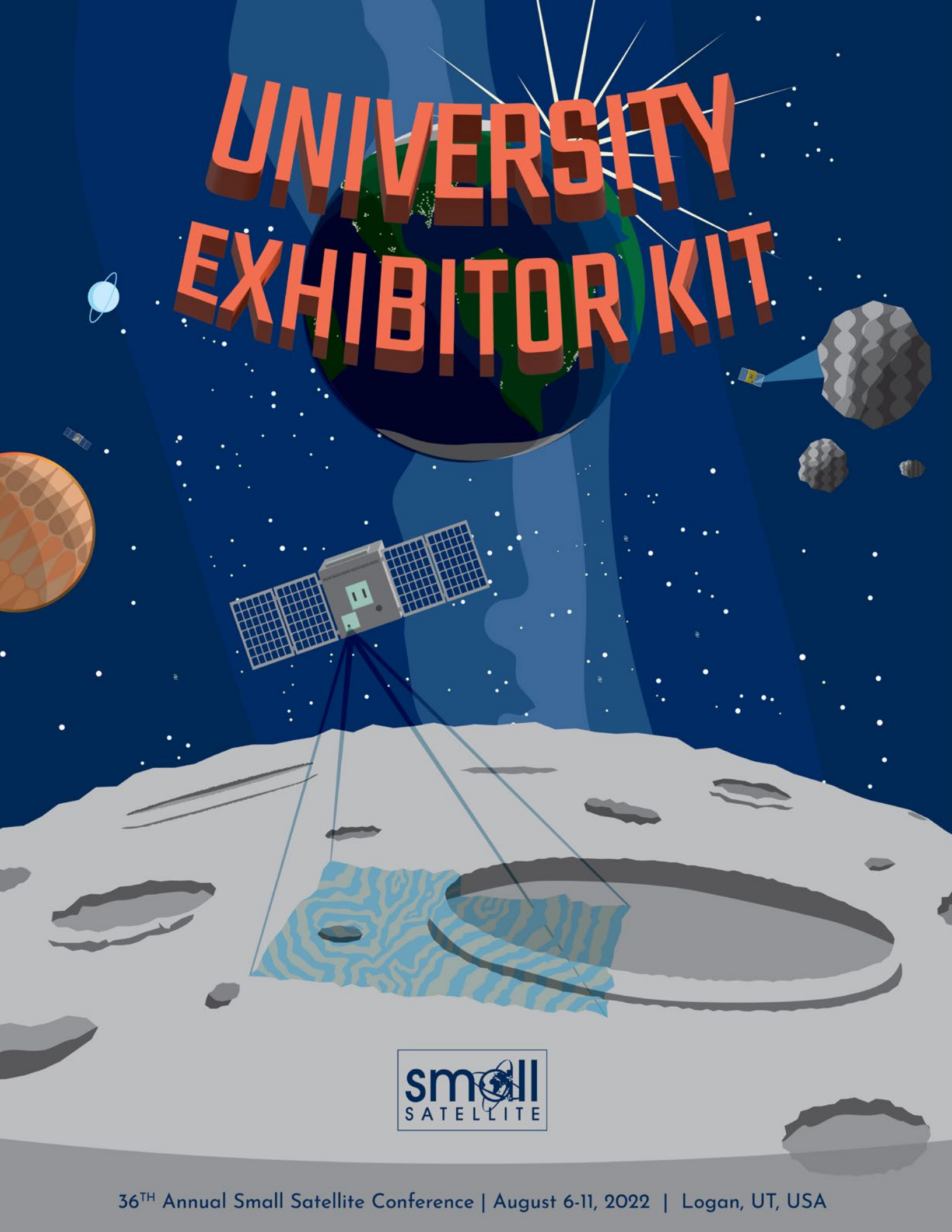


UNIVERSITY EXHIBITOR KIT



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POINTS OF CONTACT

SMALL SATELLITE CONFERENCE WEBSITE

<https://www.smallsat.org>

EXHIBIT MANAGER

Candace Malmstrom

Small Satellite Conference (435) 881-0193
416 East Innovation Avenue candace.malmstrom@sdl.usu.edu
North Logan, Utah 84341

DECORATOR SERVICES

Modern Exposition Services

Customer Services (800) 666-4564
424 South 700 East (801) 983-8160
Salt Lake City, Utah 84102 expo@modernexpo.com
www.modernexpo.com

LODGING & TRAVEL INFORMATION

Lodging Reservations

Contact properties directly.
Property listing available at
www.smallsat.org/travel/lodging

Cache Valley Visitor's Bureau

Toll Free: (800) 882-4433
Direct: (435) 755-1890
www.explorelogan.com

CONFERENCE ORGANIZING COMMITTEE

Pat Patterson

Chairman

Charles Swenson

Associate Chairman

Aaron Rogers

Technical Chair

Kerri Cahoy

Technical Chair
Pre-Conference Workshop

Stanley O. Kennedy, Jr.

