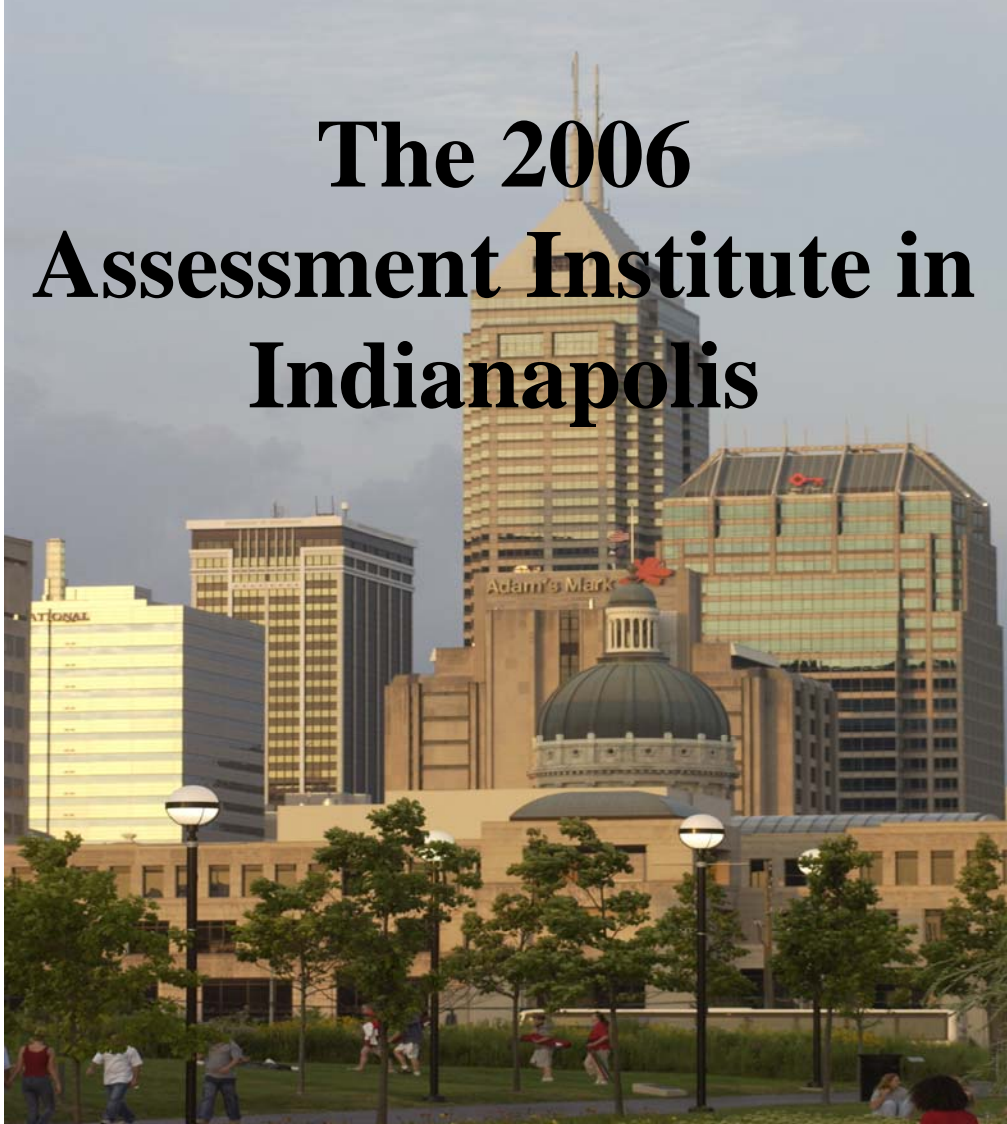


**Prospectus  
for  
Sponsorships, Exhibits, and Advertising**

**The 2006  
Assessment Institute in  
Indianapolis**



**Hosted by  
Indiana University-Purdue University  
Indianapolis**

**October 29 – October 31, 2006**

The Westin Indianapolis  
Indianapolis, Indiana

# About the Assessment Institute in Indianapolis

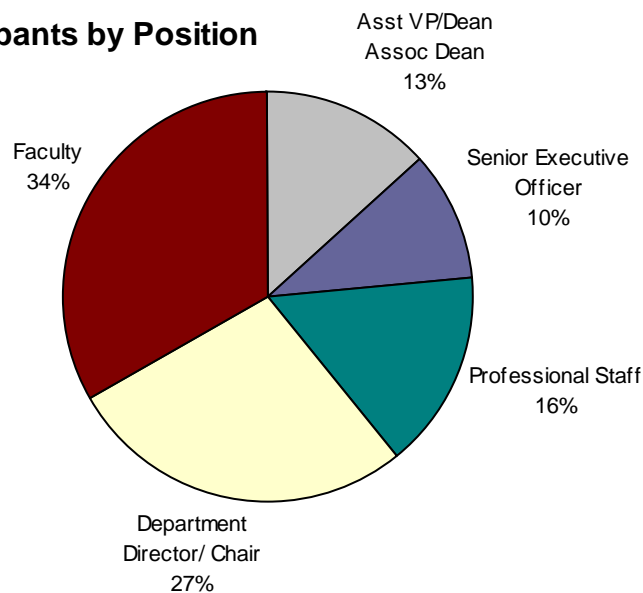
Since 1992 an assessment conference has been developed and hosted by principals in the Office of Planning and Institutional Improvement at Indiana University-Purdue University (IUPUI). The purpose of this series of educational programs is to further the scholarship and practice of assessment in higher education. Our presenters and participants come from institutions across the country. Many of these faculty and administrators are responsible for large assessment programs on their campuses and nearly one-fifth are vice presidents, assistant/associate vice presidents, provosts, assistant/associate provosts, deans or assistant/associate deans. Since assessment is a *highly collaborative* activity, we estimate that each of our participants may take information back to 5 to 30 colleagues on departmental or university-wide committees, making the potential range of college and university personnel reached through this conference 5,000 to 30,000.

Participation by internationally recognized and respected assessment leaders has made the Assessment Institute in Indianapolis one that many attend routinely and has resulted in a steady increase in attendance from nearly 300 when it was first presented, to over 850 last year. In 2006 we will move to a larger, more centrally located venue in downtown Indianapolis and expect to attract more than 1,000 participants.

## Institute Participants

Expansion of the on-campus facility we were using, enabled us to set a new attendance record in 2005. Last year, 47 US states, Puerto Rico, Washington D.C., Guam, Canada, New Zealand, and the United Arab Emirates were represented among the more than 850 individuals who attended.

