

ANNUAL

IIE CONFERENCE & EXPO | 2010

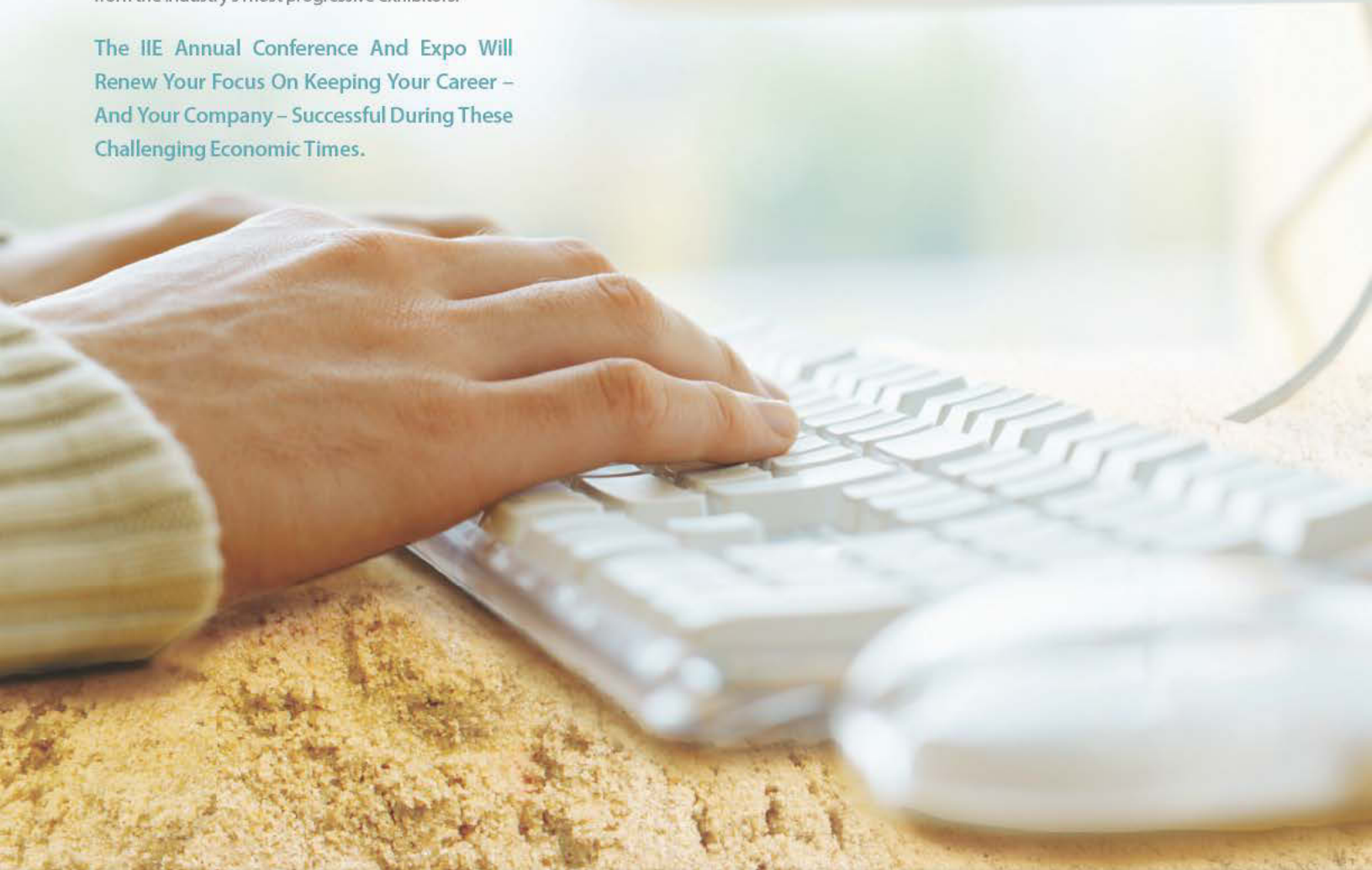
Fiesta Americana Grand
Coral Beach Hotel

Cancún, Mexico

June 5–9, 2010

Rejuvenate your career with sessions and workshops targeted to your interests in driving and improving quality and efficiency. Network with peers, award winners and keynote speakers who can inspire and share best practices. Learn about the latest innovations from the industry's most progressive exhibitors.

