New Orleans, Louisiana
5 - 9 March, 2017
Exhibitor and Conference Patron Prospectus
New Orleans, Louisiana
5 - 9 March, 2017
As music and rhythm is the heartbeat of life, signal and information processing is the heartbeat of technology in our daily life. Held on March 5 - 9, 2017 at the Hilton New Orleans Riverside in the Jazz music capital, New Orleans, Louisiana USA, the goal of the 42nd International Conference on Acoustics, Speech, and Signal Processing (ICASSP 2017) is to have both music and information processing capture the hearts and souls of all the attendees. ICASSP is the world’s largest and most comprehensive technical conference focused on signal processing and its applications. The conference not only introduces new developments in the field but also provides an engaging forum to exchange ideas for researchers and developers. The theme of the ICASSP 2017 is “The Internet of Signals” which is the real technology and world behind the Internet of Things.

Some of the benefits enjoyed by exhibitors during ICASSP 2017 are:

- Promotion available through ICASSP 2017
- ICASSP is promoted internationally through various conferences and organizations
- www.ieee-icassp2017.org is easily navigated, current, and searchable
- www.ieee-icassp2017.org will link to your website
- Opportunity to recruit outstanding graduating students and meet with top researchers
- Solid technical program to draw attendees from around the world
- Recognition on the ICASSP 2017 smart phone app

Topics include but are not limited to:

- Audio and acoustic signal processing
- Sensor array & multichannel signal processing
- Bio-imaging and biomedical signal processing
- Signal processing education
- Design & implementation of signal processing systems
- Signal processing for communication & networking
- Image, video & multidimensional signal processing
- Signal processing theory & methods
- Industry technology tracks
- Signal processing for Big Data
- Information forensics and security
- The Internet of Things & RFID
- Machine learning for signal processing
- Speech processing
- Multimedia signal processing
- Spoken language processing
- Remote Sensing and signal processing
- Signal Processing for Brain Machine Interface
- Signal Processing for Smart Systems
- Signal Processing for Cyber Security
- Computational Imaging

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Taipei, Taiwan</td>
<td>1698</td>
</tr>
<tr>
<td>2010</td>
<td>Dallas, Texas</td>
<td>1905</td>
</tr>
<tr>
<td>2011</td>
<td>Prague, Czech Republic</td>
<td>2066</td>
</tr>
<tr>
<td>2012</td>
<td>Kyoto, Japan</td>
<td>2024</td>
</tr>
<tr>
<td>2013</td>
<td>Vancouver, BC, Canada</td>
<td>2431</td>
</tr>
<tr>
<td>2014</td>
<td>Florence, Italy</td>
<td>2463</td>
</tr>
<tr>
<td>2015</td>
<td>Brisbane, Australia</td>
<td>1780</td>
</tr>
<tr>
<td>2016</td>
<td>Shanghai, China</td>
<td>2317</td>
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</tbody>
</table>
For companies interested in recruiting students, ICASSP 2017 encourages the exchange of employment information. Traditionally, ICASSP attendees include over several hundred graduate students nearing the end of their programs of study, providing recruiters a great opportunity to seek out new and highly qualified applicants. Another event promoting interaction between companies and students will be the Student Career Luncheon held at ICASSP 2017.

Organizations are invited to exhibit their products and services at the 2017 IEEE International Conference on Acoustics, Speech, and Signal Processing at the Hilton New Orleans Riverside. It is expected that over 2,000 participants will join the combined technical program and product exposition, as well as other special events. The exhibit area is strategically located with respect to the main traffic flow of the conference activities. It will accommodate 33, 10 foot by 10 foot booth spaces.

| Conference Dates: | March 5-9, 2017 |
| Exhibition Dates:  | March 6-9, 2017 |
| Expected number of delegates: | Over 2,500 Engineers and Scientists |
| Booth Pricing: | |
| By January 20, 2017 | $2,500 USD per booth |
| After January 20, 2017 | $3,000 USD per booth |

