

INDIANA UNIVERSITY—PURDUE UNIVERSITY INDIANAPOLIS



# The 2008 Assessment Institute



**Exhibit  
and  
Sponsorship  
Prospectus**

The Westin Indianapolis ~ Indianapolis, Indiana  
October 26—28, 2008

# The 2008 Assessment Institute

October 26-28, 2008



## STATEMENT OF MISSION

The Assessment Institute in Indianapolis is the nation's oldest and largest event focused exclusively on Outcomes Assessment in Higher Education and is designed to provide opportunities for:

- individuals and campus teams new to outcomes assessment to acquire foundation knowledge about the field,
- individuals who have worked as leaders in outcomes assessment to extend their knowledge and skills,
- those interested in outcomes assessment at any level to establish networks that serve as sources of support and expertise beyond the dates of the Institute.

## 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 Indianapolis (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.

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 350 in 1992, to over 1000 last year. 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.

## Institute Participants

Since we moved the Institute from our campus to a centrally located hotel in downtown Indianapolis, we keep setting new attendance records. Last year, participants represented 43 US states, American Samoa, Puerto Rico, Washington D.C., Canada, Greece, India, Japan, Nepal, New Zealand, South Africa, United Kingdom and the Virgin Islands.

# 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. We offer more than 200 degree programs - from associate to doctoral and professional - and IUPUI is among the top 20 institutions nationally 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. The campus is located just west of downtown Indianapolis, with easy access to city and state centers of government, business, and the arts. 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 1,744,558. 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. Many of the city’s more than 200 restaurants and taverns are within walking distance of the Institute hotel, the Westin Indianapolis.

There are more than 200 retail stores in the downtown area, which includes Circle Centre Mall, Massachusetts Avenue, the Indianapolis City Market, and other center city districts.

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, as well as significant art, history, recreational, and sports venues.

Indianapolis is home to 22 galleries and 10 performing arts theatres, including the Eiteljorg Museum of American Indians and Western Art; the Indiana State Museum, which houses Indiana’s first IMAX theatre; the Indianapolis Museum of Contemporary Art; and the Indianapolis Artsgarden.



# Quick Guide for Sponsors, Exhibitors and Advertisers

## INSTITUTE DATES ~

October 26-28, 2008

## EXHIBITION DATES ~

October 27-28, 2008

## EXHIBITION HOURS ~

Monday, October 27, 2008

7:30 a.m. - 6:30 p.m.

Tuesday, October 28, 2008

7:30 a.m. - 3:00 p.m.

## EXHIBITION SET-UP~

Monday, October 27, 2008

7:00 a.m.

## EXHIBITION TEAR-DOWN ~

Tuesday, October 28, 2008

3:00 p.m.

## SITE ~

The Westin Indianapolis  
50 South Capitol Avenue  
Indianapolis, IN 46204

## IMPORTANT DATES ~

### August 29, 2008 ~

Payment and agreement form must be received for all exhibits, sponsorships, & advertisements.

### September 8, 2008 ~

Advertisements deadline for the Institute booklet.

Logos due for sponsors of:

- bottled water
- lanyards
- Institute bags
- cyber café
- high tea
- break service

### September 30, 2008 ~

Any organization that cancels prior to September 30, 2008 will be refunded 100% of the fee paid.

Any organization that cancels after September 30, 2008 will not be eligible for a refund.

### September 25, 2008 ~

Hotel room reservation deadline to obtain Institute rate at The Westin Indianapolis (before 5 p.m.)

### October 3, 2008 ~

Institute registration deadline for additional attendees not included in your sponsorship or exhibitor package.

### October 16, 2008 ~

Additional equipment needs and payment deadline for internet connection, extension cords, easels, etc.

### October 23, 2008 ~

Display materials can be sent to The Westin Indianapolis no earlier than three (3) days prior to the Institute. There will be a storage/handling fee for all items received. (see page 5 for more information)

~Institute dates and times are subject to change

## INFORMATION OR QUESTIONS:

### Please contact:

Michele Trent  
Planning & Institutional  
Improvement  
355 N. Lansing St., AO 140  
Indianapolis, IN 46202  
Phone: 317-274-4111  
Fax: 317-274-4651  
E-mail: [mtrent@iupui.edu](mailto:mtrent@iupui.edu)



# Information for Sponsors, Exhibitors, and Advertisers



## Exhibit Space

- One **8'x8'** booth with pipe and drape.
- Exhibits are located in Grand Ballrooms 2 and 3 on the second floor of The Westin Indianapolis.
- Exhibit space will be pre-assigned and identified with a placard.
- Each space includes one 6' x 2' skirted table and one chair.
- Exhibit area is carpeted.
- Break service available during exhibit hours.
- 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) with the Office of Planning and Institutional Improvement staff.
- Overnight locked storage is available for Monday evening. Items may be placed in storage before 5:00 p.m. on Monday, October 27 and retrieved Tuesday morning beginning at 7:00 a.m.