**2005 Participants by Position**



# About IUPUI and Indianapolis

## **IUPUI**

Founded in 1969 as a partnership by and between Indiana and Purdue Universities, Indiana University-Purdue University Indianapolis is an urban research university with a growing reputation for innovation - a 21st century model for urban higher education. We offer more than 185 degree programs - from associate to doctoral and professional – and IUPUI is a national leader both in the number of health-related degrees and the number of graduate professional degrees granted. Nearly 30,000 students study at IUPUI, coming from all over the world, all 50 states, and all 92 Indiana counties. One of five colleges and universities in the city, IUPUI is located just west of downtown Indianapolis, with easy access to city and state centers of government, business, and the arts. Downtown restaurants, sports venues, parks, galleries, museums, the White River State Park, and the Indianapolis Zoo are within a short walking distance of the campus.

## **Indianapolis**

The population of the Indianapolis Metropolitan Statistical Area (MSA) is 1,700,201. Indianapolis is referred to as the "Crossroads of America" and more than half of the nation's population lives within a day's drive of Indianapolis.

## **Downtown Indianapolis**

Downtown Indianapolis is a vibrant and exciting place to live, work, and relax. The downtown area is home to more than 200 restaurants and taverns, many of which are within walking distance of the Westin Indianapolis.

In the heart of downtown is a premiere shopping area, Circle Centre Mall. There are also numerous shopping destinations on Massachusetts Avenue, in the Indianapolis City Market, and in other center city districts. In all, there are more than 200 retail stores in the downtown area.

The White River State Park is Indiana's first urban state park offering a variety of recreational facilities and natural green spaces. The 250-acre park and canal feature the world-class Indianapolis Zoo and White River Gardens, significant art, history, recreational, and sports venues, all showcased along beautiful waterways. Bike and boat rentals are available to those who enjoy outdoor recreation.

Indianapolis is home to 22 galleries and 10 performing arts theatres, including Eiteljorg Museum of American Indians & Western Art; the Indiana State Museum, which houses Indiana's only IMAX theatre; the Indianapolis Museum of Contemporary Art; and the Indianapolis Arts Garden.

Memorials, parks and gardens in the downtown area include the Congressional Medal of Honor Memorial, Indiana World War Memorial & Museum, Monument Circle/Soldiers & Sailors Monument, and the U.S.S. Indianapolis Memorial.

# Opportunities for Sponsorships, Exhibits, and Advertising

## ***Sponsorships and Exhibits***

### **Platinum Sponsorships**

*Two Platinum Sponsorships are available.*

#### **Platinum Option 1 – Beverage Sponsor**

- Full-page advertisement in Institute program
- Recognition on Institute web site
- Recognition for sponsoring bottled water with logo placed on bottled water distributed during break service
- Skirted table, pipe and drape exhibit space
- One complimentary Institute registration

*Platinum Sponsor Package fee: \$4,000*

#### **Gold Sponsor Package**

*The Gold Sponsor Package includes:*

- Full-page advertisement in Institute program
- Recognition on Institute web site
- Logo placed on bags distributed to Institute participants
- Skirted table, pipe and drape exhibit space
- One complimentary Institute registration

*Gold Sponsor Package fee: \$3,000*

#### **Bronze Sponsor Package**

*The Bronze Sponsor Package includes:*

- Recognition for sponsoring break service
- Skirted table, pipe and drape exhibit space
- One complimentary Institute registration

*Bronze Sponsor Package fee: \$1,500*

#### **Platinum Option 2 – Cyber Café Sponsor**

- Full-page advertisement in Institute program
- Recognition on Institute web site
- Recognition for sponsoring cyber café with logo prominently featured on computer stations and signage placed near computer kiosks
- Skirted table, pipe and drape exhibit space
- One complimentary Institute registration

*Platinum Sponsor Package fee: \$4,000*

#### **Silver Sponsor Package**

*The Silver Sponsor Package includes:*

- Recognition for sponsoring one meal function
- Skirted table, pipe and drape exhibit space
- One complimentary Institute registration

*Silver Sponsor Package fee: \$2,000*

#### **Exhibitor Package**

*The Exhibitor Package includes:*

- Skirted table, pipe and drape exhibit space
- One complimentary Institute registration

*Exhibitor Package fee: \$1,000*

## ***Advertising in the Institute Program***

The Institute Program is distributed to every attendee. The program is a comprehensive publication that includes the schedule of Institute activities and selected readings from the featured panel and keynote speakers.

*Full-page advertisement: Size: 9" high X 6" wide  
Full-page, black and white ad price: \$400*

*Half-page advertisement: Size: 4" high X 6" wide  
Half-page, black and white ad price: \$200*

### **For more information please contact**

Trudy W. Banta, Vice Chancellor, Planning and Institutional Improvement

355 N. Lansing St. AO 140

Indianapolis, IN 46202-2896

PH: (317) 274-4111 Fax: (317) 274-4651

EMAIL: [tbanta@iupui.edu](mailto:tbanta@iupui.edu)

<http://www.planning.iupui.edu/>

# Information for Sponsors, Exhibitors, and Advertisers

## *Exhibit Policies for Platinum, Gold, Silver, and Bronze Sponsors and Exhibitors*

### Schedule

|                   |                     |                       |
|-------------------|---------------------|-----------------------|
| Exhibit Set up    | Monday, October 30  | 7:00 a.m.             |
| Exhibit Area Open | Monday, October 30  | 7:30 a.m. – 6:00 p.m. |
|                   | Tuesday, October 31 | 7:30 a.m. – 3:00 p.m. |
| Exhibit Dismantle | Tuesday, October 31 | 3:00 p.m.             |

### Exhibit Space

Exhibits are located in public access hallways on the first and second floors of the hotel. Exhibit space will be pre-assigned and identified with a placard. Each space includes one 6' x 2.5' skirted table and one chair, with total exhibit area 8X8. Exhibitors agree not to post, nail, tape or otherwise attach items to walls, floors or other parts of the building or furniture. Exhibitors are responsible for damages to the hotel if they do not comply with this request.

### Exhibit Security

Exhibitors may temporarily store valuable equipment (e.g., if an exhibitor needs to take a short break away from the table) in the Senate room with the staff of the Office of Planning and Institutional Improvement. Overnight locked storage is available for Monday evening. Items may be placed in storage before 5:00 p.m. on Monday, October 30 and retrieved Tuesday morning beginning at 7:00 a.m.

### Additional Materials

Easels may be rented for \$10.00 per day and electrical extension cords may be rented for \$5.00

per day. Arrangements for additional materials must be made no later than October 25, 2006.

### Shipping Display Material

Display materials may be shipped via the carrier of your choice. Materials should be sent to:  
*The Westin Indianapolis*  
*50 South Capitol Avenue*  
*Indianapolis, IN 46204.*

Please mark package(s) with the following information:

2006 Assessment Institute (October 29-31)  
Please hold for: (list your name and company/organization)

Hotel staff will receive items beginning Thursday, October 26<sup>th</sup>. If items arrive earlier than October 26<sup>th</sup>, the following storage fees per item, per day will apply: Letter \$2.00; Box \$5.00; Crate \$100.00; Pallet \$150.00.

To request delivery or pick-up of a package, you can call "Service Express" on any house or guestroom phone.

### Contact Information

Please contact Heather Fuller at (317) 274-3280, [hfuller@iupui.edu](mailto:hfuller@iupui.edu) to arrange for additional materials or if you have any questions about exhibiting at the Assessment Institute.

## ***Advertisements***

All ads should be submitted electronically using PC platform applications MS Word or Adobe Acrobat PDF (full-page advertisements only). Include a contact person's name, mailing address, email address, company name, phone number and fax number with the submission. Also, please send a camera ready hard copy via standard mail for reference.

### **Contact Information**

Please contact Angie Bergman at (317) 274-4111, aholmes@iupui.edu if you have any questions about program advertisements.

## ***Additional Exhibitor Responsibilities and Liabilities***

### **Property Responsibility/Insurance**

The Exhibitor is responsible for insuring the safety of own personnel and exhibit materials from theft, damage, accident, fire or other such causes. Exhibitors who wish to carry insurance must do so at their own expense. The Exhibitor understands that neither the Westin Hotel Indianapolis nor Indiana University maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The Exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. This includes use of safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays.

Any necessary fire precautions will be a responsibility of the exhibitor.

Exhibitor agrees to make no claim against Indiana University or the Westin Hotel Indianapolis for loss, theft, damage, or destruction of goods, or for any injury to the exhibitor or employees. No claim will be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit, or for removal of the exhibit, or for failure to hold the institute as scheduled.

Exhibitor assumes responsibility and agrees to indemnify and defend Indiana University and the Westin Hotel Indianapolis and their respective employees and agents against any claims, damages, or expenses arising out of Exhibitor's use of the exhibition premises.

## 2006 Assessment Institute in Indianapolis Sponsorship, Exhibitor, and Advertising Agreement

I agree to be a sponsor, exhibitor, and/or advertiser at the 2006 Assessment Institute in Indianapolis. My preferred package is indicated below.

To ensure exhibit space ALL agreements must be received AND paid in full by  
**AUGUST 30, 2006. No refunds will be made after October 13, 2006.**

|                                      |                               |
|--------------------------------------|-------------------------------|
| Platinum Sponsor, beverage package   | <input type="radio"/> \$4,000 |
| Platinum Sponsor, cyber café package | <input type="radio"/> \$4,000 |
| Gold Sponsor                         | <input type="radio"/> \$3,000 |
| Silver Sponsor                       | <input type="radio"/> \$2,000 |
| Bronze Sponsor                       | <input type="radio"/> \$1,500 |
| Exhibitor                            | <input type="radio"/> \$1,000 |
| Full-page Advertisement              | <input type="radio"/> \$400   |
| Half-page Advertisement              | <input type="radio"/> \$200   |

**Payment method is by check only. Please make checks payable to Indiana University.**

Name of Organization or Company  
(as you would like it to appear in print)

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Contact Person:

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Title:

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Street Address:

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City, State, Zip Code:

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Phone:

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Fax:

---

Email:

---

Website address:

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Sponsor's Authorized Signature

I have read and concur with the Exhibitor Responsibilities and Liabilities stated in the previous pages.

**RETURN FORM AND PAYMENT TO:**

Angela Bergman  
Planning and Institutional Improvement  
Indiana University-Purdue University Indianapolis  
355 N. Lansing St. AO 140  
Indianapolis, IN 46202  
PH: (317) 274-4111 Fax: (317) 274-4651