

**CVPR 2010**  
**Hyatt Regency San Francisco**  
**June 13-18, 2010**

# Exhibitor Prospectus

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# CVPR 2010

## Hyatt Regency San Francisco

### June 13-18, 2010

#### DEADLINES

*Friday, May 7, 2010*

Deadline for Application and Full Payment

*Tuesday, June 1, 2010*

Exhibitor Staff Registration Form Due

No Refunds for Cancellation

*Friday, June 4, 2010*

Space Assignments Mailed or E-mailed

#### MEETING CONTACTS

*Conference Chairs*

*Larry Davis*

University of Maryland

*Jitendra Malik*

UC Berkeley

#### PRELIMINARY PROGRAM SCHEDULE

*Monday, 14 June 2010*

Exhibits Installation, Exhibit Hall

5pm-8pm (later evening by special arrangement)

*Tuesday, 15 June 2010*

Morning Session

Break with Exhibitors

Lunch

Afternoon Session

Break with Exhibitors

*Wednesday, 16 June 2010*

Morning Session

Break with Exhibitors

Lunch

Afternoon Session

Break with Exhibitors

*Thursday, 17 June 2010*

Morning Session

Break with Exhibitors

Lunch

Afternoon Session

*Thursday, 17 June 2010*

Exhibits Dismantle 5:00 pm – 8:00 pm

(later evening by special arrangement)

## ***Space Assignments and Fees***

### ***Purpose***

The purpose of all exhibits is to inform meeting participants of the types and nature of the products displayed related to applications in Computer Vision and Pattern Recognition and to provide information and explanation concerning related products and services.

### ***Space Assignments***

The following rules and regulations governing the exhibit under the auspices of the CVPR 2010 Conference are part of the application for space and constitute a contract between the Exhibitor and the Conference. They have been formulated in the best interest of the Exhibitor and full cooperation of the Exhibitor in their observance is asked. Any detail not specified is subject to decision by the Chair of the Conference.

***Exhibit space will be assigned based on the date the application is received.***

### ***Space Selections***

The Exhibitor agrees to accept the space assigned. The application, along with full payment for space, should be submitted by Friday, 7 May 2010. The Conference reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary.

### ***Contract for Space***

The acceptance of the application by the IEEE and the full payment for rental charges constitute a contract. A completed application for space with full payment and all requested information must be submitted by mail or facsimile. Facsimile applications must include a credit card number, expiration date, and signature. **Telephone requests will not be honored.**

### ***Space Rental Fees***

One table: \$1,200.00

Two tables: \$2,400.00

Three tables: \$3,600.00

### ***Exhibits - What is included with your exhibit fee?***

The Conference will furnish a table and two chairs. Exhibitors are responsible for any other requirement needed including electricity. Wireless internet access will be available onsite, but the conference cannot be responsible for signal strength or other aspects of the wireless connection.

### ***Terms of Payment***

Full payment **MUST** accompany the application for space. No application will be processed without remittance of full payment.

### ***Cancellations***

Exhibitors are requested to notify the Conference Organizers with cancellations. Cancellations are not effective until they have been submitted in writing. The date the Exhibitor's written notice of cancellation is received will be the official cancellation date. Cancellation of space after June 2, 2010 will result in NO REFUND.

Space reductions are considered cancellations and are subject to cancellation fees. It is understood that the CVPR 2010 Conference reserves the right, at its option, to reassign a cancelled table regardless of the cancellation rate assessed.

### ***Refunds***

Refunds will not be granted after June 2, 2010.

### ***Failure to Occupy Space***

Any Exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Conference shall have the right to use exhibit space as it sees fit, provided the space is not occupied by the scheduled exhibit hall opening, unless prior alternative arrangements have been agreed upon.

### ***Sharing Space***

Subletting of space is not permitted.

### ***Badges and Staffing***

Each exhibiting company is limited to two (2) complimentary conference registrations per table. This will give exhibit staff access to the full conference including technical program, breaks and receptions and one copy of the conference DVD. Additional registrations may be purchased at the normal price.

Exhibits must be staffed during show hours. Please note that you will be in violation of regulations if the exhibit is not staffed. Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

### ***Operation of Exhibits***

The management reserves the right to restrict exhibits which, because of sound, method of operation, materials, content or any other reason are deemed objectionable, and also to prohibit or evict any exhibit as a whole.