**Exhibit Times:**
- **Monday, March 6**
  - Exhibitor move-in and set-up 13:00 – 17:00
- **Tuesday, March 7**
  - Exhibition open 09:00 – 17:00
- **Wednesday, March 8**
  - Exhibition open 09:00 – 17:00
- **Thursday, March 9**
  - Exhibition open 09:00 – 17:00
  - Exhibition close and move-out 17:00 – 20:00

*Note: this is a preliminary schedule and is subject to change.*
Conference Patron Opportunities:

New Orleans is one of the world’s most fascinating cities – it’s home to a truly unique melting pot of culture, food and music. Come down and experience New Orleans, one of America’s most culturally and historically-rich destinations. As the official New Orleans tourism guide, NewOrleansOnline.com is loaded with information on things to do, where to eat, great places to stay and more.

**Habanero Pepper Conference Patron (Exclusive) - $30,000.00**
- Two(2) preferred booth spaces in the exhibit hall
- Five(5) Conference delegate registrations inclusive of welcome reception
- Four(4) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee’s registration package
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2017 smart phone app
- Full page recognition in conference program*
- The patron may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 6ft high x 3ft wide)

**Cayenne Pepper Conference Patron - $20,000.00**
- A preferred booth space in the exhibit hall
- Three(3) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee’s registration package
- Full page recognition in conference program*
- Recognition on the ICASSP 2017 smart phone app
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- The patron may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 6ft high x 3ft wide)

**Tabasco Pepper Conference Patron - $15,000.00**
- A preferred booth space in the exhibit hall
- Two(2) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee’s registration package.
- Full page recognition in conference program*
- Recognition on the ICASSP 2017 smart phone app
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

**Jalapeno Pepper Conference Patron - $7,000.00**
- A preferred booth space in the exhibit hall
- One(1) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- Full page recognition in conference program*
- Recognition on the ICASSP 2017 smart phone app
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

**Bell Pepper Conference Patron - $5,000.00**
- One(1) Conference delegate registrations inclusive of welcome reception
  OR a booth space in the exhibit hall with two(2) exhibitor registrations inclusive of welcome reception
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2017 smart phone app
Conference Smartphone App - $10,000.00
- Patron logo to be displayed when the application loads
- Patron logo to feature on all smartphone application promotional materials
- Opportunity for patron to provide multimedia video to be viewed on the smartphone application

Networking Lounge - $10,000.00
- A dedicated and defined space within the exhibition area, with a lounge and coffee table provided.
- Corporate literature may be displayed in the delegate lounge (the patron to supply)
- The patron may provide a freestanding banner which will be positioned in the delegate lounge (maximum size 6ft high x 3ft wide)
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Phone and Electronic Device Recharging Station in lounge area

Delegate Bags - $8,000.00
- Logo to appear on the delegate bag alongside the ICASSP 2017 logo.
  The Organizing Committee reserves the right to source and select the delegate bag.
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Conference Workshop - $8,000.00
- Host and present a workshop at ICASSP 2017
  Workshop topics and registration method must be approved by Organizing Committee.

Delegate Badge Lanyard – $5,000.00
- Patron may provide lanyards with company logo to be used for conference delegate name badges (Estimated 2500)

Welcome Reception – $5,000.00
Welcome reception to be held on Sunday, March 5
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Patron may provide a free standing banner positioned at the entrance to the welcome reception (maximum size 6ft high x 3ft wide)
- Small signs on the tables at the welcome reception featuring the patron name and logo

Conference Breaks – $5,000.00
Breaks are Monday Afternoon, Tuesday, Wednesday, and Thursday
- Recognition on the website, featuring linked patron name and company logo, and the supported break.

