person reached. A full page ad, for example, only costs approximately 60 cents for each person who will learn about your products or services.

As Director of Marketing for ECA's 2006 convention in Philadelphia, PA, I encourage you to return the enclosed sponsorship form and reserve your advertising, exhibit space, and activity sponsorship today. The deadline for returning this form and submitting camera-ready copy is **December 1, 2005**. I thank you in advance for your support of the Eastern Communication Association. If you have questions about sponsorship options or would like to create a custom package to meet your organization's needs, please feel free to contact me. We look forward to having you join us in Philadelphia!

Sincerely,

Candice Thomas-Maddox  
Director of Marketing – 2006 Convention

*Contact Information:*

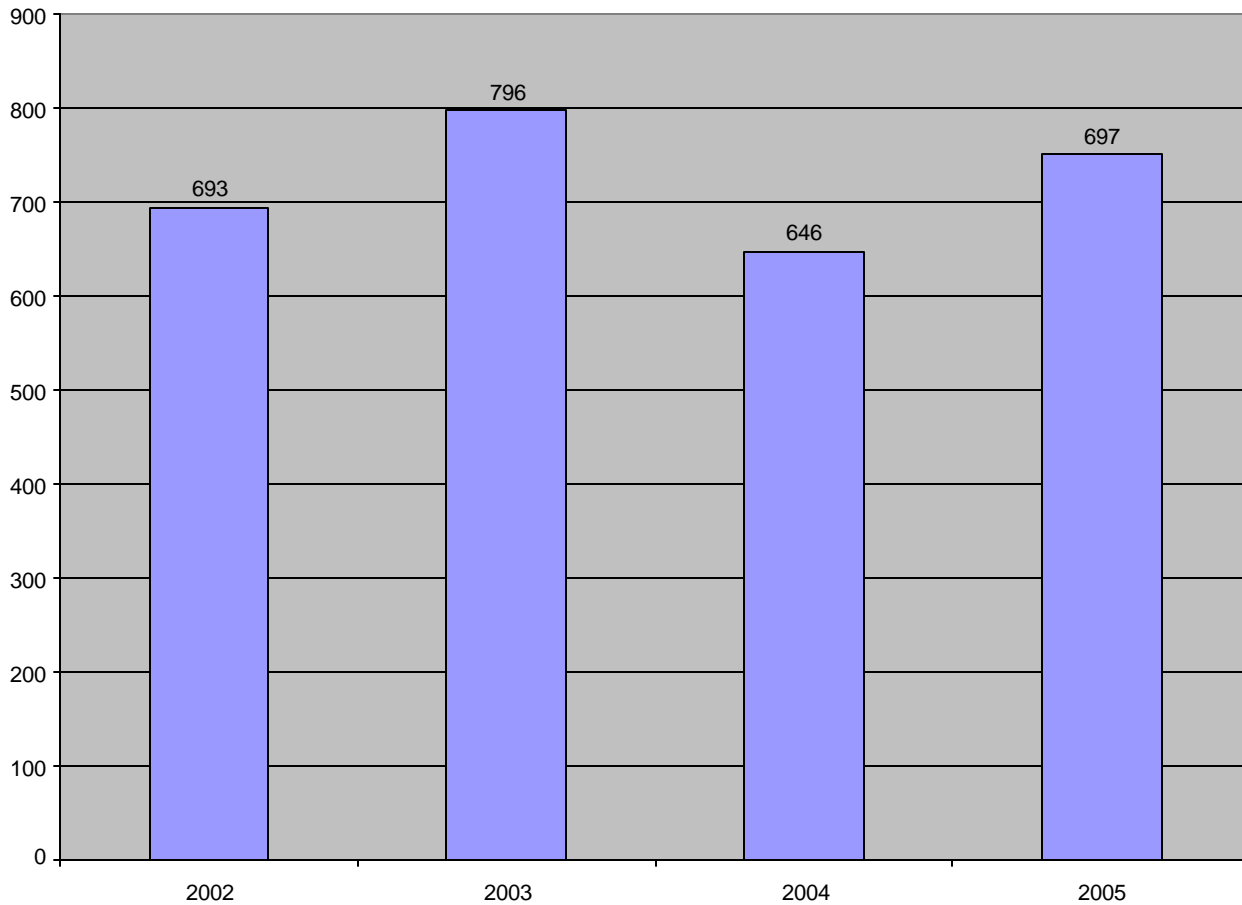
Ohio University-Lancaster  
1570 Granville Pike  
Lancaster, OH 43130  
740-654-6711 x657  
[thomas@ohiou.edu](mailto:thomas@ohiou.edu)

## WHO SHOULD EXHIBIT?

We welcome organizations who offer books, software, hardware, Internet activities, distance learning, and other products and services of interest to higher education faculty, administrators, trainers, consultants, and students.