Technical Chair
FJR Student Competition

Valerie Skarupa

Endowment Chair
FJR Student Competition

Marianne Sidwell

Conference Administrator

Candace Malmstrom

Exhibit Manager

Michelle Howa

Logistics Coordinator

Holly Gunther

Sponsorship & University Coordinator

GENERAL INFORMATION

INFORMATION FOR SHOW MANAGEMENT

- University Exhibitor Description (150-word Max) p.9
- Secure Overnight Storage p.3

DUE DATE

May 2, 2022
July 29, 2022

RETURN TO

Holly Gunther
Candace Malmstrom

GENERAL SHOW INFORMATION

The Small Satellite Conference is held in the Taggart Student Center (TSC) and the Fieldhouse buildings at Utah State university in Logan, Utah, USA. Technical oral presentations will take place in the Ballroom at the TSC. Poster Sessions, SmallSat Swifties, and Commercial Exhibits will take place in the Fieldhouse and Main Floor of the TSC. University Exhibits will be on the first floor of the TSC.

OFFICIAL SHOW HOURS*

SUNDAY, AUGUST 7, 2022	9:00 am - 6:00 pm	Check-in/Set-up Required**	
MONDAY, AUGUST 8, 2022	7:00 am - 10:00 am	Set-up	Exhibits must be set up by 10:00 A.M.
	11:00 am - 5:00 pm	Exhibits Open	
TUESDAY, AUGUST 9, 2022	9:00 am - 5:00 pm	Exhibits Open	
WEDNESDAY, AUGUST 10, 2022	9:00 am - 5:00 pm	Exhibits Open	
THURSDAY, AUGUST 11, 2022	9:00 am - 12:00 pm	Exhibits Open	
	12:00 pm - 8:00 pm	Take-down	
FRIDAY, AUGUST 12, 2022	8:00 am - 12:00 pm	Take-down	Freight must be picked up by 2:00 P.M.

*Exhibits must be staffed during all show hours, with the exception of lunch.

**Check-in on TSC 2nd floor. Any organization arriving later than Sunday, August 6 at 2:00 P.M. must notify show management by July 29, 2022

Note: Students are encouraged to attend technical sessions and therefore may leave the booth unattended. You are encouraged to have representatives at your booth during refreshment breaks and lunches. Consider alternating representatives while the rest of the team visits other exhibitors. Too many team members at your booth may discourage visitors. The conference facility is open to the public. Take special consideration as to the items left unattended in your booth. If you have items that you would like secured after exhibit hours, please contact show management by [July 29, 2022](#).

SHOW SET-UP & TAKE-DOWN

- Strict adherence to show set-up/take-down times is required
- Items ordered from or shipped through Modern Exposition Services will be placed in your exhibit booth for access upon arrival
- If any items are missing from your shipment or order, contact the on-site Modern Exposition Services representative immediately
- Take-down begins promptly at 12:00 P.M. on Thursday, [August 11](#).
- Exhibitors and/or hired contractors must have all exhibits dismantled and exit the exhibit area no later than 12:00 P.M. on Friday, [August 12](#)

CONFERENCE PARTICIPATION

- Exhibit registration does not include registration for the conference. Students and personnel participating in the exhibit must register for the conference. A discounted registration is available for students. Rates and registration details are available at www.smallsat.org
- The student registration rate includes admission to the pre-conference workshop conference technical sessions, program materials, conference giveaway, refreshment breaks, and luncheons.

GENERAL INFORMATION

COPIES/FAXES

A copy center is available on the lower level of the Taggart Student Center for all copying and faxing needs. Any service provided by the copy center will be at the requesting organization's expense.

LODGING INFORMATION

For a current list of hotels, please visit www.smallsat.org/travel/lodging.

Hotels fill quickly and it is **highly recommended** that you make reservations as soon as possible. When making your reservation, notify the hotel staff that you are attending the Small Satellite Conference.

