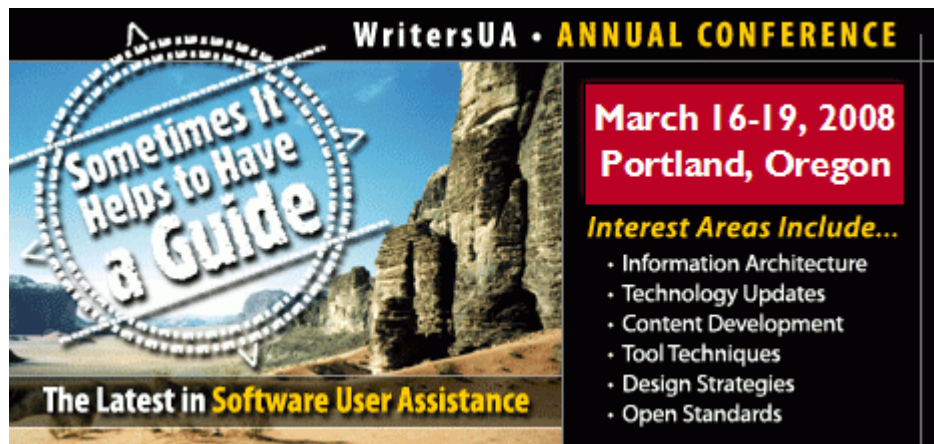


WritersUA

16th Annual

Conference for Software User Assistance



Exhibition and Sponsorship Guide

Overview

We hope you'll join us March 16-19 in **Portland, Oregon**, for our 16th Annual WritersUA (WinWriters) Conference for Software User Assistance. You will find the perfect mix of **technical writers and managers specializing in software user assistance** gathered under one roof for four days. These attendees represent virtually all of the major software companies in the United States. We also have an excellent representation from other parts of the world.

We plan to have 450-500 attendees. Our attendee profile includes a high percentage of experienced practitioners and departmental managers. This conference is well respected throughout the software industry for providing some of the highest quality instruction and cutting-edge information. The full focus of the conference is on the needs of software user assistance professionals.

The conference will be held at the Hilton Portland. We are very excited about this location. The meeting space is set up exceptionally well for getting your offering out in front of the attendees. The city of Portland offers a lot of interesting cultural experiences and the Greater Portland area boasts many sight-seeing opportunities.

The Exhibition will take place all day Monday, March 17th and Tuesday, March 18th. Set-up is on Sunday, March 16th. Product demonstrations are on Tuesday.

Exhibition space is assigned in the order that we receive application forms and payment information.

Exhibition Features

- *8' x 10' exhibit space, electrical outlet, skirted table and two chairs*
- *Your logo in conference promotional materials*
- *Breakfast and coffee breaks with the attendees*
- *A link from our conference web site to your web site. We host over 20,000 user sessions per month*
- *Broadband wireless Internet connection*
- *A description of your organization in the printed Program*
- *One complimentary registration to all general sessions*
- *An opportunity to conduct a product demonstration (if space is still available when you sign up for the Exhibition).*

Fee: **\$995** per exhibition space – **SOLD OUT**

\$295 for each additional staff member

Exhibition & Conference Program Schedule

Sunday, March 16th

5:00 pm – 8:00 pm Exhibitor Check-in and Set-up

Monday, March 17th

7:30 am – 8:00 am Breakfast for **exhibitors**
8:00 am – 9:00 am **Exhibits** open during Breakfast
9:00 am – 10:15 am Welcome & Opening Session
10:15 am – 10:45 am **Exhibits** open during Mid-Morning Break
10:45 am – 12:00 pm General Sessions
12:00 pm – 1:15 pm **Exhibits** open during Networking Lunch
1:30 pm – 2:45 pm General Sessions
2:45 pm – 3:30 pm **Extended Exhibition Break**
3:30 pm – 4:45 pm Conference Sessions
4:45 pm – 6:00 pm Networking Mixer

Tuesday, March 18th

7:30 am – 8:00 am Breakfast for **exhibitors**
8:00 am – 8:30 am **Exhibits** open during breakfast
8:30 am – 9:45 am General Sessions
9:45 am – 10:15 am **Exhibits** open during Mid-Morning Break
10:15 am – 11:30 am General Sessions
11:30 am – 1:00 pm **Exhibits** open during Networking Lunch
1:00 pm – 2:15 pm General Sessions
2:15 pm – 2:45 pm **Exhibits** open during Afternoon Break
2:45 pm – 4:00 pm General Sessions
4:15 pm – 5:15pm **Product Demonstrations**
5:30 pm – 6:30 pm **Exhibition** Dismantling

