



# CHI 2015

CROSSINGS

SEOUL • KOREA

## Invitation to Exhibit

COEX Convention & Exhibition Center

18-23 April 2015

[chi2015.acm.org](http://chi2015.acm.org)





# HCI's Impact on Industry and the CHI Conference Connection

## What is HCI?

The field of Human-Computer Interaction (HCI) focuses on the design, construction and usage of digital tools to enhance human intelligence and interactions across the globe.

## HCI Impacts Revenue

HCI's impact on the technology industry has been enormous. Since the 1970's, leading companies have increased their success through the growing use of HCI methods to (1) avoid wasting precious investment money from failed deployments of inferior technologies and to (2) generate new revenue by identifying under-served needs and then to envision, design and test innovative products and services that fulfill the under-served needs effectively. HCI specialists employ a variety of techniques to determine whether products are learnable, usable, and valuable. Through rigorous beginning-to-end methods that combine concept design, design critique, cognitive analysis, performance experiments and more, HCI researchers assess whether technologies frustrate, thwart, and confound people, then design solutions that serve, engage and extend people's capabilities.

## HCI Impacts Innovation

In addition to tremendous cost savings, the field of HCI has spawned billions of dollars of new revenue in innovative product and service categories. Early examples of the business value of HCI methods include Xerox's employment of cognitive psychologists, social scientists and engineers to develop copier interfaces, Graphical User Interfaces (GUI) and the development of the world's first commercial mouse and personal computer. HCI researchers at Xerox PARC, Olivetti and other corporations also envisioned and captured fundamental patents, designs and prototypes in the field of Ubiquitous Computing that completely anticipated the current age of network services, interactive displays, tablets and smart phones. Now, world-leading technology companies no longer rely solely on technical advances to lead the market, but they create differentiated products with innovative designs that are a delight to use.

## HCI Creates Business Advantage

As a concrete example of the bottom-line value of HCI, consider a recent US court decision that did not recognize infringement of 3 technology-based patents, but awarded a significant sum in damages for the infringement of 7 patents related to design and interaction.<sup>1</sup> This ruling clearly illustrates that the court believes the HCI-related intellectual property created tremendous business advantage here.

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## The CHI Conference Connection

**Since the development of the field, dozens of key HCI-generated products have been unveiled at the CHI conference prior to market deployment including multi-touch and 3D interaction, tangible interfaces, social networking, instant text messaging, personal health and elder care, fitness tracking, smart homes, internet of things, human-robot interaction and wearable devices. As the premier world-wide forum for the exchange of information on all aspects of human-computer interaction, the CHI conference is often the first public demonstration of such advanced technologies.**

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The 2013 CHI conference, held in Paris, France, attracted several thousand thought leaders from the top technology companies and research institutes around the world as did CHI 2014 in Toronto. We expect to see continued growth in attendance at CHI 2015 in Seoul. Top corporations ranging from processor manufacturers (Intel), operating system vendors (Microsoft), laptop and tablet computer manufacturers (Dell, Hewlett Packard), web service providers (Google, Yahoo!, eBay, Amazon), mobile computer manufacturers (Samsung, Apple), telecommunication carriers (NTT Docomo, Verizon), automobile manufacturers (Ford, Audi) as well as emerging companies and startups send employees to the CHI conference to present and hear the world's most advanced innovations.

**Please join us in Seoul, Korea, as a CHI 2015 Sponsor. Together, let's cross boundaries and connect to the future.**

CHI 2015 General Conference Chairs

Jinwoo Kim  
*Yonsei University, Korea*

Bo Begole  
*Huawei, USA*

1. Jordan Crook, "Apple and Samsung Bring Their Marketing Strategies to Court", *TechCrunch*, 20 Aug 2012.

# An Invitation to Exhibit



CHI 2015 is the premier worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, design artifacts and experiences, and future technologies.

## Conference Format

CHI 2015 is a four-day conference (Monday through Thursday). The conference incorporates CHI Courses and is organized around papers, presentations, speakers and discussions on how to create better interactive experiences. As the foremost conference in its field, CHI 2015 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas within and between all of these communities.

## Who Will Be at CHI 2015?

CHI 2015 will bring together computer scientists; design practitioners; human factors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators. These are the professionals who work at the heart of making systems and products usable.