## ECA CONVENTION ATTENDANCE

Over the past four years, ECA has attracted an average of 708 attendees. The 2006 convention in Philadelphia is expected to break all attendance records with its appealing locale and innovative theme!



### EXHIBIT HALL TRAFFIC IS INCREASED THROUGH:

- **Poster Sessions** covering both sides of the exhibit hall encouraging attendees to view the entire hall, including your booth. Nearly 70 posters will be presented this year during two poster sessions.
- **Morning and afternoon coffee breaks** in the exhibit area during poster sessions draw crowds into the hall. Sponsoring a coffee break is one low-cost means of driving traffic to your booth.
- **Free organization listing** in the Annual Convention Program and on the ECA website for exhibitors who apply by December 1, 2005.

### INCREASED EXHIBITOR VISIBILITY IS OFFERED THROUGH:

- **Pre- and Post-Meeting registration lists:** Purchase the list of attendees to let them know where to find your organization at the ECA 2006 Convention and keep your organization in their minds long after the meeting is over! As a special benefit to convention sponsors, a sponsor's discount is offered on all list purchases
- **Special evening social events:** Schedule a special event for your selected audience. At the ECA 2006 Convention, you can target your appeal to new prospects and enhance your relationship with current clients.

## ATTENDEE DEMOGRAPHICS

Attendees at ECA's 2004 Annual Convention represented the following organizations:

Alderson-Broaddus College  
Allegany College of Maryland

Baldwin Wallace College  
Ball State University

Bay Path College  
Bentley College

Bergen Community College  
Bloomsburg University

Borough of Manhattan CC	Frostburg State University	North Dakota State University	Susquehanna University
Boston College	Gallaudet University	Northeastern University	Temple University
Boston University	Geneva College	Northwestern University	Texas State University
Bowie State University	George Mason University	NYSCA	Texas Tech University
Bowling Green State U	George Washington Univ.	Oakland Catholic High School	The College of New Jersey
Bridgewater College	Gustavus Adolphus College	Oakland University	Thomas Nelson CC
Bridgewater State College	Hamilton College	Ohio University	Towson University
Bronx Community College	Hampden-Sydney College	Pace University	Tufts University
Brookdale Comm College	Harrisburg Area CC	Penn State Abington College	TV Turn Off Network
Brooklyn College, CUNY	Hartford University	Penn State Berks-Lehigh	University of Akron
Bryant College	Hofstra University	Penn State University	University of Alabama
Buffalo State, SUNY	Howard University	Penn State-DuBois	University of Cincinnati
California State Univ-Fresno	Hunter College	Penn State-Mont Alto	University of Delaware
California State Long Beach	Indiana Purdue at Fort Wayne	Pine Manor College	University of Florida
California State Pomona	Iona College	Plattsburgh State University	University of Hartford
California U of Pennsylvania	Ithaca College	Plymouth State University	University of Kentucky
Canisius College	Indiana Purdue Indianapolis	Prince George's CC	University of Maine
Cape Cod Comm College	James Madison University	Queens College – CUNY	University of Maryland
Carroll Community College	John Jay College	Queensborough CC	University of Massachusetts
Castleton State College	Kean University	Quinnipiac University	University of Memphis
Central Connecticut State	Keene State College	Ramapo College	U of Nebraska-Lincoln
Clarion University	Kennesaw State University	Randolph Macon College	University of New Hampshire
Clark University	Kent State University	Regis College	University of New Haven
College of Charleston	Kutztown University	Rensselaer Polytech Institute	University of Oklahoma
College of New Jersey	Liberty University	Rhode Island College	University of Pittsburgh
College of New Rochelle	Lock Haven University	Richard Stockton Coll. of NJ	University of Rhode Island
College of Southern Maryland	Lockheed Martin	Rider University	University of Southern Maine
Columbia University	Cleveland VA Medical Center	Roberts Wesleyan College	University of Texas-San Antonio
Columbus State University	Lycoming College	Rochester Institute of Tech	
Communication Landscapers	Lynchburg College	Roger Williams University	U of Virgin Islands-St. Croix
Cornell University	Marist College	Rollins College	U of Wisconsin-Whitewater
The Crystal Valley Echo	Marquette University	Rowan University	U of Wisconsin-Milwaukee
CUNY – Staten Island	Marshall University	Rutgers University	U of Nevada-Las Vegas
Curry College	Marymount Manhattan	Saint John's University	Ursinus College
Dartmouth College	Marymount University	Salem State College	Valparaiso University
Delaware County CC	McDaniel College	Salisbury University	Villanova University
Duquesne University	Miami University	Shippensburg University	Virginia Tech
East Stroudsburg University	Michigan State University	Slippery Rock University	Wayne State University
Eastern Connecticut State U	Midwestern State University	Southern Connecticut State	Wellesley College
Eastern Illinois University	Molloy College	Southwestern University	West Chester University
Eastern University	Monmouth University	St. Petersburg College	West Virginia University
EBSCO Publishing	Monroe Community College	SUNY – Albany	West Virginia Wesleyan
Elizabeth City State University	Montclair State University	SUNY -- Binghamton	Western Carolina University
Emerson College	Montgomery County CC	SUNY – Brockport	Western Connecticut State U
Emporia State University	Morgan State University	SUNY – Geneseo	Western New England Coll.
Everest Advisory Group	Nassau Community College	SUNY – New Paltz	Wheaton College
Fairfield University	National Cancer Institute	SUNY -- Oneonta	Wilkes University
Fairleigh Dickinson University	NCA	SUNY – Oswego	William Paterson University
Fiorello H. LaGuardia CC	Netanya College	SUNY – Potsdam	Wichita State University
Fitchburg State College	NY Institute of Technology	Stonehill College	Wittenberg University
Fordham University	New York University	Suffolk County CC	Youngstown State University