INTERNET SERVICES

Complimentary wireless Internet service is provided to all exhibitors and participants

SECURITY AND INSURANCE

- There will be 24 hour security service throughout the entirety of the show
- If exhibitors have supplies or equipment they will need secured, please coordinate with show management by [July 29, 2022](#).

TRAVEL INFORMATION

Airport: Schedule flights to arrive at the Salt Lake City International Airport, located approximately 90 miles southwest of Logan, UT. For more information regarding air travel, please visit www.slcairport.com.

Transportation: Taxi service in Logan is limited; rental cars or the use of the Cache valley Transit District is recommended. For more travel and transportation information, please visit www.smallsat.org/travel.

Weather: Logan lies at an elevation of 4,500 feet. The summer season is delightful, usually offering warm days with slightly cooler evenings. The average high in August is 90°F, while the average low is 55°F.



SERVICES

DECORATOR & ELECTRICAL SERVICES

All basic University Exhibit services will be handled through show management. Electrical needs, and internet services should be coordinated through show management. Show management will provide cleaning services for aisles and hallways only. Exhibitors must provide cleaning & garbage services for booth areas.

An extension cord and power strip will be provided for your electrical needs upon request. **Requests must be received by July 29, 2022.** Direct all requests to Holly Gunther—holly.gunther@sdl.usu.edu.

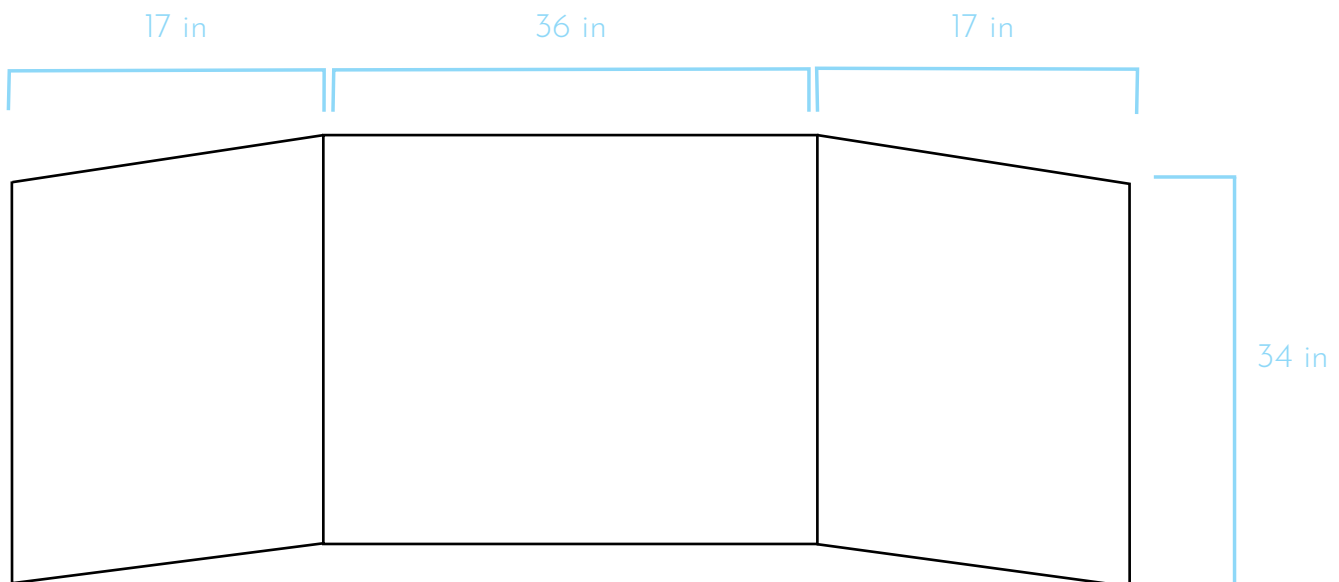
SHOW DESIGN & DISPLAY REQUIREMENTS

UNIVERSITY EXHIBITS

Each exhibit space includes a 6 ft W x 2 ft D draped table. Upon request there is a 70 in W x 34 in H tabletop display board available for use, free of charge. Diagram for dimensions of board is as seen below.

All University Exhibits are restricted to tabletop displays only. Noise level from any demonstrations or sound systems should not interfere with other nearby exhibits. Demonstrations or entertainment not adhering to these policies will be adjusted or eliminated.

