Welcome to the 70th Annual ICA Conference
Welcome Notes

Welcome to the 70th Annual Conference of the International Communication Association in the Gold Coast, Australia.

The ICA 2020 conference theme, *Open Communication*, aims to facilitate and deepen the conversation about Open Science in the field of communication.

The international movement towards Open Science touches on many aspects of our research practices, and discussing the implications will enable and contribute to a conversation in the ICA and our field more broadly about Open Science. This is an inclusive conversation from which our entire field can benefit.
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International Communication Association aims to advance the scholarly study of human communication by encouraging and facilitating excellence in academic research worldwide. ICA began more than 50 years ago as a small association of U.S. researchers and is now a truly international association with more than 4,500 members in 80 countries. Since 2003, ICA has been officially associated with the United Nations as a non-governmental association (NGO).
About the Annual ICA Conference

The 70th Annual Conference of the International Communication Association will be held at the Gold Coast Convention and Exhibition Centre (GCCEC) & the Star Casino and Hotel in Gold Coast, Australia from 21-25 May 2020.

Throughout the five-day conference, an estimated 2,400 scholars will attend over 400 presentations representing the latest advances in the field of communication.

To reserve your exhibit, advertising, or sponsorship opportunities, please complete and return the enclosed forms by Friday, 21 February 2020. Please note that there are a limited number of exhibit and sponsorship opportunities. Reservations are on a first-come, first-served basis and must be accompanied by payment or letter of intent.

Our exhibit area will include food and beverage breaks designed to bring in traffic. The exhibit area will be open Friday, Saturday, and Sunday. By designating key exhibit area activities, we hope to allow exhibitors to plan their networking and to attend workshops in which they have an interest. In addition to our exhibit area, your organization also has an opportunity to sponsor special events and workshops and to purchase additional advertising space in the convention program. The opportunities to put your organization in front of over 2,400 professional attendees from 35-40 countries are varied and many.

Make your reservations today, as opportunities are limited! Official deadline to reserve your exhibit, sponsorship and advertising space is Friday, 21 February 2020.
Attendees

Our attendees are from all around the world and consist of academics, scholars, professors, teachers, students, and publishers. The number of conference attendees grows exponentially each year. Attendance at our most recent conference, Washington, DC in May 2019, was over 3,800.

Attendees include:

- Graduate students looking to expand and establish their careers.
- University faculty such as professors, department chairs, and program directors.
- Representatives from organizations who focus on communication studies.

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<tr>
<th>Year</th>
<th>SAN DIEGO</th>
<th>PRAGUE</th>
<th>WASHINGTON DC</th>
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<tr>
<td>2017</td>
<td>3,400</td>
<td>3,500</td>
<td>3,800</td>
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<td>2018</td>
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<td>2019</td>
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Exhibiting

Organizations interested in reaching university educators, graduate students, and organizations who’s focuses are in the wide range of communication. Typical exhibitors are university departments and publishers of university-level texts, journals, and periodicals. But we are not limited to just universities and publishers. We would love to expand the variety of exhibitors at our conferences and encourage all sorts of organizations or businesses to exhibit.

Joint exhibits are offered to exhibitors unable to send a representative to the conference. For a US$125 fee per title, ICA will exhibit on tables shared with other joint exhibitors. Interested publishers/exhibitors should send a letter to ICA headquarters along with the accompanying application form requesting the joint exhibit option. The letter of application should include a description of the materials to be exhibited. It is the sole responsibility of the exhibitor to send materials to the hotel. ICA will NOT be liable for any materials exhibited in this manner, nor will ICA return materials to the exhibitor. All materials are donated to local universities.
Advertising

The official printed conference program and our conference mobile app are major parts of each participant’s registration packet, and those who are unable to attend the meeting are able to access the program as well. In addition, many institutional members place copies of the printed program in their libraries for students and faculty to peruse in learning what is being talked about at scholarly meetings.

<table>
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<tr>
<th>Ad Size</th>
<th>Ad Rate</th>
<th>Specs</th>
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<tr>
<td>Quarter Page</td>
<td>$US 300</td>
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<td>Half Page</td>
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<td>Full Page</td>
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<td>7.25” (184mm) W x 10” (254mm) H</td>
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<td>Inside Front Cover*</td>
<td>$US 1500</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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<tr>
<td>Inside Back Cover*</td>
<td>$US 1500</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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<tr>
<td>Outside Back Cover*</td>
<td>$US 2000</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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PAGE FORMAT: Color pages must have 1/8” bleed. Images must be 300 dpi or higher. The final output will be 175 line screen. Black and white pages must have ¼” bleed. Images must be 300 dpi or higher. The final output will be 150 line screen. All matter must be ¼” from final trim.

*All ads are in black and white. Only the Inside Front, Inside Back and Outside Back Covers are 4-color ads.

Acceptable electronic formats are TIFF, EPS or PDF. PDF is preferred.

- All fonts and images must be included. Color images must be CMYK. Images can not be RGB or Index color. The resolution must be 300 dpi or greater.
- PDF files must be created using Press Optimized in Adobe Acrobat. Fonts and high resolution images must be embedded in the PDF. Please be sure that the PDF does not contain any security passwords.

PDF deadline is 21 February 2020
Mobile App deadline is 10 April 2020

MOBILE BANNER USD$600
(640x100 pixels) mobile
(460x200 pixels) tablet
SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities provide additional avenues to promote your organization to conference attendees. Among the opportunities available to sponsor: special events, preconferences, featured speakers, concurrent sessions, poster sessions, receptions, and more. For a comprehensive list of sponsorship opportunities and the corresponding benefits, refer to the attached descriptions or call ICA's conference department at +001-202-955-1444 x106 or email us at conference@icahdq.org.

Potential Events to Sponsor

- PLENARY SESSION
- FELLOWS’ BREAKFAST
- OPENING RECEPTION
- DIVISION/INTEREST GROUP RECEPTION
- PLENARY POSTER SESSION
- PRESIDENTIAL RECEPTION
- KEYNOTE SPEAKER
- PAST PRESIDENTS’ BREAKFAST
- WIRELESS INTERNET
- GRADUATE STUDENT RECEPTION
- REFRESHMENT BREAKS

Sponsor a Refreshment Break

Exhibitors/Advertisers may sponsor morning or afternoon refreshment breaks for a US$1,500 fee. These sponsors are recognized in the ICA Conference Program, the Conference Mobile App and in conference signage. ICA staff makes all necessary arrangements for the refreshments.

Additional Opportunities

For further information or assistance on either exhibiting at the ICA conference or advertising in the ICA Official Conference Program or Conference Mobile App, please contact: The Conference Team at conference@icahdq.org.
New Sponsorship Opportunity: CORPORATE SPOTLIGHT SESSION

New this year, ICA will now allow registered exhibitors/sponsors to hold up to three paid sessions at the conference (pending room availability). The rules for the awarding of these sessions are as follows:

- The company must be a paid current exhibitor and/or Sponsor of the conference.

Approved sessions WILL be listed in the main program among the regular educational sessions, and each will be designated as a "CORPORATE SESSION: HOSTED BY: _____ ”

- The cost for each session is US $750. Sessions are typically 75 minutes and room sizes vary from 60 pax to 250 (please submit your desired room capacity when you submit your request). The company must submit payment for the session fees (and booth or sponsorship) prior to 1 April, or the sessions will be removed from the program. Most larger rooms come with A/V equipment already installed and there will be no additional fee. In the case of some smaller meeting rooms (fewer than 20 pax), equipment will need to be added for a fee as these rooms are not typically used for presentations.

- Based on past experience, companies hosting sessions are encouraged to offer ICA member discounts on products as a means of increasing attendance.

To book a corporate session, please use this link to submit your request and you will be contacted for further information if needed. In the final text box on the form, please mention that this is a corporate session and your company name.

## PLATINUM SPONSORSHIP

**$15,000 FIFTEEN THOUSAND USD**

There is only one Platinum sponsorship available for purchase. The Platinum sponsorship package contains:

### Advertisement
- two full-page ads in the Conference Program
- inclusion of the sponsor page of the conference program
- ICA will send an email to pre-registered conference attendees promoting sponsor

### Online Media
- sidebar ad on the ICA website for four months
- two full-page ad in the online ICA Newsletter
- inclusion of the sponsor page of the mobile app
- mobile app banner ad

### Exhibit
- right to first exhibit booth selection
- 10'x10' (3mx3m) space in the conference exhibit area
- four conference registrations
- logo displayed on entrance unit to exhibit hall

### Events
- exclusive sponsor of five events at the conference

## GOLD SPONSORSHIP

**$10,000 TEN THOUSAND USD**

The Gold sponsorship package contains:

### Advertisement
- one full-page ad in the Conference Program
- inclusion of the sponsor page of the conference program
- ICA will send an email to pre-registered conference attendees promoting sponsor

### Online Media
- sidebar ad on the ICA website for three months
- one full-page ad in the online ICA Newsletter
- inclusion of the sponsor page of the mobile app
- mobile app banner ad

### Exhibit
- 10'x10' (3mx3m) space in the conference exhibit area
- four conference registrations
- logo displayed on entrance unit to exhibit hall

### Events
- non-exclusive sponsor of five events
<table>
<thead>
<tr>
<th>Mobile App Sponsorship Package</th>
<th>MOBILE APP SPONSORSHIP</th>
<th>$7,500 SEVEN THOUSAND FIVE HUNDRED USD</th>
<th>SILVER SPONSORSHIP</th>
<th>$5,000 FIVE THOUSAND USD</th>
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<tbody>
<tr>
<td>Advertisement</td>
<td>one half-page ad in the Conference Program</td>
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<td>one quarter-page ad in the Conference Program</td>
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<td></td>
<td>inclusion of the sponsor page of the conference program</td>
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<td>inclusion of the sponsor page of the conference program</td>
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<td></td>
<td>ICA will send an email to pre-registered conference attendees promoting sponsor</td>
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<td>ICA will send an email to pre-registered conference attendees promoting sponsor</td>
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<tr>
<td>Online Media</td>
<td>sidebar ad on the ICA website for two months</td>
<td>mobile app splash page</td>
<td>sidebar ad on the ICA website for one month</td>
<td>mobile app banner ad</td>
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<td></td>
<td>inclusion of the sponsor page of the mobile app</td>
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<td>inclusion of the sponsor page of the mobile app</td>
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<td></td>
<td>mobile app banner ad</td>
<td></td>
<td>mobile app banner ad</td>
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<tr>
<td>Exhibit</td>
<td>10'x10' (3mx3m) space in the conference exhibit area</td>
<td>non-exclusive sponsor of three events</td>
<td>10'x10' (3mx3m) space in the conference exhibit area</td>
<td>non-exclusive sponsor of one event</td>
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<tr>
<td></td>
<td>four conference registrations</td>
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<td>four conference registrations</td>
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<td>logo displayed on entrance unit to exhibit hall</td>
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<td>logo displayed on entrance unit to exhibit hall</td>
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## Sponsorship Options

<table>
<thead>
<tr>
<th>Platinum Sponsorship (Only one available) USD$15,000</th>
<th>Gold Sponsorship USD$10,000</th>
<th>Mobile App Sponsorship USD$7,500</th>
<th>Silver Sponsorship USD$5,000</th>
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<tbody>
<tr>
<td><strong>Advertiment in the Conference Program</strong></td>
<td>Two full-page ads in the Conference Program</td>
<td>One full-page ad in the Conference Program</td>
<td>One half-page ad in the Conference Program</td>
</tr>
<tr>
<td><strong>Sidebar Ad on the ICA Website</strong></td>
<td>Four month ad</td>
<td>Three month ad</td>
<td>Two month ad</td>
</tr>
<tr>
<td><strong>Right to First Exhibit Booth Selection</strong></td>
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<td><strong>Exclusive Sponsor of Five Events at the Conference</strong></td>
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<td><strong>Two Full-Page Ad in the Online ICA Newsletter</strong></td>
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<tr>
<td><strong>One Full-Page Ad in the Online ICA Newsletter</strong></td>
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<tr>
<td><strong>Non-Exclusive Sponsor of Five Events</strong></td>
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<td><strong>Non-Exclusive Sponsor of Three Event</strong></td>
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<tr>
<td><strong>Non-Exclusive Sponsor of One Event</strong></td>
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<tr>
<td><strong>Inclusion of the Sponsor Page of the Conference Program and Mobile App</strong></td>
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<tr>
<td><strong>10'x10' (3mx3m) Space in the Conference Exhibit Area</strong></td>
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<td><strong>Four Conference Registrations</strong></td>
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<tr>
<td><strong>Mobile App Splash Page</strong></td>
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<tr>
<td><strong>Mobile App Banner Ad</strong></td>
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<tr>
<td><strong>ICA Will Send an Email to Pre-Registered Conference Attendees Promoting Sponsor</strong></td>
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<tr>
<td><strong>Logo Displayed on Entrance Unit to Exhibit Hall</strong></td>
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Information & Regulations

The information provided below will help you prepare for your exhibit at the 70th Annual Conference of the INTERNATIONAL COMMUNICATION ASSOCIATION. The conference will be held at the Gold Coast Convention and Exhibition Centre & the Star Casino and Hotel in Gold Coast, Australia. Dates for the meeting are 21-25 May 2020. Please read the information below carefully. We look forward to having you at our conference in Gold Coast.

LOCATION OF EXHIBITS
The Exhibit Hall will be located in Arena 2 of the GCCEC. The space is adjacent to the registration area, and in shared space with both refreshment breaks and the poster sessions, for maximum traffic to the booths.

EXHIBIT SET UP
Exhibits must be set up on Thursday, the 23rd between 1:30pm and 5:30PM and dismantled on Sunday, the 24th after the exhibit hall closes at 3:00pm.

EXHIBIT HOURS
This year’s meeting follows a THURSDAY through MONDAY pattern. Please observe the schedule listed:

| Thu, 21 May | 1:30pm-5:30pm | SET-UP |
| Fri, 22 May | 9:00am-5:00pm |
| Sat, 23 May | 9:00am-5:00pm |
| Sun, 24 May | 9:00am-3:00pm |
| Sun, 24 May | 3:00pm-5:00pm | TEARDOWN |

REMOVAL OF EXHIBITS
Exhibitors expressly agree not to begin packing or dismantling their exhibits until the official convention breakdown starting time at Sunday, 24 May at 3:00pm. Such premature action is cause for expulsion from future conferences. It is the responsibility of the exhibitors to arrange for return shipment of exhibit material, properly labeled, before departure. A service desk for this function will be provided at the facility to assist you.

NO ASSIGNMENT
The rights of an exhibitor are not assignable to any other persons or firm whatsoever. Identification badges for booth personnel are not transferable. Admission will be by badge only. Each exhibitor shall be entitled to free registration badges on a limited basis for the sole use of the exhibitor’s personnel.

EXHIBIT EQUIPMENT AND SERVICES
Each space is 3m x 3m with and 8’ backdrop and 1m side rails. Displays must not be higher than 2.4m in the back and 1m on the side dividers along the aisles. In addition to the use of the exhibit space for 3 days, (22-24 May) the price of the space includes one 2.4m draped table, two side chairs, one tow-line ID sign, and four conference registrations. Please contact the ICA headquarters if you have additional questions. ICA is contracting with a drayage company who will contact all exhibitors prior to the conference.

LIGHTING AND ELECTRICAL WORK
All electrical work must be ordered through the convention venue. All cloth draping and/or display materials must be fire retardant.

FOOD AND BEVERAGE
Any exhibitor planning to dispense food and/or beverages as part of their display or exhibit is required to order such items from the official catering facility at the venue. You will need to work directly with the venue for all catering needs.

CHARACTER OF EXHIBITS
The Executive Director of the International Communication Association, Inc., reserves the exclusive right to decline or prohibit any exhibit, part of an exhibit, person, advertisement, souvenir or other feature or action deemed objectionable and/or potentially harmful to the high standards of the Annual ICA Conference. All public space in the exhibit area and throughout the conference venue is under joint control of the ICA Executive Director and the Gold Coast Convention and Exhibition Centre and shall not be used for exhibit purposes without expressed written consent. If the operation of any equipment or apparatus produces noises or vibrations of sufficient volume, or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation. ICA endorses equal employment opportunity practices and accepts, on a priority basis, only exhibit applications from organizations that are not
discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, physical ability, marital status, mental disability, or sexual orientation. Exhibits must be staffed at all times during exhibit hours. Exhibits must NOT be disturbed, dismantled, or removed before 3:00 pm, Sunday, 24 May.

GDPR
By contracting to exhibit at ICA, you have opted in to receive emails from ICA (and our official vendors) about our events, products, services and conference related logistics. We do not share, sell, or rent email addresses. Each communication from ICA will come with a link to unsubscribe or modify your preferences. The new European Union General Data Protection Regulation (GDPR) provides protection of natural persons with regard to the processing of personal data and on the free movement of such data, effective 25 May 2018. GDPR sets new standards and compliance requirements for every company that holds or processes personal data. ICA is committed to high standards of information security, data privacy, and transparency, and to managing data in accordance with legislation and regulation, including but not limited to GDPR. ICA attests that it will comply with applicable GDPR regulations, and we encourage our exhibitors to become familiar with GDPR and to adapt their business processes, data management practices, and integrations to meet their GDPR obligations.

MATERIAL SHIPPING, RECEIVING, AND HANDLING
ICA will contract with a drayage company for the handling of all exhibit material. Your exhibit material must be sent by the drayage company. We are also contracting with a customs broker to facilitate your shipments into the conference venue. It is advisable to use the customs broker to ensure the delivery of your materials.

OFFICIAL EXHIBIT SERVICE COMPANY
Approximately six weeks prior to the conference, each exhibitor will receive an Exhibitor’s Service Kit containing order forms, rental costs of booth furniture, additional draping, accessories, special work (such as carpentry, painting, additional signs, electrical work, floral decorating, photography, etc.) and information concerning shipment of exhibit materials. Exhibitors must contact ICA Conference Management before contracting with any outside contractors.

DELIVERIES
All packages sent to the convention center should be sent prepaid. Packages sent C.O.D. will be refused by the venue, and the convention center will make no notifications to the shipper. The Package Room does not assume or accept any responsibility for shipments out of the venue. Persons who ship parcels out of the venue must have a method of payment or ship C.O.D. Shipments should arrive at the GCCEC at least three (3) working days, but not more than five (5), before the first day of the event. Handling charges will apply. The Package Room will not accept deliveries of crates or exhibit materials, so these deliveries must be coordinated through the exhibit company.

DO NOT SEND EXHIBIT MATERIALS TO ICA HEADQUARTERS.

SHIPMENT OF MATERIALS
Please refer to the exhibitor service manual for all directions on shipping material to the conference.

LIABILITY & INSURANCE
Be sure all of your merchandise, display equipment and materials are fully covered against fire, theft and all hazards while in transit to and from your space and for the duration of the conference. After materials are released by the freight line, the line is not responsible for condition, count or contents, until such time when the materials are again picked up for removal after the close of the exhibits. All orders received by the show contractor prior to removal of materials are subject to final count and correction made at time of actual removal. The handling of loose conference materials or those inadequately packed will be done at exhibitor’s risk. Neither the show contractor, the Association, nor the hotel is responsible for damages to such materials, nor will any of the above be responsible for concealed damages of material arriving and departing in cases, crates, cartons, packages, etc. Exhibitors are
responsible for their individual exhibits during hours when the exhibit area is open. The association will have security guards roaming the area at the close of each day, however, neither the association, the show contractor nor the hotel assumes any liability for loss and exhibitors are requested to take normal precautions at all times.

SECURITY
Convention Center personnel will be on duty during the day events. Each exhibit must be staffed during exhibit hours. ICA will provide minimum security overnight. The exhibit space is located in Arena 2, ICA recommends removing any valuable property overnight.