Best Student Paper Contest Award - $2,500.00 per student award
ICASSP 2017 welcomes patrons for the Best Student Paper competition
- Naming the award
- Verbal recognition by the speaker at the announcement of the award
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Delegate Bag Insert – $1,000.00
- Patron may provide one(1) promotional item to be inserted into each of the conference delegate bags (Estimated 2500)

Student Career Luncheon Patron - $800 USD
- Access to Student CVs
- Distribution of job openings prior to the luncheon
- Permission to contact students via email following the conference
- Recognition on Student career web page
- Exclusive table and three reps can enjoy lunch for free
- Brief speaking slot at the luncheon

Student Career Luncheon Attendee - $100 USD
If a company does not sponsor the luncheon, the admission fee will be US$100 per person (max 3)
- Access to Student CVs
- Distribution of job openings prior to the luncheon
- Permission to contact students via email following the conference

*Artwork for black and white conference program advertisement due by January 20, 2017.*
## Patron Package Price (USD)

<table>
<thead>
<tr>
<th>Patron Package</th>
<th>Price (USD)</th>
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<tbody>
<tr>
<td>Habanero</td>
<td>$30,000</td>
</tr>
<tr>
<td>Cayenne</td>
<td>$20,000</td>
</tr>
<tr>
<td>Tabasco</td>
<td>$15,000</td>
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<tr>
<td>Jalapeno</td>
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<tr>
<td>Bell</td>
<td>$5,000</td>
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<tr>
<td>Exhibitor</td>
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<tr>
<td>Smartphone Application</td>
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<tr>
<td>Networking Lounge</td>
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<tr>
<td>Delegate Bag</td>
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<tr>
<td>Workshop</td>
<td>$8,000</td>
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<tr>
<td>Badge Lanyard</td>
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<td>Welcome Reception</td>
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<td>Conference Breaks</td>
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<td>Best Student Paper Award</td>
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<tr>
<td>Student Career Luncheon Attend</td>
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*Advanced rate, changes to $3,000 on January 20, 2017.

## Exhibitor Options

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<th></th>
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<th>Exhibitor</th>
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<td>Delegate Registration(s)</td>
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<td>Exhibition Booth(s)</td>
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<tr>
<td>Exhibitor Registrations</td>
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<td>Free Standing Banner</td>
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<td>Promotional Item in Delegate Bags</td>
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<td></td>
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<tr>
<td>Website and Conference Recognition</td>
<td>Yes Yes Yes Yes Yes</td>
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<tr>
<td>Conference App Recognition</td>
<td>Yes Yes Yes Yes Yes</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Advertisement in Conference Program</td>
<td>Full Page *</td>
<td>Full Page *</td>
<td></td>
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</tbody>
</table>

*Artwork for black and white conference program advertisement due by January 20, 2017.

General inquiries and exhibitor registration should be directed to:
Conference Management Services, Inc.
3833 South Texas Avenue, Suite #221
Bryan, Texas 77802 USA
Telephone: 979-846-6800
Email: exhibits@ieee-icassp2017.org
EXHIBITOR BASIC TERMS & CONDITIONS:

1. Display space will be assigned by the Conference in accordance with the conditions outlined in the DISPLAY SPACE ASSIGNMENT which forms part of this agreement. In the event of a duplicate application for the same space, the assignment priorities stated in the EXHIBIT RULES shall be used.

2. The Exhibitor shall remit 100% of the total booth rental at the time of registration and booth selection, as determined elsewhere in this agreement.

3. Materials and logos for any recognition in the conference program guide need to be received by CMS, Inc. no later than January 20, 2017.

4. In the event of cancellation of this agreement by the Exhibitor prior to the date of the conference, the Exhibitor will be eligible for a refund according to the following schedule:
   - Cancellation on or before February 26, 2017: 50% of booth rental
   - Cancellation after February 26, 2017: 0% of booth rental (no refund will be granted)

   The Conference reserves the right to reassign space, withstanding the cancellation fee.