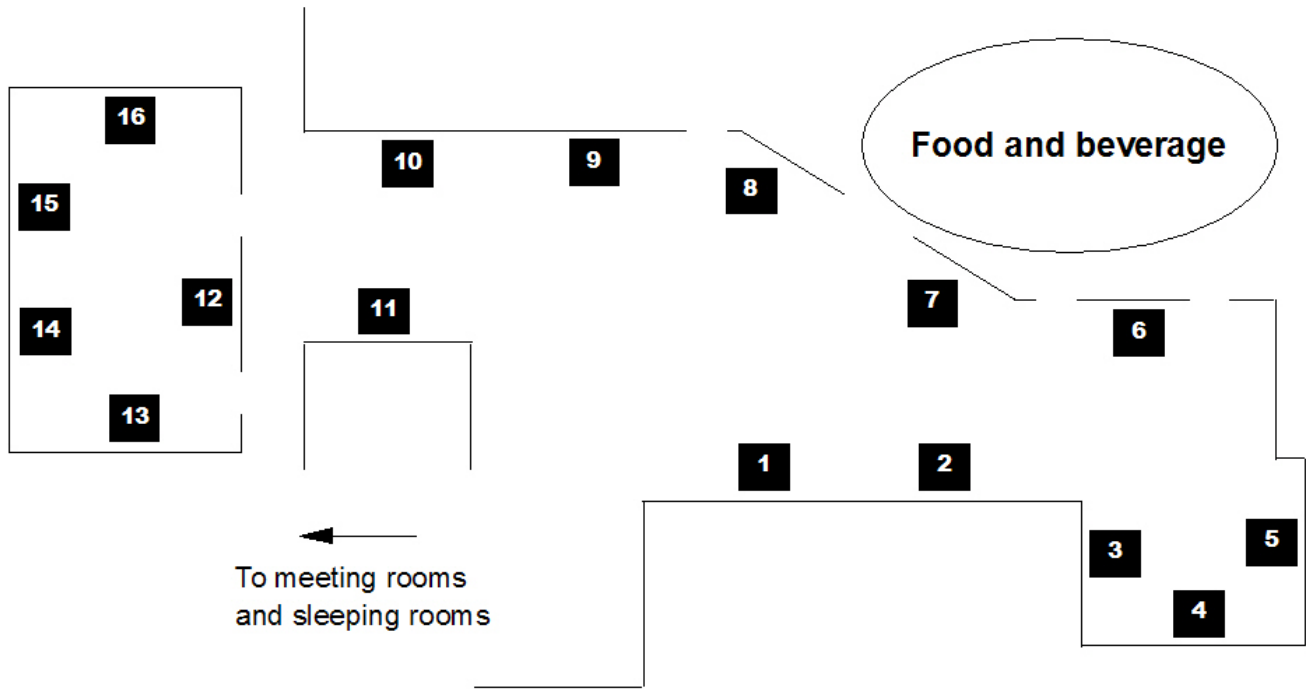
Wednesday, March 19th

8:30 am – 9:45 am General Sessions
9:15 am – 10:45 am Peer Showcase
10:45 am – 12:00 pm General Sessions
12:00 pm – 1:15 pm Lunch
1:15 pm – 2:45 pm General Sessions
2:45 pm – 3:00 pm Afternoon Break
3:00 pm – 4:30 pm Closing Session

Exhibition Layout

The Exhibition will take place on the Plaza level of the Hilton. This area will be exclusively used for the Exhibition. All of the food service, including breakfast, lunch, breaks, and reception will be directly adjacent to this area. The attendees will be walking back and forth through this area throughout the conference. Attendees will enter the area from the stairs (escalator) and elevator.

- Spaces 1 through 11 are in an open space on the Plaza level.
- Spaces 12-16 are in an adjacent walled room.
- Spaces 6, 7, and 8 do not have much elbow room.
- Spaces 1 and 2 and 9 and 10 are the best spaces for a double-size exhibition.



Exhibition Space Assignments

1	Adobe	7	Innovasys	13	Volt Tech. Resources
2	Adobe	8	ComponentOne	14	Quadralay/WebWorks
3	4.st	9	MadCap Software	15	Vasont Systems
4	(reserved)	10	MadSkills	16	Tedopres Intl.
5	AuthorIT	11	ITR		
6	Scriptorium	12	Vantage Linguistics		

Vendor Technical Presentations

A **Vendor Technical Presentation** is an opportunity to educate the attendees on technical aspects of your products in a branded, custom environment. These 75-minute sessions will be part are for educational content – not sales presentations. You will be responsible for providing an instructor, developing session content, and providing slides and other materials for inclusion in the conference Proceedings. The day and time of these sessions is at the discretion of the conference organizers. You will need to provide session information and materials according to the same deadlines set for other conference speakers. Five or six other sessions will be held concurrently. Your instructor must be a registered attendee.