### ***Size of Exhibits***

Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the displays of other Exhibitors. This restriction includes person(s), things, conduct, printed material, noise, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, the IEEE is not liable for any refunds, rentals or other exhibit expenses.

### ***Hotel Information***

The conference is being held at the Hyatt Regency in downtown San Francisco, CA. Additional accommodation options are listed on the conference web site, <http://cvl.umiacs.umd.edu/conferences/cvpr2010>.

## **CONTRACTUAL CONSIDERATIONS**

### ***Violations***

As a condition for exhibiting, each Exhibitor shall agree to observe all policies. Violators will not be eligible to exhibit at future CVPR Conference meetings.

### ***Insurance***

Advise your agent! Insurance on all exhibits is the responsibility of the Exhibitor. The IEEE will not assume any responsibility for property loss or damage to personal property, as stated in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

### ***Limitation of Liability***

Exhibitor agrees with IEEE that IEEE shall not be liable for any damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor or any person thereon with the consent of Exhibitor and that Exhibitor will indemnify and hold harmless IEEE from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence of or breach of an obligation by Exhibitor or its employees or representative.

### ***Catastrophe***

In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.

# CVPR Conference ATTENDANCE HISTORY

2009 CVPR Conference

Miami, FL USA

Attendance – 1400

2008 CVPR Conference

Anchorage, Alaska, USA

Attendance – 1200

2007 CVPR Conference

Minneapolis, MN, USA

Attendance – 1150

2006 CVPR Conference

New York, NY, USA

Attendance – 1290

2005 CVPR Conference

San Diego, CA, USA

Attendance – 1006

2004 CVPR Conference

Washington, DC, USA

Attendance – 921

2003 CVPR Conference

Madison, WI, USA

Attendance – 667

2001 CVPR Conference

Lihue, Hawaii, Canada

Attendance – 656

2000 CVPR Conference

Hilton Head, SC, USA

Attendance – 535

1999 CVPR Conference

Ft. Collins, CO

Attendance – 522

1998 IEEE ABC Conference

Santa Barbara, CA

Attendance – 473



**CVPR 2010**  
**June 13 - 16, 2010**  
**EXHIBIT APPLICATION**

Please type company name as it should be published.

**Contact Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

(No P.O. Box addresses please)

**City/State/Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Staff Name #1:** \_\_\_\_\_

**Staff Name #2:** \_\_\_\_\_

☐ I would like to be contacted regarding corporate support opportunities.

We, the undersigned, hereby apply for exhibit space at the CVPR 2010 Conference, subject to the rules and regulations governing the exhibition as stated in this prospectus, which we accept as part of the agreement. We agree to accept the space assigned.

**We are (please circle):**

Manufactures   Manufactures Rep   Resellers   Industrial Distributors

Publishers   Government Agency   Other: \_\_\_\_\_

**Please indicate which level you will be exhibiting:**

\_\_\_\_\_ one table:     \$1200.00 (8' x 30")

\_\_\_\_\_ two tables:     \$2400.00 (2 - 8' x 30")

\_\_\_\_\_ three tables:   \$3600.00 ( 3 - 8' x 30")

Each exhibiting company is limited to two (2) complimentary registrations per table. This will give exhibit staff access to the full conference . Additional staff must register for the conference at the regular registration fee.

#### TERMS FOR PAYMENT

**Full payment** is due by Friday, 7 May 2010 and must accompany this application. Notification of space assignments will be mailed Friday, June 4, 2010. Payments should be made through the registration system.

**Cancellation** of space by before Wednesday, 2 June 2010 will result in a penalty of 50% of the total cost of the space assigned. No refunds will be granted after Wednesday, 2 June 2010.

#### Return application to

Dr. Bryan Morse  
CVPR 2010 Finance Chair  
Brigham Young University  
3361 TMCB  
Provo, UT 84602  
cvpr2010reg@gmail.com

For further information contact:

Dr. Anthony Hoogs  
Kitware, Inc.  
CVPR 2010 Corporate Relations Chair  
[anthony.hoogs@kitware.com](mailto:anthony.hoogs@kitware.com)

As an authorized representative of the Company named above, I have read and understand the rules, regulations, and contractual considerations outlined in CVPR 2010 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE and the full payment on rental charges constitute a contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_ Title: \_\_\_\_\_

Payments and exhibitor registrations should be made through the online registration system at  
<http://www.regonline.com/cvpr2010>.