5. In the event the Conference does not accept this agreement, the Exhibitor will be promptly notified, and the fees returned.

6. The Exhibitor agrees to accept from the Conference, billing for any charges rendered during the conference in conjunction with services performed or administered by the Conference and requested by the Exhibitor. These charges may include, but are not limited to, surcharges for materials or services requested by the Exhibitor through the Conference. All such charges are due and payable in full within thirty (30) days of receipt of an invoice from the Conference.

7. The Exhibitor agrees that the Conference or its sponsor(s) shall not be liable for any damages, whether to person or property, for any reason whatsoever by reason of use, occupation, or enjoyment of the space by the Exhibitor or any person therein with the consent of the Exhibitor, and that the Exhibitor shall indemnify and keep harmless the Conference and its sponsor(s) from all liability on account of such damage or injury, regardless of cause, by the Exhibitor, its representatives, agents, or contractors.

8. In the event the site of the conference shall, in the sole discretion of the Conference, be unfit for occupancy or substantially interfered with by reason of any cause(s) not within the control of the Conference, this agreement may be terminated by the Conference. “Cause” or “causes” may include, but shall not be limited to: fire, flood, epidemic, earthquake, explosion, accident, blockage, embargo, weather, governmental restraint or orders of restraint from local or national civil or military authorities, act of public enemy, riot or civil disturbance, inability to secure appropriate labor, impairment of transportation or facilities, or inability to obtain, for whatever reason, necessary supplies, equipment, or clearances, or by rule of federal or local law, or any circumstances deemed as act of God. Should the Conference terminate this agreement pursuant to the provisions of this section, the Exhibitor waives any and all claims for damage arising therefrom. The Exhibitor further agrees that the Conference liability is limited to a refund of monies paid prior to the termination. Should the conference be underway, the Exhibitor shall expect the Conference to adjust the refund to reflect a pro rata adjustment based on the number of hours the conference shall have been in operation prior to the termination. This provision shall not relieve the Exhibitor of any liability arising from the provisions of Section 6 above, and all monies due to the Conference in regard shall be paid notwithstanding.

9. Standard Exhibit Booth is 10 feet wide, 10 feet deep, and 8 feet tall. Includes one(1) desk, two(2) chairs and one(1) sign with company name.
EXHIBIT RULES:

These rules and regulations are supplemental to the EXHIBITOR BASIC TERMS AND AGREEMENTS, and they have been established for the protection of everyone. (The word “management” as used herein shall mean officers, committee members, or employees acting with authority from ICASSP 2017).

1. BOOTH IDENTIFICATION
Absolutely NO company identification may be placed outside the area of the booth. No identification may be placed on posts or pillars adjacent to booths occupied by exhibitors, or on carpeted areas of the aisles beyond the standard booth limits.

2. DISTRIBUTION OF SOUVENIRS AND SAMPLES
To achieve greater exposure and attention exhibitors may donate items to be given away in a daily door prize drawing if one is established by the conference management. Souvenirs or samples which have no resale or negotiable value may also be given away. Any distribution must be conducted within the exhibitor’s designated booth space. In all cases, exhibitors planning giveaways of any nature should make arrangement well in advance with the show management, which reserves the right to prohibit the distribution of anything which, in its opinion, is not in keeping with the character of the conference.

3. DISPLAY REQUIREMENTS AND RESTRICTIONS
All displays or exhibited materials must be fireproof to conform to local fire regulations. Displays must be self-supporting and nails or screw are not permitted in building floors or walls. Displays must be wholly confined within exhibitor’s booth and must not obstruct the clear view of nearby exits or other exhibits.

ALL WIRING ON BOOTHS OR DISPLAY FIXTURES MUST CONFORM TO LOCAL ELECTRICAL AND LOCAL FIRE DEPARTMENT REGULATIONS.

The side of any display cabinet or structure facing a side aisle, or adjacent exhibitor’s booth, must be finished or suitably decorated at the expense of the exhibitor erecting or installing such display.