# PREMIUM EXHIBIT SPACE IS LIMITED –RESERVE NOW

## BOOTH SIZE AND PRICE

- One Table -- \$350
- Two Tables -- \$600
- Three Tables -- \$825

## BOOTH PRICE INCLUDES:

- 8' draped table
- Two side chairs
- Two exhibitor badges (additional badges available for \$10 each)
- Listing in the convention program (if payment received by December 1, 2005)
- Listing on convention website

**NOTE:** *High Speed Internet Connection and Electrical Connections are available for an additional charge  
Wireless Access is not available.*

## EXHIBITOR HOURS:

<b>Exhibit Set-Up:</b>	Thursday, April 27 <sup>th</sup>	8:00 a.m. – 11:00 a.m.
<b>Exhibit Hours:</b>	Thursday, April 27 <sup>th</sup>	12:00 p.m. – 5:00 p.m.
	Friday, April 28 <sup>th</sup>	9:00 a.m. – 5:00 p.m.
	Saturday, April 29 <sup>th</sup>	9:00 a.m. – 4:00 p.m.
<b>Exhibit Dismantle:</b>	Saturday, April 29 <sup>th</sup>	4:00 p.m. – 6:00 p.m.

Exhibits are to set-up Thursday between 8:00 – 11:00 am and must remain intact until 4:00 pm Saturday. All exhibit materials must be removed from the building by 6:00 pm, Saturday, April 29<sup>th</sup>. The exhibit hall area will be secured each evening. Entrance to exhibits requires a convention badge.

The convention will host several functions in the Exhibit Hall to encourage frequent traffic to the booths. These include coffee breaks Thursday & Friday afternoons, Friday & Saturday mornings, and undergraduate and graduate poster session competitions.

## ADVERTISING OPPORTUNITIES

Attendees to the ECA Convention receive a Convention Program book as their guide to the convention sessions and events. Advertising in our Convention Program is an excellent way to increase the visibility of your products or organization at our convention!

Please note that all ads are black and white. Please submit ad copy in a high resolution PDF file with all fonts embedded. All files should be 300 dpi at the final size of the advertisement.

Back Cover of Program	5 ½ " x 8 ½ "	SOLD
Inside Back or Front Cover	5 ½ " x 8 ½ "	\$500
Full Page	5 ½ " x 8 ½ "	\$450
Half Page	5 ½ " x 4"	\$250

# SPONSORSHIP OPPORTUNITIES

The 2006 ECA Convention provides sponsorship opportunities for exhibitors who wish to enhance their presence at the 97<sup>th</sup> annual convention. Listed below are the sponsorship levels and benefits. Please feel free to contact Candice Thomas-Maddox ([thomas@ohiou.edu](mailto:thomas@ohiou.edu)) about creating a custom sponsorship for your organization, such as donating computers or other services, in exchange for higher visibility at the convention.