The IIE Annual Conference And Expo Will Renew Your Focus On Keeping Your Career – And Your Company – Successful During These Challenging Economic Times.



SPONSOR & EXHIBITOR PROSPECTUS

www.iienet.org/annual/exhibits

CONFERENCE OVERVIEW

The 2010 IIE Annual Conference & Expo will attract an international audience of business professionals and academia representatives from the industrial engineering and related professions. The 2009 conference attracted attendees from more than 30 countries. The exciting destination of Cancún, Mexico will help draw more of our ever growing attendance.

The four days of the conference will be filled with a variety of activities:

- Educational Sessions
- Exhibits
- Meetings
- Special Tours
- Honors and Awards Dinner and Ceremony
- Student Activities
- Workshops
- Networking Opportunities
- Interesting and Informative Keynote Speakers
- Opportunities for Vendor Presentations and Exclusive Sponsorships



And of course, don't forget the sights, recreational excitement and relaxation benefits of one of the world's premier vacation destinations - Cancún, Mexico.

As the economy continues to challenge corporations and businesses, the role of industrial engineers becomes more vital than ever before. The 2010 IIE Annual Conference & Expo is one of the best ways to market to the decision makers who will buy your products and services in the coming year.

Booth space is filling fast. More than 50% of capacity has been sold. Reserve your booth and exclusive marketing platform today before the best are taken. Difficult economic times create tremendous opportunities for selling better solutions, products and services. Those who continue to market during these periods are historically the ones who prosper the most during recovery periods. Don't miss this chance to enhance your business for the future.

HOT TOPICS INCLUDE:

- | | | |
|--------------------------------|--------------------------------|----------------------------------|
| Aerospace and Defense | Human Factors and Ergonomics | Production Planning & Scheduling |
| Computer & Information Systems | IE in Latin America | Quality Control and Reliability |
| Construction | IE in the Military | Service Engineering |
| Engineering Economics | Latin American | Simulation |
| Engineering Education | Lean | Social and Environmental Impact |
| Engineering Management | Logistics and the Supply Chain | Supply Chain Management |
| Engineering Management Systems | Manufacturing | Sustainability |
| Global Track | Manufacturing and Design | Systems Engineering |
| Health and Service Systems | Modeling and Simulation | Work Measurement |
| Healthcare | Operations Research | |
| Homeland Security | Process Industries | |

Contact Michelle Lorusso today at (770) 349-1127 or mlorusso@iienet.org

CONFERENCE REACH

More than 1,300 Leaders, Engineers and Department Professionals Charged with Improving Effectiveness and Quality in their Organizations

Business Consultants

Deans, Department Heads, Professors,
Associate Professors, Assistant Professors,
Doctoral Candidates, Research Scientists
and Research Assistants

Directors and Managers
of Manufacturing

Engineering and Store Operations

Ergonomists

Healthcare Management Engineers

Industrial Engineers

Lean Managers

Management Engineers

Manufacturing Engineers

Production Managers

Project Engineers

Project Managers

Quality Professionals

Safety Engineers

Six Sigma Leaders

Students

Systems Engineers

Vice Presidents



CONFERENCE SCHEDULE

SCHEDULE-AT-A-GLANCE*

SATURDAY, JUNE 5

Doctoral colloquium
New faculty colloquium
Conference registration opens
Networking reception

SUNDAY, JUNE 6

Conference registration open
Pre-conference workshops
Concurrent IERC research sessions
Student technical paper competition
Fellows meeting
CIE Meeting
Keynote presentation
Student simulation competition finals
Welcome networking reception in Exhibit Hall

MONDAY, JUNE 7

Conference registration open
Continental breakfast
IIE student chapter faculty advisor breakfast meeting
Keynote presentations
Student track
CIEADH Meeting
IAB Meeting
Executive roundtable
Exhibit hall open
Concurrent applied solutions sessions
Concurrent IERC research session
Student networking mixer
Honors and awards dinner
Honors and awards dessert reception

*This schedule is subject to change.