Exhibits shall comply with all fire laws, electrical codes, and all other rules, regulations, codes, statutes, ordinances or management requests with respect to the installation, conduct, and disassembly of exhibits. Show management reserves the right to require exhibitors to adjust materials to ensure display specifications, courtesy to other exhibitors, and to maintain tasteful displays. All exhibitors must comply with the American Disabilities Act, ensuring access to all participants. Show management reserves the right to require adjustments to displays as necessary.



SHIPPING INFORMATION

GENERAL SHIPPING INFORMATION

Please schedule all shipments to arrive no earlier than **July 29, 2022**. All individual boxes or items, regardless of whether they are packed separately, shrink-wrapped, or palletized, must be fully labeled (as shown below).

DIRECT SHOW SHIPPING

Arrive No Earlier Than Jul. 29, 2022

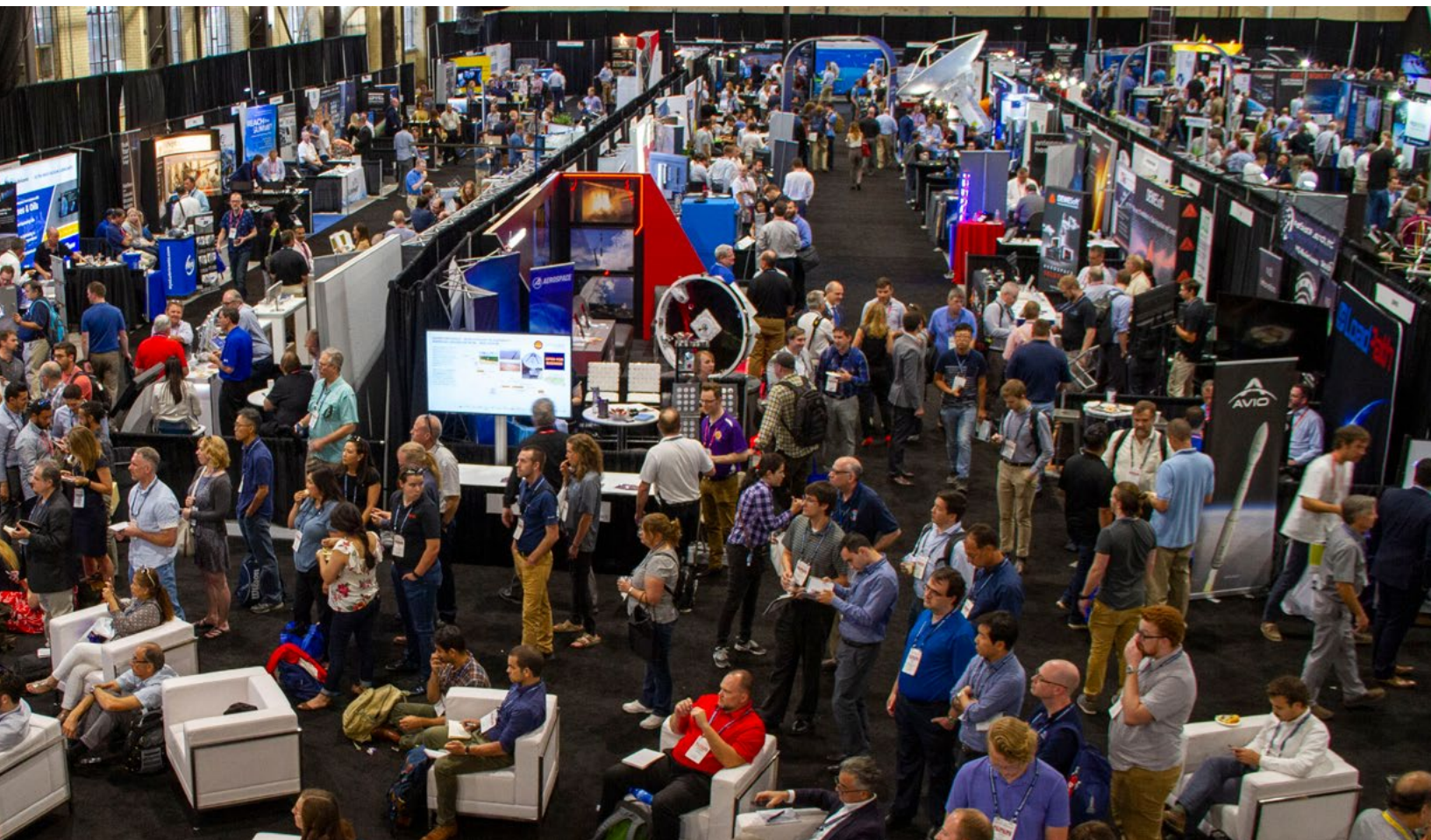
Name of Exhibitor & Booth #
Small Satellite Conference
C/O Holly Gunther
Taggart Student Center
650 North 800 East
Logan, UT 84322

To:

Items shipped to addresses above will be delivered to your booth prior to show set-up.