## Additional Equipment

Arrangements for additional equipment (e.g. easels, extension cords, internet connections, projection screen rental, and computer monitors) must be made no later than **October 16, 2008**. Please contact Mark Records at (317) 841-8202 or by email at [mark@mprecords.com](mailto:mark@mprecords.com) to arrange for additional equipment and payment.

## Shipping Display Material

- Display materials may be shipped via a 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:  
2008 Assessment Institute  
Grand 2 and 3 - October 26, 2008  
Please hold for: (list name and organization)
- To request delivery or pick-up of a package, you can call "Service Express" on any house or guestroom phone.
- Hotel staff will receive items beginning **October 23, 2008**.
- All incoming deliveries are assessed a package handling fee determined by weight of the item listed on the FedEx, UPS, or DHL shipping label:  
0-5 lbs = \$5.00; 6-20 lbs = \$10.00; 21-50 lbs = \$15.00;  
over 50 lbs = \$25.00; Crates = \$100.00; and  
Pallets = \$125.00.
- If deliveries arrive earlier than October 23 a \$25 per item/per day charge will apply.

## Advertisement Opportunities

- Advertise in the Institute program booklet distributed on-site to all Institute participants.
  - All ads should be submitted electronically using PC platform applications MS Word or Adobe Acrobat PDF.
  - Black and white - No bleed
  - Full page ads should be 9 inches high x 6 inches wide centered on page. Half page ads should be 4 inches high by 6 inches wide centered.
  - The ads will be printed on 8.5 x 11 paper with a 1 inch white margin around the ad's edges.
  - All ads must be submitted by **September 8, 2008**. Send electronically to [planning@iupui.edu](mailto:planning@iupui.edu).



Full



Half

- Inserts of organization flyers or brochures in the Institute bag distributed to all of the Institute attendees.
  - Inserts must be received by **October 1, 2008** to be included in the participant bags.
  - Send inserts to: IUPUI – Planning,  
Attn: Michele Trent / Bag Inserts, 355 N. Lansing St.,  
Suite AO 138, Indianapolis, IN 46202.

# Opportunities for Sponsorships, Exhibits, & Advertising

## PLATINUM.....\$4,500

(Three Platinum sponsorship options available)

### Platinum Option 1 - Beverage Sponsor (\$4,500):

- Recognition for sponsoring bottled water. Company logo will be placed on bottled water to be distributed during break service

### Platinum Option 2 - Cyber Café Sponsor (\$4,500):

- Recognition for sponsoring cyber café with logo prominently featured on computer stations and signage placed near computer kiosks

### Platinum Option 3 - Lanyard Sponsor (\$4,500):

- Recognition for sponsoring lanyards. Company logo will be placed on the lanyards distributed to participants to use with their name badges

### Platinum Sponsorships also include:

- Recognition on Institute website
- Full-page advertisement in the Institute program
- Organization description in the Institute program
- Skirted table, pipe and drape exhibit space (8x8)
- Two complimentary Institute registrations

## GOLD.....\$3,500

(Two Gold sponsorships available)

### Gold Sponsor Package includes:

- Logo placed on bags distributed to Institute participants
- The bags will have logos from two sponsors as well as the logo of the host sponsor (IUPUI)
- Recognition on Institute website
- Full-page advertisement in the Institute program
- Organization description in the Institute program
- Skirted table, pipe and drape exhibit space (8x8)
- Two complimentary Institute registrations

## SILVER.....\$2,500

(Three Silver sponsorships available)

### Silver Sponsor Package includes:

- Recognition for sponsoring one meal function (High Tea, Monday Participant Lunch, or Tuesday Presenter Lunch)
- Organization description in the Institute program
- Skirted table, pipe and drape exhibit space (8x8)
- One complimentary Institute registration

## BRONZE.....\$2,000

(Three Bronze Sponsorships available)

### Bronze Sponsor Package includes:

- Recognition for sponsoring one of three break services
- Organization description in the Institute program
- Skirted table, pipe and drape exhibit space (8x8)
- One complimentary Institute registration