CHI 2015 will be held at COEX Convention & Exhibition Center in Seoul, South Korea. The theme, "Crossings," highlights the many kinds of crossings that happen at the CHI conference: crossing borders, crossing cultures, crossing disciplines, crossing people and technology, crossing past and future, crossing physical and digital, crossing art and science - the possibilities are endless. CHI brings together attendees from countries around the world, representing a myriad of cultures and application areas, whose diverse perspectives influence each other. Given this, it is more than fitting that CHI 2015 will take place in Seoul, one of the world's most dynamic cities and the center of emerging trends in culture, technology and design.

CHI 2015 is truly a central crossing point to find the latest in research and design of the world's most innovative technologies.

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, then

this conference will be of special interest to you. CHI 2015 is the place your organization needs to be to learn about leading-edge research and imminent technologies.

## About Seoul, Korea

Seoul is one of the world's best-connected cities with one of the most technologically advanced airports in the world. A fast-moving modern metropolis, and one of the largest cities in the world, Seoul is still a friendly city that is easy to navigate and remarkably safe. Seoul is also a crossroads, showcasing the beauty of both tradition and modernity. With five ancient palaces and five World Heritage Sites designated by UNESCO, Seoul is a living history of 600 years as the Choseon Dynasty capital. Yet the city is making urban design headlines with its unique structures, public reas, and state-of-the art infrastructure of progressive transportation systems and ubiquitous broadband Internet access. Add to this excellent dining, entertainment and shopping, and you can see why Seoul has all the resources needed to welcome visitors from all over the world.

## About ACM and SIGCHI

CHI 2015 is sponsored by ACM's Special Interest Group on Computer-Human Interaction (ACM SIGCHI). SIGCHI serves as a forum for the exchange of ideas among computer scientists, human factors scientists, psychologists, social scientists, designers, educators, and practitioners involved in the design, implementation, and evaluation of interactive computing systems. Over 5,000 professional members of the SIGCHI community work together toward common goals and objectives. The scope of SIGCHI consists of the study of the human-computer interaction processes and includes research, design, development, and evaluation efforts for interactive computer systems. SIGCHI focuses on how people communicate and interact with a broadly-defined range of computer systems. Preeminent in its field, ACM SIGCHI provides a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit [www.sigchi.org](http://www.sigchi.org) for more information.

ACM, the world's largest educational and scientific computing society, delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources. Please visit [www.acm.org](http://www.acm.org) for more information.



## Exhibiting at CHI 2015

The CHI 2015 exhibits program is an opportunity for your organization to showcase its offerings to the broadest professional community of human-computer interaction (HCI) practitioners and researchers. By exhibiting at CHI 2015, you gain access to professionals in the HCI field with interests spanning the design, development, and evaluation of current human-computer interaction and future technologies. We invite providers of all HCI-related products, services, and experiences including:

- Interface development and prototyping tools
- Interface development and evaluation services
- Computer workstations and personal computers
- Input devices and interface hardware including adaptive interfaces
- Computer application software
- Software development environments/development tools
- Entertainment and media tools, applications, and technologies
- Communications tools, applications, and technologies
- Portable and embedded computer devices
- Computer-supported cooperative work systems
- Trade, technical, and educational publications
- Usability laboratories
- HCI training and education
- Interactive devices
- Telecommunications
- Tele-operations/robotics

## Attendance

CHI 2014 in Toronto, Canada, was a very successful conference, hosting about 3000 attendees from all over the world. CHI 2013 in Paris, France, was also highly successful. Almost 3500 attendees from over 50 different countries gathered there. Past CHI attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas. CHI 2015 is expected to be another highly successful conference.

Exhibitors presenting products and services will find thousands of eager users from corporate, education, entertainment, health care, government and research institutions. A registration list (one-time use postal labels) may be requested 3 weeks prior to the conference or 3 weeks after the conference.

## Location of CHI 2015 Exhibits

CHI 2015 exhibits will be held in the Hall 2/3 of the COEX Convention & Exhibition Center, in Seoul, Korea. This exhibit hall also includes other displays of interest. The exhibits area is configured to facilitate continuous interaction between exhibitors and attendees. Catered session breaks will also be served daily here.

## Monday Evening Grand Opening and Reception

CHI 2015 is hosting the conference reception on Monday evening from 17:30 to 19:30 (5:30 to 7:30 pm) in the exhibit hall during the grand opening of the exhibits. Live entertainment, sweet and savory offerings, and the company of friends and colleagues create this memorable evening. Networking is effortless at this gala event attended by all conference registrants. As a special benefit to our Champion sponsors, a complimentary exhibit booth is included in the Champion Sponsor Benefits.

## Recruiting at CHI 2015

CHI 2015 is offering special opportunities for organizations wishing to recruit and organizations are invited to rent exhibit booth space for this purpose.

## Tuesday Evening Job Fair

To support recruiting, CHI 2015 features a Job Fair on Tuesday evening from 17:30 to 19:00 (5:30 to 7:00 pm). Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI 2015 will also facilitate the delivery of resumes from individuals to a designated contact and help coordinate places for interviewing and hospitality events (held this year on Wednesday night). Space is limited, so please indicate your interest in hosting a hospitality event as soon as possible. Recruiters confirmed by 3 months prior to the conference will appear in CHI 2015 publications and on the web site.

## Recruiting Boards

Recruiting Boards offer another way to highlight your organization in order to attract top professionals. Organizations may reserve a recruiting board to post jobs in a dedicated recruiting area. Board rentals are US \$250 and dimensions will be provided. Recruiting Board rental without booth rental does not include a conference registration or access to the interview areas that booth rentals may have.

# About Exhibiting



## Booth/Stand Fees and Description

Exhibitors may choose either a standard location or a preferred location. Rental fees are:

### On or Before 30 January 2015:

Standard booth location US \$2400  
Preferred booth location US \$2900

### After 30 January 2015:

Standard booth location US \$2700  
Preferred booth location US \$3200

Space Rental Includes:

- 3 m X 3 m booth (about 10 feet by 10 feet)
- Hardwall construction
- 1 table
- 2 chairs
- Gray carpet
- Booth identification sign
- 24 hour security
- 1 complimentary conference registration
- 2 complimentary booth staff passes

Internet access (WiFi or hard line), electricity, furniture, and other services are available for an additional fee through the conference booth/stand constructor.

Payment is due in full before registration is complete and booth assignment can be confirmed. Assignments will be made on a “first come, first served” basis after Sponsor booths have been assigned.

## Applying for Exhibit Space

To apply for exhibit space, **please register online at [www.regonline.com/chi2015exhibits](http://www.regonline.com/chi2015exhibits)** and provide your requested booth choices. Please keep a copy of your online registration receipt.

## CHI 2015 Web Page

Exhibitors are offered the opportunity to have a company description on the CHI 2015 exhibits page, as well as a link to a home page. If you wish to take advantage of this opportunity, please check the appropriate box during registration.

## Cancellation Policy

Cancellation requests must be submitted in writing to the Exhibit Coordinator. Written requests received before 24 February 2015 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests after this date.

## Space Assignments, Payments, Questions

For conference-related information and questions regarding the Exhibitor Application/Contract, payment, or booth/stand assignments, contact the Exhibits Coordinator.

## CHI 2015 Exhibits Coordinator

Carol Klyver  
ACM/CHI 2015 Exhibits  
Foundations of Excellence  
Pacifica, California, USA  
Tel: +1 650 738 1200  
Email: [exhibits@chi2015.acm.org](mailto:exhibits@chi2015.acm.org)



COEX Convention & Exhibition Center. site of CHI 2015

## Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to Exhibitors at very reduced rates. These opportunities are limited and are available on a “first come, first served” basis. Special rates for Exhibitors are:

### Program Ad Rates (inside page, black & white)

\$1500 Exhibitors      \$5000 Other purchasers

### Registration Bag Insert Rates

\$1500 Exhibitors      \$5000 Other purchasers

The CHI 2015 Exhibit Coordinator can provide details on availability and placement. Champion Sponsors receive an additional discount.



### Official Show Services Contractor

Koconex, our local partner, will arrange the booth package and other decorating services for CHI 2015. Complete information regarding services to exhibitors (instructions, prices, scheduling, etc.) will be included in the Exhibitor Services Kit. Koconex may be contacted directly for exhibit construction questions and other inquiries after 10 January 2015.

### Exhibit Booth/Other Services Inquiries

(After 10 January 2015)

Koconex Exhibitor Services

Email: [exhibition\\_chi2015@koconex.com](mailto:exhibition_chi2015@koconex.com)

Phone: +82-2-3476-7700

Fax: +82-2-3476-8800

### Exhibitor Services Kit

An Exhibitor Services Kit containing order forms for contracted services will be made available to confirmed exhibitors no later than 60 days prior to the show. Detailed information on freight shipping and storage is included.

### Booth Staffing

Exhibitors are required to keep booths staffed by at least one attendant during all exhibit hours; Failure to do so may result in removal of the exhibit from the show at the exhibitor's expense.

### Set Up and Removal

The exhibit area will be available for set-up:

- Monday, 20 April 9:00 am to 4:30 pm

All exhibits must be ready for the exhibit management walk through at 4:30 pm on Monday (one hour prior to opening of the exhibits). Exhibitor badges must be worn at all times during set up and dismantling. Exhibits may not be dismantled or removed until the close of the show. All materials must be cleared from the Hall by 6:00 pm, Thursday, 23 April. Equipment removal forms must be completed and returned to Hall Security for any equipment removed during the show and during dismantling.

### Storage of Empty Packaging

The storage of empty packaging in the booths/exhibits is strictly prohibited. Koconex will arrange to remove the properly labeled empty shipping cartons, store, and return them after the show closing. Information about this service will be in the exhibitor kit.

### Official Forwarding Agent & Customs Clearance (Advance Freight)

ALPI Korea has been appointed as the official customs broker and transportation provider for CHI 2015. ALPI has offices all over the world to assist you with all customs and shipping needs. ALPI can advise on the best way to ship goods and can assist exhibitors in completing customs documents. We strongly encourage you to use ALPI to transport your materials to and from the conference, if possible. It is imperative that your goods clear customs through the local airport. Please take into consideration that goods sent by plane can take at least 2 weeks and by ship can take up to 8 weeks or more. If you are sending hardware or other materials that will not stay in the country after the conference, please contact ALPI to discuss this. It is also necessary to notify ALPI as soon as possible if you are bringing commercial goods with you on a plane. This will permit ALPI to supply you with the appropriate customs forms and prepare for your crossing.

### Customs and Transportation Inquiries

#### ALPI USA (New York)

Contact Name: Valentina Lotrecchiano

Phone: +1 718-949-6969

Email (preferred): [valentina.lotrecchiano@alpiusa.com](mailto:valentina.lotrecchiano@alpiusa.com)

Time Zone: UTC/GMT -5 hours

#### ALPI Korea (Seoul)

Contact Name: Mark Yu

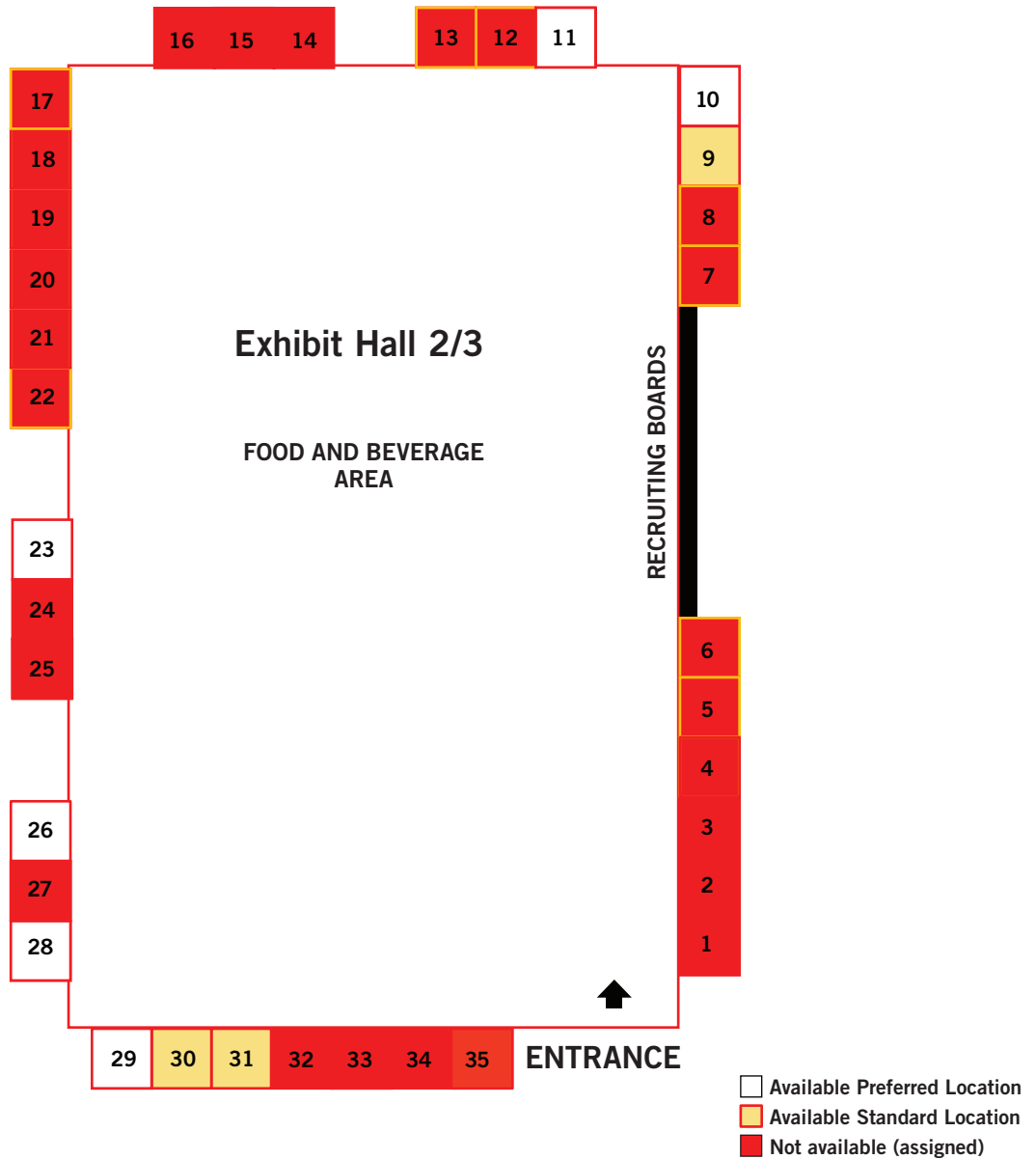
Phone: +82-2-3662-8093

Fax: +82-2-3662-3598

Email (preferred): [mark\\_yu@alpikorea.com](mailto:mark_yu@alpikorea.com)

Time Zone: UTC/GMT +9 hours

# Floor Plan and Event Schedule



## Exhibit Deadlines and Event Schedule

### 30 January 2015

Exhibitors confirmed by this date will qualify for a discounted exhibitor fee.

### 19–20 April 2015

Exhibit Set-up:

Monday (only) 9:00 am to 4:30 pm  
*Management walk through 4:30 pm*

### 20–23 April 2015

Exhibit Program:

Monday 5:30 pm to 7:30 pm  
*Grand Opening and Conference Reception*  
 Tuesday 10:30 am to 5:30 pm  
*Job Fair from 5:30 pm to 7:30 pm*  
 Wednesday 10:30 am to 5:30 pm  
*Hospitality Events off Site 6:00 pm to 8:30 pm*  
 Thursday 10:30 am to 1:30 pm

### 23 April 2015

Exhibit Removal:

Thursday 1:30 pm to 6:00 pm



# Conditions of Contract to Exhibit

## 1. Purpose of Exhibit

The main purposes of this exhibit are technical and educational. The exhibition staged in conjunction with the technical sessions is a vital element of the conference.

## 2. Terms of Booth Rental

Full payment of the exhibit rental fee must accompany the Application/Contract. Exhibitors submitting written requests for cancellation of booth space prior to 24 February 2015 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests received after this date.

## 3. Indemnity and Limitation of Liability

Neither the Association for Computing Machinery (ACM), nor Exhibit Management Company, nor COEX Convention & Exhibition Center, nor the city of Seoul, nor any of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect, ACM, the Exhibit Management Company, the COEX Convention & Exhibition Center, and the city of Seoul from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or their representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability including the shipping of materials to and from the conference venue.

## 4. Assignment of Exhibit Space

ACM/CHI 2015 shall assign booth space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to ACM/CHI 2015) in priority order based on receipt of a completed, signed Application/Contract accompanied by payment. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's booth preferences whenever possible, but ACM/CHI 2015's decision will be final. ACM/CHI 2015, in its sole discretion, reserves the right to make changes in booth assignments that it deems are in the overall best interest of the exhibit program. ACM/CHI 2015 reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's product or services are not eligible to be displayed in this Exhibit.

## 5. Use of Exhibit Space

Exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of ACM/CHI 2015, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

## 6. Exhibit Hours

ACM/CHI 2015 will establish exhibit hours and reserves the right to make changes. However, such changes will be made as far in advance of the exhibition as possible. Exhibitors are required to keep booths staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the Exhibit from the show at the Exhibitor's expense. Exhibitors are required to be fully set up one hour prior to the start of the exhibit program and cannot dismantle until after the close of the exhibit program.

## 7. Displays and Decorations

Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit, merchandise, or equipment shall be left in any aisle, but shall be confined to Exhibit space. No signs or advertising devices shall be displayed outside Exhibit space or projecting beyond limits of Exhibit space as to interfere with any neighboring Exhibit. Exhibits should not project beyond the space allotted or obstruct the view or interfere with traffic to other exhibits.

## 8. Union Labor

Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits.

## 9. Fire Regulations

Exhibitor shall not pack merchandise in paper, straw, excelsior or any other readily inflammable materials. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no inflammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit space a notarized affidavit establishing that its display material has been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

## 10. Booth and Equipment Services

Space rental includes those terms listed in this Invitation to Exhibit.

## 11. Storage and Packing Crates and Boxes

Exhibitor will not be permitted to store packing crates and boxes in the booth or the Exhibit Hall during Exhibit, but these, when properly marked, will be stored and returned, to the booth by service contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit space during exhibit hours.

## 12. Contractor Services and Information

ACM/CHI 2015 has, in the best interest of the Exhibitor, selected certain firms to serve as the official contractors to provide necessary services to the Exhibitors. Complete information, instructions, and schedules of prices regarding drayage, labor for set-up and dismantling, electrical work, furniture, special cleaning services, etc., will be included in the Service Kit to be forwarded after booth assignment has been confirmed. An Exhibitor Service Center will be maintained on the Exhibit Floor to facilitate service requirements from the Exhibitor. ACM/CHI 2015 assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

## 13. Observance of Laws

Exhibitor shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Exhibit Building. It is understood that in addition to complying with the specific exhibition requirements of ACM/CHI 2015, Exhibitors are subject to the rules and regulations of the host facility.



# Conditions of Contract to Exhibit (continued)



## 14. Insurance Information

ACM/CHI 2015 will endeavor to assist in the protection of exhibitors by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitors' equipment against loss, theft, damage, and breakage. Neither the Exhibit Building nor any of its employees nor representatives, nor any representative of ACM/CHI 2015, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees, or property, however caused. In addition, the Exhibitor must assume responsibility for damage to the Exhibit Building property and indemnify and hold harmless the Exhibit Building from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitors, their guests, or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage any person incurs while viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, agent, or employees. In view of the foregoing, Exhibitors are urged to place "extra territorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. ACM/CHI 2015 and the ACM/CHI 2015 Exhibits Management will cooperate fully but cannot assume responsibility for damage to Exhibitors' property or lost shipments, either coming into or going out of the premises, or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If Exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

## 15. Hospitality Events

Hospitality space may be available in designated conference hotels and the Exhibit Building. All hospitality suite functions are required to be registered with the Exhibit Coordinator and cannot conflict with any of the conference courses, plenary sessions, technical sessions, or general receptions. Hospitality space is made available first to conference sponsors and then on a "first come, first served" basis to Exhibitors. Please contact the CHI 2015 Exhibit Coordinator for further information on reserving hospitality space.

## 16. Cancellation or Termination of Exhibit

If, because of war, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, public enemy, or other cause beyond the control of ACM/CHI 2015, the Exhibition or any part thereof is prevented from being held, is canceled by ACM/CHI 2015, or the Exhibit Space becomes unavailable, ACM/CHI 2015, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by ACM/CHI 2015 and reasonable compensation to ACM/CHI 2015. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

## 17. Exhibitor Cancellation

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of ACM/CHI 2015 and then only based upon the following refund policy. Prior to 24 February 2015, fifty percent (50%) of the total contract fee will be refunded. After 24 February 2015 no refunds will be given unless space is resold. If the space is resold, fifty percent (50%) of the total contract fee will be refunded. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by Exhibitor or because of the failure of an Exhibit to arrive for any reason.

## 18. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ACM/CHI 2015 is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to Exhibit Space. ACM/CHI 2015, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to ACM/CHI 2015 for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor is prohibited from bringing alcoholic beverages into the Exhibit Area. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

## 19. Photographs

No photographs shall be taken without prior consent of ACM/CHI 2015 and the Exhibitors involved.

## 20. Registration Lists

ACM/CHI 2015 will provide a one-time use registration list to Exhibitor, if requested by Exhibitor on the Application/Contract. A list is available 3 weeks prior to the conference or 3 weeks after it. Exhibitor must indicate which list is preferred on the Application/Contract. It is understood that the list is postal addresses only for a single use. Exhibitor agrees not to sell, lend or give lists to any parties outside of Exhibitor's organization.

## 21. Insurance Requirements

All exhibitors participating in the CHI 2015 Exhibition are required to obtain a general public liability insurance in the amount of one million dollars (\$1,000,000) per occurrence. ACM SIGCHI and Convention Center shall be named as additional insureds on the general liability policy. Such insurance maintained by the exhibitor must be issued by an insurance company with an A.M. Best rating of A- or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state or province in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for.

## 22. Agreement to Conditions of Contract to Exhibit

Exhibitor agrees to observe and abide by the foregoing Conditions of Contract to Exhibit and by such additional Conditions of Contract made by ACM/CHI 2015 from time to time for the efficient or safe operation of the Exhibit including, but not limited to, those contained in this contract. In addition to ACM/CHI 2015's right to close an Exhibit and withdraw its acceptance of this Application/Contract, ACM/CHI 2015, in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Conditions of Contract to Exhibit set forth in the Application/Contract. There is no other agreement or warranty between the Exhibitor and ACM/CHI 2015 except as set forth in this document. The rights of ACM/CHI 2015 under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM/CHI 2015.



# Exhibit Space Application/Contract

**Agreement:** Exhibitor hereby requests space at the ACM/CHI 2015 Conference and Exhibition to be held at the COEX Convention & Exhibition Center, Seoul, Korea, from 20–23 April 2015. Acceptance of this Application/ Contract by ACM/CHI 2015 converts it to a full contract for exhibits, and shall be considered a binding agreement between the Exhibitor and ACM/CHI 2015. Exhibitor accepts all terms and conditions and rules for exhibiting as outlined in the attached Conditions of Contract to Exhibit.

Signature of Authorized Representative: \_\_\_\_\_

Printed Name of Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Name on Exhibit: \_\_\_\_\_  
(if different than above)

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

City: \_\_\_\_\_ State: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

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

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

**Please return signed agreement per instructions when you register online at:  
<http://www.regonline.com/chi2015exhibits>**

## Use the work area here to calculate fees before registering.

### BOOTH/STAND PREFERENCE AND RENTAL FEE

The rental fee is US \$3200 (preferred space) or US \$2700 (standard space) per 3 m X 3 m booth/stand. Space rental, a booth identification sign, 24-hour security, and one complimentary conference registration are included in this fee. Payment is due with this Application/Contract.

NOTE: There is a discount of US \$300 for booth space confirmed on or before 30 January 2015.

Booth assignments will be made in priority order based on receipt of completed, signed exhibitor Application/Contracts accompanied by payment once the Sponsor booths are assigned. ACM/CHI 2015 reserves the right to make changes in booth assignments that it deems are in the best interest of the exhibit program.

Total number of booths requested:

Booth Number Choices

1st choice  2nd choice

3rd choice  4th choice

### RECRUITING BOARD RENTAL FEE

The fee is US \$250 for a single Recruiting Board.

### ON OR BEFORE 30 January 2015

Standard Booth (US \$2400 payment per booth):  booth(s) x US \$2400 = \$

Preferred Booth (US \$2900 payment per booth):  booth(s) x US \$2900 = \$

Recruiting Announcement Board (US \$250 per space):  board(s) x US \$250 = \$

### AFTER 30 January 2015

Standard Booth (US \$2700 payment per booth):  booth(s) x US \$2700 = \$

Preferred Booth (US \$3200 payment per booth):  booth(s) x US \$3200 = \$

Recruiting Announcement Board (US \$250 per space):  board(s) x US \$250 = \$

Program Ad (US \$1500 without Champion discount):  ad x US \$1500 = \$

Bag Insert (US \$1500 without Champion discount):  insert x US \$1500 = \$

### PAYMENT

Total \$

Payment is due with the Application/Contract. Payment by credit card is preferred. If paying by check, make checks payable to ACM/CHI 2015 Exhibits. Checks must be in US dollars payable through a US bank. Payment may also be made by bank (wire) transfer. Contact the Exhibit Coordinator if you wish to pay by bank transfer.

*Special thanks to the Seoul Tourism Organization (STO) for the photographs appearing here.*