TUESDAY, JUNE 8

Conference registration open
Continental breakfast
Keynote presentations
Concurrent applied solutions sections
Concurrent IERC research sessions
Exhibit hall open
Featured speaker presentation

WEDNESDAY, JUNE 9

Conference registration open
Concurrent applied solutions sessions



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HOTEL AND TRAVEL**

Fiesta Americana Grand Coral Beach | Blvd. Kukulkán km. 9.5 | Cancún Hotel Zone | Cancún, Q.R., 77500, México

Attendees can make reservations by telephone, fax or by e-mail – Please identify yourself as part of the IIE group (group code GG5SW). Phone in reservations: 011-52-998-881-3200, or (800) 343-7821 (800# USA and Canada only). Fax: 011-52-998-881-3273. E-mail: Complete the attached reservation form and e-mail to res1facb@posadas.com

A limited number of rooms are available at the conference rate of \$185 USD single/double per night, plus 12 percent tax (subject to change). There will be an additional charge of \$40 USD for the third person. No more than three adults per room are allowed. There is no additional charge for up to two children 12 and under when sharing a room with one or two adults. The discounted room rate expires on Friday, May 13, 2010, or when the room block is full. The following gratuities will be applied to each room - \$5 USD per room, per day for house-keeping staff, \$7 per person roundtrip for bellstaff.

A two-night deposit will be charged fifteen (15) days prior to arrival in order to secure the guestroom. Cancellations made up to ten (10) days prior to arrival date will be refunded any deposits once hotel is notified. Cancellations made between nine (9) and zero (0) days prior to arrival date will be charged a penalty of two (2) nights plus tax. No shows will be charged a penalty of two (2) nights plus tax.



AIRLINE DISCOUNTS



Continental Airlines offers discounts off published fares of 2–10% or Zone fares. Book online at www.continental.com. Choose your flight times and access your meeting discounts by inserting the code: ZG1NA9BG4L in the Offer Code box. *Valid travel dates are from June 1-13, 2010.*



For reservations and ticketing assistance call the Delta Meeting Network at (800) 328-1111. Refer to the Meeting Ticket Designator/File Number: NY28D to receive your discount. *Valid travel dates are from June 1-12, 2010.*



A 25% discount on all domestic (within Mexico) routes and a 17 percent discount on all international routes operated by Mexicana Airlines to Cancún. To reserve provide the code: EMEX01FN. *Valid travel dates are from June 1-14, 2010.*

CAR RENTAL



Hertz is offering a 15% off qualifying affordable rates with unlimited mileage at participating locations in Mexico. Be sure to identify yourself as an IIE Annual Conference and Expo 2010 attendee. The PC# is 136474 and the CDP# is 1641833 and must be on your advance reservation to receive this special offer. *Valid from May 15–June 15, 2010.*



**Visit Hotel and Travel at www.iienet.org/annual for additional discount information and promotion codes.

EXPO HALL

The Expo Hall is where leading-edge companies can demonstrate new technologies, products and services, meet potential customers, solidify relationships with engineering professionals, recruit potential employees, and arrange meetings with key decision makers. The three-day event is designed to give you maximum exposure to the best target audience for your company.

Move-In:	Sunday, June 6	1 pm – 4 pm
Welcome Reception:	Sunday, June 6	6 pm – 7:30 pm
Expo Hall Hours:	Monday, June 7 Tuesday, June 8	10:15 am – 5 pm 10:15 am – 4 pm
Tear Down:	Tuesday, June 8	4 pm – 6 pm
Cost:	10' x 10' booth at \$2,950 10' x 20' booth at \$5,640 20' x 20' booth at \$11,150	



INCLUDES:

- Two full conference registrations per 100 square feet of exhibit space (additional booth personnel may purchase exhibit-only badges for \$140 each)
- Evening reception with attendees
- Two breakfasts with attendees
- Booth signage
- Skirted table with two chairs and waste basket (or 4 chairs for 10 x 20 booth)
- Hard-wall booth
- Marble (existing hotel flooring)
- Electrical (one standard electrical outlet)
- Cleaning service
- Company sign
- Virtual exhibition industry
- Reference on attendee newsletters
- Company description in on-site brochure



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EXHIBITOR AND SPONSOR MARKETING OPPORTUNITIES

INDUSTRIAL ENGINEER MAGAZINE ADS

Exhibitors get special reduced advertising rates in the June 2010 issue of *Industrial Engineer* magazine. Copies of the magazine are always grabbed up at the conference and shared back at the office.

Full-Page (4 color)	\$1,495
Half-Page (4 color).....	\$995
Quarter-Page (4 color).....	\$595



ON-SITE CONFERENCE PROGRAM ADS

Like the magazine, this program goes home with attendees and is shared. This is a great way to keep your organization's products and services top-of-mind with the prospects you meet at the conference and provide the additional ammunition they need to present the case for purchasing from you.