## **GOLD SPONSOR -- \$1,500**

- Three booth exhibit spaces
- Two full-page ads in Convention Program
- Sponsor signage at convention
- Recognition in convention program
- Recognition on convention website

## **SILVER SPONSOR -- \$1,000**

- Two booth exhibit spaces
- Full-page ad in Convention Program
- Sponsor signage at convention
- Recognition in convention program
- Recognition on convention website

## **BRONZE SPONSOR -- \$750**

- One booth exhibit space
- Full page ad in Convention Program
- Sponsor signage at convention
- Recognition in convention program
- Recognition on convention website

## **COFFEE CAFÉ SPONSOR -- \$2,000**

A way to distribute materials and gain additional recognition, a refreshment break sponsorship is reasonably priced and includes the following benefits:

Signage in the exhibit hall

An opportunity to distribute promotions and/or fun giveaways

Your logo on the conference Web site

Recognition in the print program under your sponsorship and on a sponsor acknowledgement page (also on the Web)

Your organization's name on the entrance to the exhibit hall during the coffee café

The opportunity to establish an ongoing relationship with ECA convention attendees is offered through:

<b>Coffee Breaks</b>	
Exhibit Hall Coffee Breaks (4)	\$2,000 each
<b>Specially Focused Programs</b>	
Undergraduate Student Poster Session Awards	\$1,000
Graduate Student Poster Session Awards	\$1,000
Manuscript Writing Workshop for Scholars in Training	\$1,000
<b>Communication Program Elements</b>	<b>Sole Sponsorship*</b>
Keynote Session	\$2,500
Short Course Workshop	\$500
Meet-the-Scholar Sunrise Session	\$2,000 each
<b>Key Meeting Elements</b>	<b>Sole Sponsorship*</b>
Conference Tote Bag (includes your logo!)	\$2,000
Electronic Information and Internet Access Center	\$3,000
Badge holders & Lanyards	\$2,000
Welcome Reception	\$3,500
Vice-President's Reception	\$4,000
President's Reception	SOLD

## **Contract Obligations**

### **Liability**

The exhibitor agrees to protect, save, and keep ECA and the Sheraton Society Hill forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between ECA and the Sheraton Society Hill regarding the exhibition premises; and further, exhibitor shall at all times protect, indemnify, save, and keep harmless ECA and the Sheraton Society Hill against and from any and all loss, cost, damage, liability, or expense which arises out of or from or by reason of any act or omission by the exhibitor, his employees or agents.

### **Notice of Disability**

In compliance with the Americans with Disabilities Act of 1990, ECA and Sheraton Society Hill will make all reasonable efforts to accommodate persons with disabilities at the meeting. Please call 740-654-6711 x657 to make arrangements.

## Insurance

Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

## Cancellation of Convention

It is mutually agreed that in the event of cancellation of the ECA 2006 Annual Convention due to fire, strikes, governmental regulations, acts of terror, or causes which would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and ECA shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

## Pre- and Post-Meeting Registration Lists

Pre-convention mailings increase booth traffic and exposure of your organization's products and services, while post-meeting mailings can continue to keep you in touch with the meeting attendees after the meeting. To assist exhibitors, pre- and post-meeting registration lists are available for purchase. Further information is available by contacting Candice Thomas-Maddox at 740-654-6711 x657 or [thomas@ohiou.edu](mailto:thomas@ohiou.edu).

## Exhibitor Checklist

### 2005

- |             |   |
|-------------|---|
| November 15 | <ul style="list-style-type: none"><li>• Application must be received by this date to qualify for priority booth assignment.</li><li>• 50% of booth fee mailed with application.</li></ul> |
| December 1  | <ul style="list-style-type: none"><li>• Deadline for advertising copy information to be included in the ECA 2006 Convention Program.</li><li>• Remainder of payment due</li></ul>         |

### 2006

- |          |   |
|----------|---|
| April 1  | <ul style="list-style-type: none"><li>• Registration deadline for organization's convention attendee badges</li></ul> |
| April 23 | <ul style="list-style-type: none"><li>• Deadline for advance shipments to the Sheraton Society Hill.</li></ul>        |
| April 27 | <ul style="list-style-type: none"><li>• Set-up of exhibits begin – Exhibit Area Open</li></ul>                        |
| April 29 | <ul style="list-style-type: none"><li>• Exhibit dismantle – Exhibit Area Closes at 4:00 p.m.</li></ul>                |

## Key Contacts

### Exhibits and Advertising

Candice Thomas-Maddox  
Ohio University-Lancaster  
1570 Granville Pike  
Lancaster, OH 43130  
740-654-6711 x657  
[thomas@ohiou.edu](mailto:thomas@ohiou.edu)

### Local Arrangements/

### Special Event Sponsorship

Anita Foeman  
West Chester University  
508 Main Hall  
West Chester, PA 19383  
610-436-2283  
[afoeman@wcupa.edu](mailto:afoeman@wcupa.edu)

### Sponsorship Opportunities

Tim Brown  
West Chester University  
317 Main Hall  
West Chester, PA 19383  
610-436-2114  
[tbrown@wcupa.edu](mailto:tbrown@wcupa.edu)