## EXHIBITOR.....\$1,500

### Exhibitor Package includes:

- Skirted table, pipe and drape exhibit space (8x8)
- One complimentary Institute registration

## FULL PAGE COLOR AD (BACK COVER).... \$1,000

(One full color ad available)

- A full page ad on the back cover of the Institute program booklet distributed to every attendee. The ad will be printed on 8.5 x 11 paper with a white margin around the ad's edges
- Ad should be submitted electronically in MS Word or Adobe Acrobat PDF. Color - No bleed
- Ad should be 9 inches high x 6 inches wide centered on page
- Ad must be submitted by **September 8, 2008**. Send electronically to [planning@iupui.edu](mailto:planning@iupui.edu).

## HALF / FULL PAGE ADS..... \$250 / \$500

- Either full or half-page ad in the Institute program booklet distributed to every attendee. The ads will be printed on 8.5 x 11 paper with a white margin around the ad's edges
- All ads should be submitted electronically using PC platform applications MS Word or Adobe Acrobat PDF
- Black and white - No bleed
- Full page ads should be 9 inches high x 6 inches wide centered on page (\$500)
- Half page ads should be 4 inches high by 6 inches wide centered (\$250)
- All ads must be submitted by **September 8, 2008**. Send electronically to [planning@iupui.edu](mailto:planning@iupui.edu).

## BAG INSERTS..... \$250

- Inserts of organization flyers or brochures in the Institute bag distributed to all of the Institute attendees
- Inserts must be received by **October 8, 2008** to be included in the participant bags
- Send inserts to:  
IUPUI- Planning, Attn: Michele Trent / Bag Inserts,  
355 N. Lansing St., Suite AO 138, Indianapolis, IN 46202