No exhibit may exceed 8 feet high and that only within the area extending 3 feet from the back wall. Maximum height of the displays in the balance of the area is 8 feet, except that products to stand on the floor may extend higher than this limit, but must be positioned as close to the back wall as possible, to avoid blocking the view of adjoining exhibitors.

NOTE PARTICULARLY THAT NO PART OF A SIGN OR SOLID DISPLAY MAY EXTEND HIGHER THAN 8 FEET ABOVE THE FLOOR.

NOTE: ANY DISPLAYS NOT CONFORMING TO THE EXHIBIT SPECIFICATIONS OUTLINED IN THESE RULES MUST BE APPROVED BY THE CONFERENCE MANAGEMENT IN WRITING PRIOR TO THE MOVE-IN DATE.

4. BOOTH PERSONNEL & ACTIVITIES
With the exception of convenience help, such as secretaries or professional product demonstrators, all booth personnel must be REGULAR EMPLOYEES of the company, or its representatives, who are fully capable of explaining the technical aspects of products or processes on display at an appropriate level at the conference.

No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits wherever located, occurring during the hours ICASSP 2017 exhibits are open, or which detracts from the exhibit or convention operations. Only registered exhibitors may publicly advertise hospitality rooms and only on those bulletin boards provided in the exhibit area.
5. LIABILITY AND THEFT
Show and hotel management will not be responsible nor liable for injury to the person or property, nor loss of property of exhibitors, their guests, invitees, employees, or agents. Furthermore, the exhibitor agrees to defend or hold harmless the conference, its directors, employees, and agents from any liability of personal injury and loss or damage to property. EXHIBITORS SHOULD INSURE AGAINST SUCH CONTINGENCIES. Damage to inadequately packed property is exhibitor’s own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for the booth rental.
Exhibitors should be on hand to supervise during set-up and dismantling of products, projection equipment and other items of high value. At least one person should remain with the exhibit until visitors have left the premises at the closing hour each day.
At move-out, specific arrangement should be made to package or place under lock any items of extremely high value and especially items of general interest such as small instruments, walkie-talkies, high fidelity equipment, projectors, etc.

6. SUB-LETTING EXHIBIT SPACE
No exhibitor may assign, sublet or apportion any of the space contracted for by him/her or their company.

7. MATERIALS HANDLING
The handling of exhibitor’s material into and out of and within the exhibit buildings shall be at exhibitor’s expense. Exhibitor’s empty crates, boxes and cartons will be removed from the show area before the opening.

8. The entry to exhibit areas will be secured to prevent entrance by anyone not authorized by ICASSP 2017 management, or not wearing proper badge for admission to such areas outside of exhibit hours. A WATCHMAN SERVICE DOES NOT GUARANTEE EXHIBITORS AGAINST LOSS: NEITHER DOES IT IMPLY AN ASSUMPTION OF LIABILITY FOR EXHIBITOR’S PROPERTY BY THE CONFERENCE.
Any equipment to be removed from the exhibit area during the conference must be authorized by the Exhibit Manager in conjunction with the specific exhibitor.

9. INTERPRETATION OF RULES
Conference management shall have final authority as to the interpretation of these rules and their applications and shall have the authority to establish penalties in the event of violations.

10. AMENDMENTS TO RULES AND REGULATIONS
Conference management reserves the right to amend these rules and regulations or to make additions thereto.
Exhibit Times:
- Monday, March 6
  - Exhibitor move-in and set-up 13:00 – 17:00
- Tuesday, March 7
  - Exhibition open 09:00 – 17:00
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Note: this is a preliminary schedule and is subject to change.

Churchill
Hilton New Orleans Riverside

10'x10' booth
Poster board
Charging station

Exhibit Area
Networking Lounge

11 13 15
12 14 16
21 22 24 25 26
31 32 33 34 35