Back Cover (4 color)	\$995 SOLD
Inside Front Cover (4 Color)	\$895 SOLD
Inside Back Cover (4 color)	\$895
Full-Page (4 color)	\$795
Full-Page (b&w)	\$695
Half-Page (4 color).....	\$495
Half-Page (b&w).....	\$395



LITERATURE INSERT IN CONFERENCE ATTENDEE BAG\$500 per insert

Provide more detailed information about your products and services or make special on-site offers to conference attendees.

VENDOR PRESENTATION..... \$500

High-quality educational session presented by you to provide detailed product information. Session includes up to 50 minutes for you to present. Your session will be listed in the on-site conference program (if purchased by due date), Web site and promoted at the conference. *Sessions are limited to four vendor presentations per conference.*

Fee includes:

- Room set up
- LCD projector and screen
- Promotion in the program and Web site as well as on site. Add food and beverage for that extra benefit to potential customers, at an additional fee.

CUSTOM E-BLAST TO ATTENDEES

Pre-Show	\$750
Post-Show	\$900

E-NEWSLETTER BANNER AD

(Appears on all Conference e-newsletters)

120x240 pixels	\$1,500
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CONFERENCE WEB SITE BANNER AD

120x240 pixels	\$1,000
(for 6 months)	



EXHIBITOR AND SPONSOR MARKETING OPPORTUNITIES

WELCOME RECEPTION: Co-sponsor package.....\$10,000

ATTENDEE THANK YOU/CHECK-IN: Phone message from you to remind them to visit your booth.....\$1,000

AFTERNOON BEVERAGE BREAK: Give the attendees a chance to relax with a service provided only by you. Included signage and promotion in the on-site directory gives you the extra credit\$3,000

ALL TOUR TRANSPORTATION: For one low price, your company will be the primary sponsor of tour transportation, allowing us all to learn more off-site.....\$2,000

ATTENDEE BADGE LANYARDS: Everywhere you look, your company name and logo is hanging around attendees necks.....~~\$3,500~~
SOLD

ATTENDEE CONFERENCE BAGS: You have the exclusive chance to make a big impact with a bag everyone carries around the conference and takes home to use the rest of the year.....\$5,500

ATTENDEE CONFERENCE NOTEPAD: With so many sessions for note taking, every attendee will be thankful to have one place to keep it all organized\$3,000
(include a pen and it's only \$750 additional)

ATTENDEE CONFERENCE PEN: Attendees will see your contact and product info as well as your booth number every time they take a note! After the show, it will be on their desks reminding them to give you a call.....\$3,000
(include a notepad and it's only \$750 additional)

ATTENDEE CONTINENTAL BREAKFAST: Wake up to hot coffee, rolls and a smile from attendees who appreciate you for providing a morning bite. Includes signage and credit in the on-site directory.\$3,000 per day

ATTENDEE CYBER CAFÉ: Give the attendees a chance to check e-mail or, better yet, send a note about your product/service back to the home office. Signage and on-site credit included.....~~\$2,500~~
SOLD

ATTENDEE NETWORKING SOCIAL: After a long day at sessions and visiting exhibits, give attendees a cool drink with a wonderful assortment of hors d'oeuvres and you'll be the hit of the party. Includes signage and on-site credit\$10,000

BANNER ADVERTISING IN DAILY CONFERENCE E-NEWSLETTER: Every afternoon during and after the show, we send attendees (and those unable to attend) an update about conference schedules and events as well as updates from the show floor. Banner ads are placed on the e-newsletters to have your booth and product information. Limited

to four advertisers or save money and purchase all spots!

Exclusive sponsorship (for 3 days).....~~\$1,200~~
SOLD

BRANDED BOTTLED WATER:

Your name on each bottle secures a brand and booth reminder with every sip\$3,000 per 1,000 bottles

CONFERENCE PROGRAM ON-SITE DIRECTORY AND SESSION

DESCRIPTION/SCHEDULE: Provided to every attendee and used as the primary reference for all events, this book will be the one to stand out (and be taken home) with your product offering!