OUTBOUND FREIGHT

- Schedule pick up for:
 - **Thursday, August 11, 3:00 P.M. - 8:00 P.M.**
 - **or Friday, August 12, 8:00 A.M. - 12:00 P.M.**
- If your designated carrier arrives later than 2:00 P.M. on Friday, **August 12**, booth items will be forced out on UPS Freight



RULES & REGULATIONS

STATEMENT OF PURPOSE

The Conference rules and regulations have been established to maintain fairness to all exhibitors and equal access to all participants, while ensuring the professionalism of the show and maintaining alignment with industry standards. Submission of a contract (Online Exhibitor Registration Form) indicates agreement to adhere to the Conference rules and regulations as stated in this exhibitor kit. Show management reserves the right to cancel any exhibit space at any time for misrepresentation of products to be displayed or for noncompliance with any of the show rules and regulations.

CANCELLATION OF SPACE

Cancellations of exhibit space will be refunded less the application fee. In order to be refunded, exhibit managers must notify show management in writing by **May 27, 2022**. Thereafter, no refunds will be provided for canceled reservations. In the event of show cancellation, show management liability is limited to a full refund of exhibitor registration fees only. Show management assumes no responsibility for the inclusion or exclusion of the name of the canceled exhibitor or descriptions of products in the show directory, news releases, advertisements, or other materials.

Space may not be resold, sublet, or shared with any other company without express permission of show management. Management reserves the right to require special liability agreements from proposed consortium prior to accepting booth registration.

EXHIBIT PERSONNEL

Exhibitors are encouraged to limit the number of team members at their booth during refreshment breaks and lunches, thereby allowing plenty of space for visitors in the exhibit area. All University Exhibitors must register for the conference. Name badges will be distributed at the time of check-in.

EXHIBIT MANAGER CHECK-IN

Exhibitors must check in at the Conference headquarters, located on the second floor of the Taggart Student Center on Monday, August 8, 2022 by 9:30 am. Any organization that does not act in accordance will be considered a "no show" and booth space will be reassigned at the discretion of show management.