# Booth Locations for Exhibits

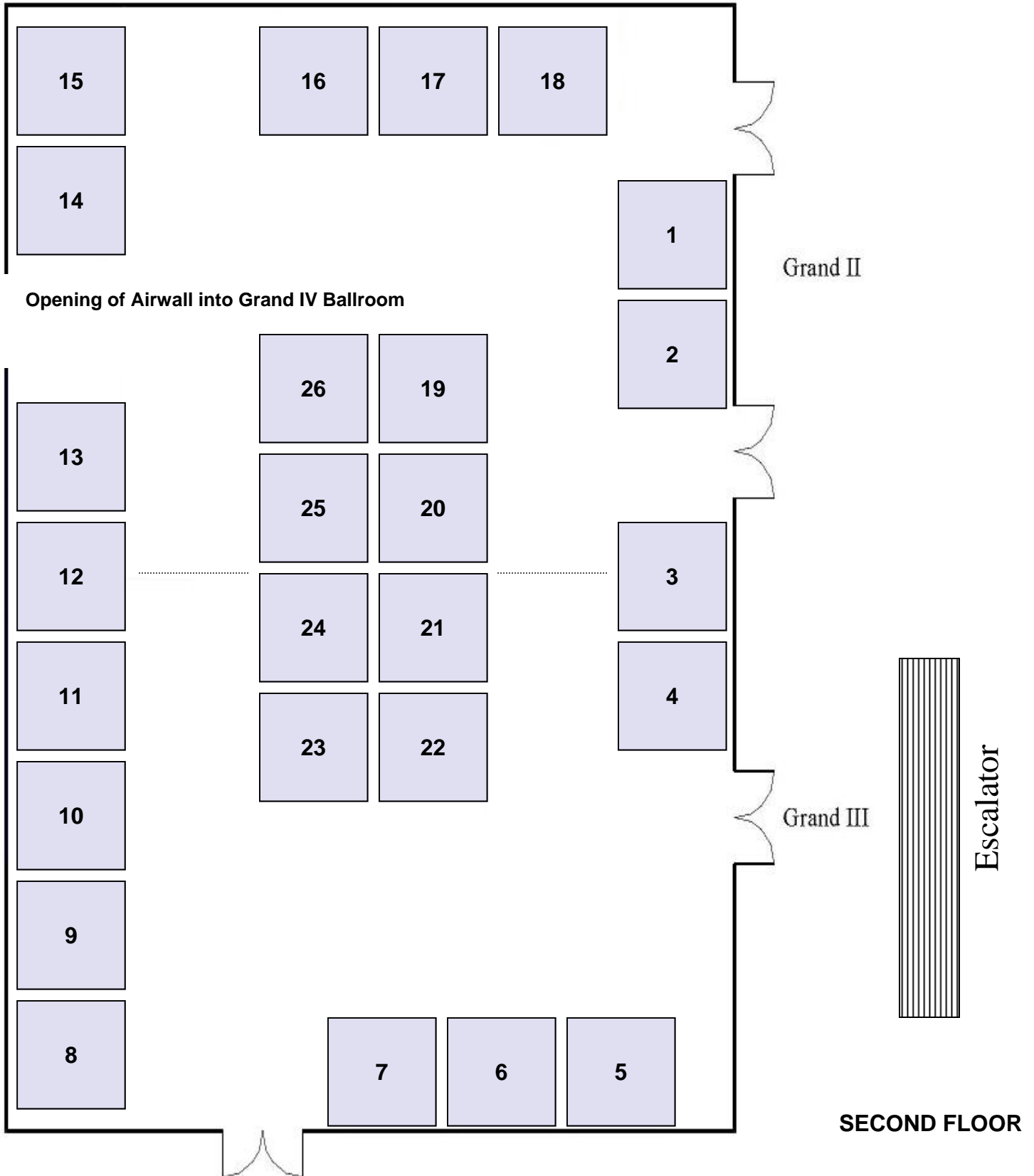


Exhibit space will be pre-assigned and identified with a placard. If you wish to be assigned a particular booth (if available), please contact Michele Trent at 317-274-4111 or by email at [mtrent@iupui.edu](mailto:mtrent@iupui.edu) by **August 29, 2008**. We will need your completed agreement form and payment to accommodate this request.

# 2008 Assessment Institute Agreement Form

To ensure exhibit space, ALL agreement forms must be received AND paid in full by **August 29, 2008**.

## CONTACT INFORMATION:

Name of Company or Organization

Contact Person

Title

Street Address

City, State, Zip Code

Phone

Fax

Email Address

Website Address

## AGREEMENT INFORMATION: (see page 6 for more sponsor/exhibit/advertisement details)

		QTY	TOTAL
Platinum Sponsor, beverage package (1 available)	\$4,500 x	_____	_____
Platinum Sponsor, cyber café package (1 available)	\$4,500 x	_____	_____
Platinum Sponsor, lanyard package (1 available)	\$4,500 x	_____	_____
Gold Sponsor (2 available—multiple sponsors on bag)	\$3,500 x	_____	_____
Silver Sponsor (3 available)	\$2,500 x	_____	_____
Bronze Sponsor (3 available)	\$2,000 x	_____	_____
Exhibitor (8x8 Space)	\$1,500 x	_____	_____
Full-page Color Ad - Back Cover (1 available)	\$1,000 x	_____	_____
Full-page Advertisement	\$500 x	_____	_____
Half-page Advertisement	\$250 x	_____	_____
Bag Inserts in Participant Bags	\$250 x	_____	_____
*Additional Institute Registrations	\$200 x	_____	_____
		<b>TOTAL</b>	_____

I agree to be a sponsor, exhibitor, and/or advertiser at the 2008 Assessment Institute in Indianapolis as indicated above. I have read and concur with the Exhibitor Responsibilities and Liabilities section.

Sponsor's Authorized Signature

## PAYMENT OPTIONS:

\_\_\_\_\_ CHECK: Made payable to **Indiana University**

\_\_\_\_\_ \*\*CHARGE:  American Express  Master Card  Visa

Card Number

Expiration Date

Authorized Signature (Required)

\*If you will need more than the allotted complimentary registrations offered in your sponsorship or exhibitor package, your extra participants must register at the special Exhibitor Rate of \$200.

\*\*The credit card charge will show up on your statement from MP Records Communication.

## Cancellation Policy

- Written notice must be given to cancel or withdraw from exhibiting, sponsoring, or advertising. The date the written request was received will be considered the official cancellation date.
- Any organization that cancels prior to **September 30, 2008** will be refunded 100% of the fee paid.
- Any organization that cancels after **September 30, 2008** will not be eligible for a refund.

## Exhibitor Responsibilities & Liabilities

The Exhibitor is responsible for insuring the safety of their 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 injury to spectators. Only fireproof materials should be used in displays.

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.

All necessary fire precautions will be the 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 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.

## RETURN FORM AND PAYMENT TO:

Michele Trent  
 Planning and Institutional Improvement  
 Indiana University-Purdue University Indianapolis  
 355 N. Lansing St., AO 140  
 Indianapolis, IN 46202  
 PH: (317) 274-4111 FX: (317) 274-4651  
 Email: mtrent@iupui.edu

**PAYMENT DATE: August 29, 2008**