Fee: \$995 per presentation – SOLD OUT

Product Demonstrations

All exhibitors are eligible to purchase a **Product Demonstration** opportunity. There are six one-hour demonstration slots available. These will be awarded to the first six registered Exhibitors. WritersUA provides projector, screen, and microphone.

The demonstrations take place Tuesday, March 18th from 4:15 - 5:15 pm.

Fee: \$495 per presentation

Break Sponsorships

Everyone likes food and drink which makes a Break Sponsorship a great way to get your company and product names in front of the attendees. There are six Break Sponsorships available. You will be listed as a Break Sponsor in the conference publications and signage. You are welcome to provide us with your own marketing/identity signs for display in the Break area.

The Break Sponsorship schedule is as follows:

- #1 Monday Morning, March 17
- #2 Monday Afternoon
- #3 Tuesday Morning, March 18
- #4 Tuesday Afternoon
- #5 Wednesday Morning, March 19
- #6 Wednesday Afternoon

Fee: \$495 per break

Web-only Sponsorships

A Web-only Sponsorship offers the opportunity to have a visual presence for your organization on our Conference web site. Our conference site receives several thousand page views as each conference approaches. The hundreds of conference attendees regularly view the various site pages.

This sponsorship includes placement of your company logo on the conference site with a link to your own web site and a description of your organization's offerings. With this sponsorship, you'll be seen as an important contributor to the key annual event for user assistance professionals.

Note: Exhibitors, Presenters, and Break Sponsors automatically receive placement on the Conference web site.

Fee: \$49

Additional Exhibition Information

Contact Information/Confirmation

You can contact Joe Welinske (joewe@writersua.com) with any additional questions. 206-285-2605, fax 815-572-5442.

An application form for exhibition opportunities is the last page in this document. After you fax us the completed application form, we will send you an email confirmation of your space assignment(s) and a receipt of payment. We reserve exhibition space in the order that we receive completed forms, including payment information.

Logos

We need your company logo as a .gif file for the web site. Email the file to Joe Welinske at joewe@writersua.com

Cancellation Policy

There are no refunds once we have processed your application form. We accept additions and substitutions for your conference staff at any time.

Attending Conference Sessions

Your exhibition fee includes one conference registration. The fee for each additional staff member is \$295 which includes meals, materials, and admission to all conference sessions. This fee is required for all staff, even if you are not interested in meals, materials, or sessions.

Monitor Rental

We will have 17" color monitors available for rental. The fee is a total of \$95 for the duration of the exhibition. Any other audio-visual equipment needs must be arranged through the Hilton A/V department.

Freight Handling and Storage

The Hilton Portland will not accept large freight deliveries directly from exhibitors. You will need to bring all your materials and equipment with you on Sunday, March 19th and remove them on Tuesday, March 18th. For freight shipments, please make your own arrangements with a local receiver. Note that many do not make deliveries on Sunday.

Internet Access

We will have broadband, wireless Internet service available in the Exhibition area. This is included in your exhibition fee. It will be active Sunday afternoon through Wednesday. This covers usage by a single computer/IP address at a given time. You will be responsible for providing your own wireless access equipment.

Hotel Information

The Hilton (the host hotel) is offering our attendees and exhibitors a “WritersUA” group rate of \$159 per night.

Exhibition Application Form

For less than the price of an ad in a popular industry trade magazine you have the opportunity to personally meet your target audience!

Please fill this form out and **fax to (815) 572-5442**. All items must be completed before confirmation of exhibition space.

Contact Information

Contact person _____

Organization: _____

Street address _____

City, State, Zip _____

Phone _____ eMail _____

Activity Selection

Exhibition Space #: 1st Choice: _____ 2nd Choice: _____ \$995

(Each space includes one complimentary conference registration)

Number of additional staff members _____ x \$295 each =

Technical Presentation _____ x \$995 each =

Product Demonstration..... \$495

Break Sponsorship #: 1st Choice: _____ 2nd Choice: _____ \$495

Web-only Sponsorship \$49

Monitor rental \$95

Total fees \$ _____

Method of Payment

Payment is by credit card only. We will charge your card upon receiving your application form.

Exhibition space can only be confirmed after payment.

We accept Visa, MasterCard, American Express, Discover or Diners Club

Credit Card Number _____

Exp _____ CCV (code on back of card) _____

Billing address if different from above _____

Name on Card _____

Signature _____