OFFICIAL SHOW RULES & REGULATIONS

- I. Exhibitors may not resell, sublet, or share booth space with any other company without the express permission of show management. Management reserves the right to require special liability agreements from proposed consortium prior to accepting booth registration.
- II. Exhibitors must check in at Conference Headquarters, located on the second floor of the Taggart Student Center, on Sunday, **August 7, 2022**, from 9:00 A.M. – 6:00 p.m. Any organization arriving later than 2:00 p.m. is required to notify show management by **July 29, 2022**. Any organization that does not act in accordance will be considered a “no-show” and booth space will be reassigned at the discretion of show management.
- III. Exhibits must be set by 10:00 A.M. on Monday morning. Any organization not in compliance is subject to a deduction of 3 credits.
- IV. Exhibits must be completely set and remain set throughout the posted exhibit hours. A deduction of 3 credits per exhibit space will be applied to any organization that does not maintain a staffed booth during all stated exhibit hours, with the exception of lunch hour.
- V. An organization will lose 3 credits for any violation of the show rules and regulations that cannot be remedied on-site. Examples include, but are not limited to:
 - Late set-up or early tear-down of an exhibit
 - Violation of height and space restrictions
 - Subletting an exhibit space
- VI. Exhibiting organizations will be issued a quantity of free exhibitor badge registrations based on booth type.
 - Exhibitor names badges are intended for staff working in the exhibit booth.
 - Exhibitor name badges will be assigned to specific individuals and may not be transferred at any time.
 - Permanent substitutions may be made by the designated company representative only. Badges will be printed with the exhibiting organization’s name.
 - Exhibitor name badges do not provide admission to the conference technical sessions.
- VII. Cancellations of exhibit space and/or sponsorship will be refunded less a \$50 cancellation fee. In order to be refunded (less the cancellation fee), exhibit managers must notify show management in writing by **May 27, 2022**. Thereafter, no refunds will be provided for canceled reservations. In the event of show cancellation at any time, show management liability is limited to a full refund of exhibitor registration fees only.
- VIII. Exhibits must adhere to display specifications as detailed in the exhibitor kit, comply with ADA (American Disabilities Act) requirements, and maintain tasteful displays. Show management reserves the right to require adjustments to exhibit materials to ensure display compliance.
- IX. No signage, banners or other items are allowed outside of exhibit booth area and may not be hung from the ceiling or conference facility walls.
- X. Exhibits must comply with all fire laws, electrical codes, and all other rules, regulations, codes, statutes, or ordinances with respect to installation, conduct, and disassembly of exhibits. Exhibitors shall comply with all requests of the officials of the conference facility and show management with respect to the installation, conduct, and disassembly of exhibits.
- XI. Exhibitors must secure, at their own expense, appropriate liability/loss insurance and provide reasonable security for equipment and displays. The conference and/or its affiliates will not be responsible for loss, theft, or damage to exhibitor-supplied equipment during any part of the exhibition.
- XII. Security will be provided throughout the show. Exhibitors may not distribute, duplicate, sell, or otherwise misuse conference participant lists provided to them.
- XIII. Utah State University is a dry campus. Possessing, consuming, selling, distributing, manufacturing, and/or storing any alcoholic beverage on campus is strictly prohibited. Any exhibiting organization found non-compliant with the USU Alcohol Policy will be removed from the exhibit.
- XVI. Gifts and giveaways must be professional in nature. Show management reserves the right to review giveaways and stop distribution of distasteful items.
- XVII. It is the responsibility of the exhibiting organization to ensure display items and written materials are approved for public release and not controlled under ITAR or any other export control laws (applicable only to US-based organizations).
- XVII. Organizations exhibiting at the Small Satellite Conference hereby agree to indemnify, protect, defend, and hold harmless the Utah State University Research Foundation and its trustees, officers and agents, employees and students from any and all liability including claims, demands, losses, costs, damages and expenses of every kind and description (including death) or damage to persons or property, including but not resulting, directly or indirectly, from any act or omission of the exhibitor, its agents or employees or on accounts of injuries, death or property damage arising out of activities of the exhibitor as authorized by this agreement, or arising out of its use of exhibitor services and facilities, or arising as the result of any noncompliance with the American Disabilities Act.
- XVIII. **Show management reserves the right to take action deemed to be in the best interest of the conference. This includes, but is not limited to, making changes to the exhibit layout, adjustments to location assignment, show schedule, and conference-related activities.**
- XIX. Show management reserves the right to cancel any exhibit space at any time for misrepresentation of products displayed or for noncompliance with any of the rules and regulations.

MARKETING & PROMOTION

EXHIBITOR DESCRIPTION - DEADLINE: **May 2, 2022**

- 150 words or less describing the organizations, including products and/or services
- This description must be submitted in paragraph form; no special formatting permitted
- Descriptions will be posted on the Small Satellite Conference website, listed in the conference proceedings online, and listed in the conference smart phone app
- Email descriptions to Candace Malmstrom at candace.malmstrom@sdl.usu.edu

SAMPLE EXHIBITOR DESCRIPTION

Utah State University Research Foundation
www.usurf.org
Candace Malmstrom
candace.malmstrom@sdl.usu.edu

The Utah State university Research Foundation was created in 1967 as a nonprofit corporation owned by Utah State University. Currently, the USU Research Foundation is a global leader in developing, characterizing, and deploying advanced sensing and imaging systems. The USU Research Foundation's primary areas of expertise are in designing, manufacturing, calibrating, and testing military sensors and data visualization products, as well as Earth and atmospheric measurement sensor systems. In addition, the USU Research Foundation is becoming a prominent player in the renewable and clean energy systems arena. The USU Research Foundation is also making large strides in transformational technologies, such as wireless electric transportation, biofuel production, and systems that can sense room occupancy activity.

EXHIBITOR LOGO - DEADLINE: **May 2, 2022**

- Provide .jpg or .png with a minimum of 300 dpi @ 4" x 4"
- Email to holly.gunther@sdl.usu.edu

ATTENDEE/PARTICIPANT LIST DISTRIBUTION POLICY

- The list is for use by the conference participants and exhibitors only
- The list is not for resale or distribution
- Any emails sent using participant list must be conference or industry related and include an opt-out option

THANK YOU EXHIBITORS

We look forward to your participation in the
2022 Small Satellite Conference.

Please contact Holly Gunther regarding your exhibit questions:
holly.gunther@sdl.usu.edu