Full-page, color included:.....\$795

CONFERENCE SESSION PROCEEDINGS CD: After the show, when everyone's packed up and gone, attendees will be contacting us to get the CD of the taped sessions. Have your name and contact info on the CD cover when we send it out!.....~~\$2,250~~
SOLD

HOTEL ROOM KEYS (TWO-COLOR): How often do you get a chance to sponsor something that attendees hold onto throughout the show! Don't forget your booth number!~~\$2,450~~
SOLD

LITERATURE INSERT: Inserted in the conference bag before the attendee registers, your company's literature or postcard is the way to guarantee they see your message! Shipped to the hotel five days prior to the show.....\$500 per unique insert

LUNCH SPONSORSHIP: Exclusive sponsorship of a daily lunch for attendees. Signage and reference in the on-site directory will have everyone fed and ready to go!.....\$5,000 per day

PRE- AND POST-SHOW E-MARKETING: We'll send your custom message out via e-mail to all the registered attendees and those who have attended in the past. This is a great way to have them click to register for that special giveaway or demonstration at the show or take advantage after the show with your product savings offer for attending the show.

Pre-show\$750

Post-show.....\$900

SHOW MAGAZINE, INDUSTRIAL ENGINEER: Reserve your spot by May 1, 2010 for the publication that gets read by every member of IIE. Reach attendees and those that might not be attending the show. Full page, includes color\$1,495 (exhibitor rate)

**Sponsorships of Selected
On-Site Events Also Available!**

2010 IIE ANNUAL CONFERENCE AND EXPO

JUNE 5 - 9, 2010 | Cancun, Mexico | www.iienet.org/annual/exhibits

Contract For Exhibit Space, Advertising and Sponsorship

1. Exhibit Booth

- _____ 10' x 10' booth at \$2,950 (includes electric)
_____ 10' x 20' booth at \$5,640 (includes electric)
_____ 20' x 20' booth at \$11,150 (includes electric)

Booth Preference: 1. _____ 2. _____ 3. _____

2. Booth Traffic Drivers

a. Conference Bag Insert \$500 per insert Total Inserts: _____

b. E-Blast to Attendees

_____ Pre-Show \$750
_____ Post-Show \$900

c. Conference Web Page Banner Ad

_____ Six months \$1,000

d. Sponsored Lunch/Presentation \$5,000 each day

e. Daily Conference e-Update (for 3 days)

_____ All Banner Ads (up to 4) \$1,200
_____ Banner Ad (1) \$595

Non-Exhibiting Companies, Please Call or E-Mail for Pricing

3. Exhibitor Advertising Space & Rates

Please reserve the following advertising space in the show issue of Industrial Engineer magazine (includes 4 color):

_____ Full-page: \$1,495 _____ Half-page: \$995 _____ Quarter-page: \$595

Please reserve the following advertising space in the on-site conference program:

Back cover (4 color) ~~\$995~~ **SOLD**
 Inside front cover (4 color) ~~\$995~~ **SOLD**
_____ Inside back cover (4 color) \$895
_____ Full-page (4 color) \$795
_____ Full-page (black/white) \$695
_____ Half-page (4 color) \$495
_____ Half-page (black/white) \$395

Non-exhibiting companies, please call or e-mail for pricing.

4. Sponsorship Opportunities

Lanyards ~~\$3,500~~ **SOLD**
_____ Conference bags \$5,550
_____ Bottled water \$3,000 per 1,000 bottles
_____ Continental breakfast \$3,000/day
_____ Afternoon beverage breaks \$3,000 3 days
_____ Lunch sponsorship \$5,000 each day
_____ Conference note pad \$3,000
_____ Conference pen \$3,000
 Conference proceedings CD ~~\$2,250~~ **SOLD**
 Tour transportation, all tours \$2,000
 Cyber café ~~\$2,500~~ **SOLD**
 Conference Welcome Reception \$10,000
 Hotel Room Keys ~~\$2,450~~ **SOLD**

5. Exhibit Hall Badges

Two full conference registrations are included per 100 square feet of exhibit space. Additional booth personnel or guest hall passes (exhibit only) can be purchased for \$140 each:

Exhibit-only badges x \$140 = \$ _____

First exhibit-only name: _____

E-mail: _____

Second exhibit-only name: _____

E-mail: _____

Contact information (please print):

Company name _____

Contact name _____

Address _____

(Street address only/no P.O. Box or college building)

MS/Suite/Room _____

City _____

State/Province _____ ZIP/Postal Code _____

Country _____

Phone: _____

Fax: _____

E-mail: _____

Web site url: _____

Person to mail exhibit kit to: _____

Describe products and/or services to be exhibited in 50 - 60 words and send along with a high resolution jpg/gif/eps file (300 dpi or higher) of your logo to: AnnualExhibits@iienet.org.