JOINT EXHIBITS FOR PUBLISHERS
ICA will offer a joint exhibit for publishers unable to send a representative to the conference. For a reduced fee, ICA will exhibit individual titles from any one publisher. Interested publishers/exhibitors should send an application to Katie Wolfe at the ICA Headquarters requesting the joint exhibit option. It is the sole responsibility of the exhibitor to send the materials to the conference center. There may be charges for any pickup, delivery, and/or storage of your materials under this arrangement. ICA will NOT be liable for any materials exhibited in this manner nor will ICA return such materials. Exhibitor assumes the entire responsibility and liability for losses, damages and claims and agrees to indemnify, defend and hold harmless the INTERNATIONAL COMMUNICATION ASSOCIATION and the convention center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises or the Exhibitor’s activities. The Exhibitor understands that neither the INTERNATIONAL COMMUNICATION ASSOCIATION nor the convention center maintain insurance covering the Exhibitor’s property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

TERMS AND CONDITIONS OF PAYMENT FOR EXHIBITING, ADVERTISING AND SPONSORSHIPS
Full payment must accompany this form. All advertising copy/artwork to be included in the conference program must be received no later than 21 February 2020 and for the conference mobile app no later than 10 April 2020. Cancellation deadlines are as follows:
• Full refund for cancellations received on or prior to 21 February 2020.
• No refund for cancellations received after 21 February 2020.

CONTRACTUAL AGREEMENT
All matters and questions not covered by these regulations are at the discretion of the ICA Conference Committee and/or Management and may be amended at any time. Any amendments to this document shall be equally binding upon publication on all parties affected by them, as are the original regulations. In the event of a dispute between an Exhibitor and the Conference Director, it is agreed that the dispute may be referred to the Executive Director of the International Communication Association for binding arbitration.

SLEEPING ROOM ARRANGEMENTS
ICA has very favorable room rates inclusive of high-speed internet access (WIFI). For room reservations, the preferred method is online. The ICA Conference Team will provide a private link for a room block for exhibitors.

AIRFARE
There is no official airline for this Annual ICA Conference. Attendees should make any reservations through the website of the airline of their choice.

GENERAL
These regulations in their entirety, the official booth brochure, and enclosed attachments, if any, are a part of the contract between the exhibitor and the INTERNATIONAL COMMUNICATION ASSOCIATION. They have been formulated in the mutual interest of the exhibitor, ICA and the conference facility. The Association respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decisions of the Association. The Association reserves the right to make any changes necessary to the best interests of the conference. These rules are intended to be clear and complete. However, should any disagreement or controversy arise concerning interpretation of these rules, regulations and
information, or should a situation arise not adequately or specifically covered by these rules and regulations, then it is expressly agreed that the interpretation or the decision of the authorized agent of the International Communication Association with reference to such situation shall be conclusive, final and binding on all parties concerned or otherwise involved. In the event the exhibitor shall persist in the violation of any covenants or interpretations of these rules and regulations, after notice thereof, the Association may in its sole discretion cause the exhibitor's display to be promptly closed. The Association, the show contractor, and the hotel facility shall not in any manner or for any cause be liable or responsible to the exhibitor for any injury or damage to him, his employees or his goods or other property brought upon the premises where the exhibit is held, and any and all claims for such injuries or damages are hereby waived. The exhibitor shall not assign or sublet any of the space granted to him as herein before set forth. ICA will make every effort to accommodate the space needs of exhibitors. It should be understood, however, that space is allocated on the basis of its availability at the time that a formal exhibit space contract is executed. Any estimates or other statements by ICA personnel concerning the anticipated availability of space are estimates only and do not serve to reserve, set aside or guarantee any space. ICA shall not be bound by any oral statement, but only by the formal space reservation agreement entered into between the Association and the exhibitor. In the event that the exhibitor desires to have the goods and other property brought upon the premises in which the conference is held insured against loss by fire or other casualty, he shall obtain such insurance at his own expense. The Association will not be responsible for the safety of such exhibits or the protection of such property against fire, theft, accident, damage in transit to the convention site or to the exhibitor's booth or other cause. The exhibitor shall have the right, subject to the provisions herein contained, to arrange his exhibit within the space allotted to him in the manner deemed by him best fitted for displaying and demonstrating the goods manufactured and/or sold by him. This right, however, is subject to the power and authority of the Association to require the exhibit to be arranged in such manner as not to interfere with other exhibits, and in particular those in close proximity to such exhibit of the exhibitor. The Association reserves the right to prohibit the arrangement of the exhibit or the display of any article therein in any manner that in its opinion is not in keeping with the nature and character of the entire conference or not in harmony with the other exhibits and the decorations of said building, to the end that the entire conference shall present unified appearance without any elements therein contained that will clash with or destroy in any way the advertising force of any other exhibit. The Association further reserves the right to prohibit any arrangement of the exhibit that in its opinion may in any way cause danger to persons attending the conference or any risk of injury to them.

For further information or assistance, please contact: Katie Wolfe, Manager of Conference Services, kwolfe@icahdq.org or conference@icahdq.org.
Company/Organization ................................................................. Contact .................................................................
Address .......................................................................................... City ..........................................................................................
State/Country ....................................................................................... Postal Code ............................................................................
Phone ................................................................................................. E-mail .....................................................................................
GST Number (optional, if you have a GST number please provide here) .................................................................

1) Trade Show Exhibit Space
   ....Exhibit space & full-page program ad......USD$1,600
   ....Exhibit space & half-page program ad......USD$1,300
   ....Exhibit space & quarter-page program adUSD$1,100
   ....Exhibit space only (no program ad).........USD$900

2) Joint Exhibit Space
   ....Joint exhibit space (non-staffed)...USD$125 per title

3) Conference Mobile App
   ....Banner Ad......................................................USD$600
   ....Banner App & Half-page program ad......USD$1,000

4) Conference Program Advertising
   ....Quarter-page Ad............................................USD$300
   ....Half-page Ad..................................................USD$600
   ....Full-page Ad...................................................USD$1,000

5) Event Sponsorships - US$.......................................................
   Event Name.............................................................

6) Corporate Spotlight Session - US$750
   Hosted By..............................................................

7) Sponsorship Refreshment Breaks USD$1,500 ea
   Friday, 24 May □ AM  □ PM
   Saturday, 25 May □ AM  □ PM
   Sunday, 26 May □ AM

8) Sponsorship Packages**
   □ Platinum......USD$15,000  □ Gold......USD$10,000
   □ Mobile...........USD$7,500   □ Silver.......USD$5,000
 **Refer to the attached Sponsorship Benefits/Events Package for a full listing of benefits.

PAYMENT COMPUTATION
1) Total Exhibit Space.................................................................
2) Total Joint Exhibit.................................................................
3) Total Mobile App .................................................................
4) Total Program Advertising....................................................
5) Total Event Sponsorships.....................................................
6) Corporate Spotlight Session..............................................
7) Total Refreshment Breaks...................................................
8) Total Sponsorship Packages................................................
TOTAL AMOUNT DUE (USD)*** ...................................................

***Prices do not include GST. If applicable, GST will be added to your invoice.

Authorization - Payment Due with Contract
☐ I have read and agree to abide by the ICA 2020 Conference Regulations outlined in this packet. Furthermore, I understand that the Conference Committee and/or management of ICA shall interpret all of said regulations, and the parties hereto shall be bound by such interpretation.

Signature........................................................................................................Date.

Please bill my:  ☐ Master Card  ☐ Visa  ☐ American Express  ☐ Check enclosed made payable to ICA

Name as it Appears on Card: ...........................................................................

Account Number..................................................................................................Expiration Date............................................................................CVV............................................................................................

Return form to conference@icahdq.org. For more information, call +1.202.955.1444, fax +1.202.955.1448 or e-mail conference@icahdq.org.
Event Area

The Exhibit hall is located in Arena 2. Exhibit booth locations are assigned on a first-come, first-served basis and contract must be accompanied with payment or letter or intent. Conference sponsors receive preferential placement.
SUSTAINABILITY EFFORTS

The International Communication Association is committed to working toward sustainable/green meetings. Anything you can contribute to this effort as an exhibitor is greatly appreciated.

Please consider:

» Using recycled, recyclable and/or environmentally friendly materials
» Using biodegradable or recycled packing materials
» Using carbon offset programs for shipping and freight
» Donating left over exhibit materials to local universities or charitable organizations
» Using sustainable giveaways
» Minimizing the use of collateral materials
» Consider using interactive displays rather than traditional book/journal displays

We appreciate your efforts to work with ICA on our sustainable meeting goals.
We look forward to forging a valuable partnership with you.

Please contact us at
conference@icahdq.org

International Communication Association
1500 21st Street N.W., Washington, D.C., USA 20036

Phone
01 (202) 955 1444

Email
conference@icahdq.org

Website:
www.icahdq.org