First complimentary badge name: _____

E-mail: _____

Second complimentary badge name: _____

E-mail: _____

Totals:

1. Reserve exhibit booth \$ _____

2. Booth traffic drivers \$ _____

3. Exhibitor advertising space \$ _____

4. Sponsorship opportunities \$ _____

5. Exhibit-only hall badges \$ _____

GRAND TOTAL \$ _____

Payment information:

I authorize the amount of \$ _____ to be paid as indicated.

Credit card \$ _____

_____ Mastercard _____ Visa _____ AmEx

Credit card #: _____

Exp. Date: _____ Billing ZIP code: _____

Authorized signature: _____

Name on card (print): _____

Check: Payable to IIE and mail with application.

A check for \$ _____ is enclosed.

Check # _____

Questions:

Michelle Lorusso: (770) 349-1127, mlorusso@iienet.org

Doug Long: (770) 349-1109, dlong@iienet.org

Fax to (770) 263-8532 or mail this application to IIE at 3577 Parkway Lane, Suite 200, Norcross, GA 30092. You may also scan this document and attach it to an e-mail to AnnualExhibits@iienet.org.

Cancellation Policy: See Back of Contract

www.iienet.org/annual/exhibit

PARTICIPATION AGREEMENT

Terms and Conditions for Vendor Participation in the IIE Annual Conference & Expo 2010

Assignment of Space: The event sponsors (Hereafter, Sponsors) shall assign the booth, display and/or tabletop space as agreed to under this contract for the period of the display and such assignment: will be made no later than four weeks before the event. Location assignments will be on a first-come, first served basis and will be made solely at the discretion of the sponsors.

Use of Display Space: Company is allowed to distribute literature, run demonstrations, and sell products with the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. Company shall not assign to a third party its space or an portion of that space without the prior written consent of sponsors, which sponsors may grant or withhold at its sole discretion. If such permission is given, the Company shall assume full responsibility for the conduct of the assignee and all its representatives.

Company Events: Company shall not schedule or sponsor any event in connection with the conference, including without limitation: evening events, during a time that overlaps or conflicts with an Conference event published in the sponsors conference schedule.

Indemnity And Limitation of Liability: Neither the sponsors, co-sponsors, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage loss, harm, or injury to the person, property or business of the Company and/or its visitors, officers, agents, employees, or other representatives, resulting from theft, fires, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. The company shall indemnify, defend, and protect the sponsors and hold sponsors, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the conference or an actions of its officers, agents, employees, or other representatives. Under no circumstances will sponsor, co-sponsors, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall sponsors liability, under any circumstance, exceed the amount actually paid to it by the Company. Sponsors make no representations or warranties regarding the number of person who will attend the conference.

Observance of Laws: Company shall abide by and observe all laws, rules and regulations, and ordinances.

Cancellation or Termination By Exhibitor/Sponsor: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, sponsors shall determine the conference or any part may not be held. Sponsors may cancel the conference or any part thereof. In that event, sponsors shall determine and refund the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by sponsors.

Cancellation by Company: All payments made to sponsors under the application shall be deemed fully earned and non-refundable in consideration for expenses incurred by sponsors and sponsors lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Exhibitor may cancel or withdraw from the expo subject to the following conditions:

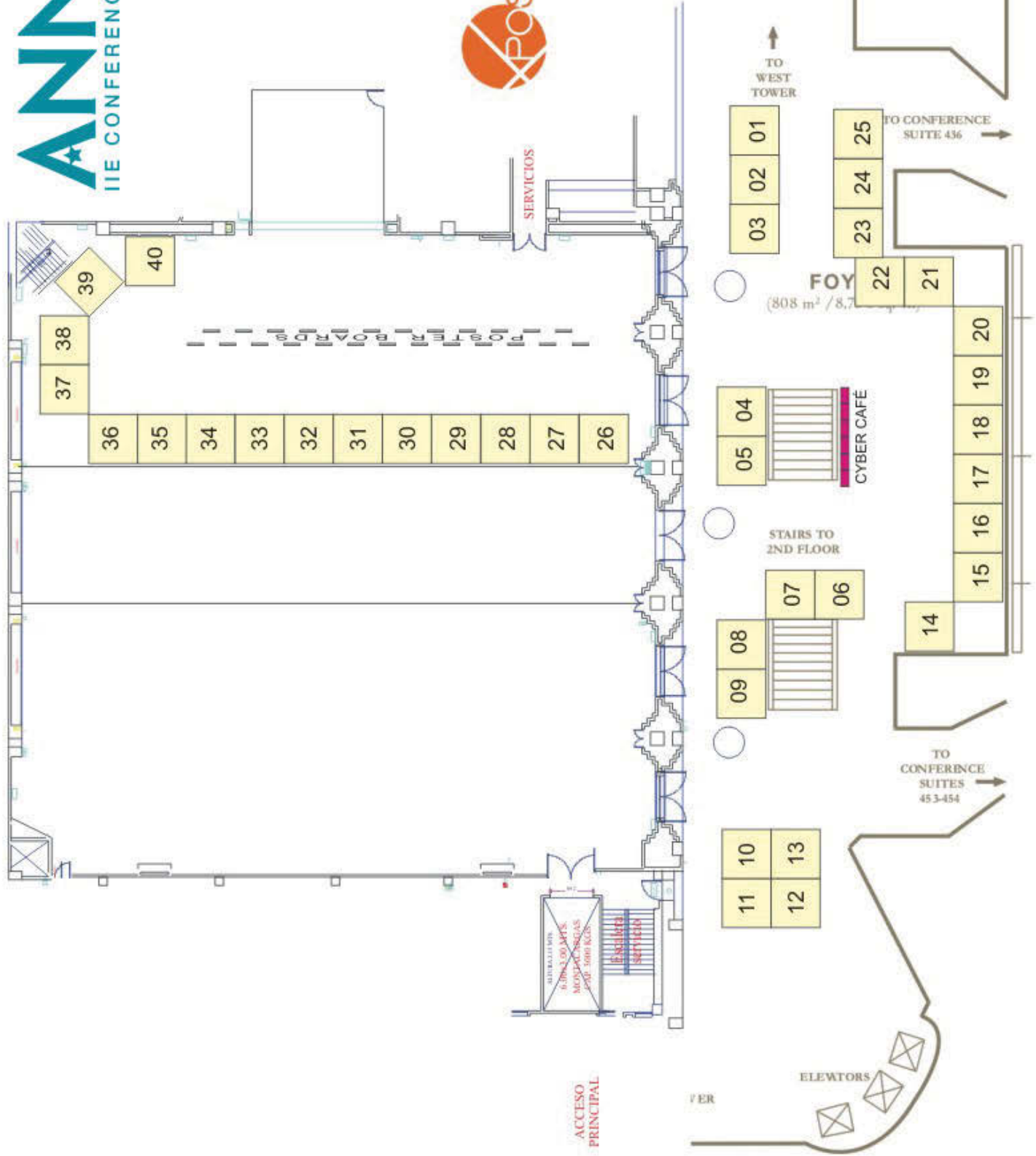
- The company shall give written notice of cancellation or booth reduction. Such notice will be considered official on the date of receipt by IIE.
- Cancellation or booth reduction notice received in writing by IIE on or before March 31, 2010, will result in a 50% refund of fee. After April 1, 2010, no refund will be given for cancellations or booth reductions. Faxes are accepted for credit card payment only to (770) 263-8532.

Company Conduct: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Sponsors reserve the right to eject from the conference an Company or Company representative violating those standards.

Agreement To Terms, Conditions and Rules: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by sponsors from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the Company and the sponsors concerning the subject matter of this application. Sponsors do not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by sponsor representative. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.

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TELEPHONES

REGISTRATION DESK

↑
TO WEST TOWER

SHOW ROOM

↑
TO CONFERENCE SUITE 436

FOYER
(808 m² / 8,700 sq ft)

CYBER CAFE

STAIRS TO 2ND FLOOR

↑
TO CONFERENCE SUITES 453-454

ACCESO PRINCIPAL

ELEVATORS

VER

REJUVENATE YOUR CAREER

ANNUAL

IIE CONFERENCE & EXPO | 2010

Cancún, Mexico

June 5-9, 2010

Exhibit dates: June 7-8
Conference dates: June 5-9



Reserve Your Exhibit Space Now!
www.iienet.org/annual/exhibit

Contact Michelle Lorusso today at
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Presented By:

