To:   Sponsors & Exhibitors (Vendors)
From:  Carol Casey, Vendor Coordinator for the Conference
RE:   It’s Show Time, October 12-15, 2014

Thank you for your commitment to this year’s conference at the Sheraton, in Iowa City, Iowa. This reaffirms information we shared earlier and provides some last minute updates.

Vendor Schedule

**Sunday, October 12**
3:45 to 6 PM**  Registration for Vendors - Sheraton, Main Floor Lobby
2 to 6 PM     Set-up displays in Johnson Room
4 to 6 PM     Set-up displays in Pre-function Area
(It is important to finish set-up by 6 PM, as a separate large group will be exiting through our area between 6 and 6:30 PM from the Amos Dean rooms.)
6:30 to 8:30 PM  Vendor Reception with Conference Attendees
                   Complimentary beer/wine, cash bar, heavy hors d’oeuvres
**Vendor registration check-in for anyone not working Sunday, can occur later. Participants must wear their name badge while at conference proceedings.
A small agenda will be in your name badge holder, in addition the conference is using the “Guidebook” app for schedule, map, etc.; find instructions for downloading it at registration if you have not already received instructions via an email.

**Tuesday, October 14**
3:30 to 7 PM     Vendors take-down displays

**Monday - Tuesday**  
Consult conference agenda [http://facilities.uiowa.edu/Big10andFriends/agenda.html](http://facilities.uiowa.edu/Big10andFriends/agenda.html) or the Guidebook app for scheduled times attendees will be available to vendors, such as at breakfast and breaks.
Registered Vendors may attend sessions and meals. We hope you included Monday night’s reception, dinner and program in your registration choices!
On behalf of the conference planning committee, we want to, again, express our thanks and gratitude to you for playing an active and supportive role during the conference. The members of the higher education community that will be attending appreciate having the opportunity to visit with you and learn more about your products and services.

The planning committee is pleased to offer four interactive “workshops” during the conference designed to allow members of the higher education community to share their experiences, trials and tribulations, lessons learned, and to ask questions of their colleagues regarding the four topics. The popularity of these workshops has been overwhelming. In order to maximize the effectiveness of the information exchange for the members of the higher education community, we have decided to limit the participants to only members of the higher education community. These sessions are on Monday and Tuesday afternoons, between 1 and 2:50 p.m. We apologize for any inconvenience.

**Wednesday, Oct 15**
Tours have limited capacity. The participant list will be finalized after registration check-in.

**LOCATION**
*Sheraton Iowa City Hotel*, 210 South Dubuque Street, Iowa City, Iowa 52240 (800) 848-1335

**Map of Vendor Locations** Please check the current Vendor layout as it was finalized, this week. [http://facilities.uiowa.edu/Big10andFriends/sponsors.html](http://facilities.uiowa.edu/Big10andFriends/sponsors.html)

**SPACE INFORMATION** Each Vendor is allotted a six foot table, however the table is not required and the space can be left open for addition of vendor materials. You have indicated your preference and should find your space as you requested on arrival. Sheraton staff will be available to make adjustments as needed.

**Provided:**
- Table - rectangular 6’ x 30” with white skirting, or NO skirting, or NO table,
- Up to 2 chairs, (1) Use Sheraton power strip for $10, OR bring own power strip
- Free Wi-Fi throughout the Sheraton

While vendors are set-up, two events will occur outside of the Sheraton. Monday evening the reception and dinner will be at the University of Iowa’s Levitt Center, and Tuesday lunch will be adjacent to the Sheraton at the HotelVetro, on the second floor.
Schools with representatives attending 2014 BTF

Argonne National Laboratory  University of Chicago
Carleton College  University of Illinois
Central College  University of Illinois - Chicago
Creighton University  University of Kansas
Des Moines Area Community College  University of Kentucky
Illinois State University  University of Maryland
Indiana University  University of Michigan
Iowa State University  University of Minnesota
IUPUI  University of Missouri
Kansas State University  University of Nebraska
Luther College  University of Nebraska Medical Center
Michigan State University  University of Northern Iowa
Penn State University  University of Notre Dame
Purdue University  University of Saskatchewan
The Ohio State University  University of Wisconsin
The University of Iowa  Wexner Medical Center at Ohio State
The University of Texas at Austin  Wright State University

NO BAGS – Less Waste
To wrap this up, just a reminder...
Attendees will not be given a bag at registration, and therefore vendors should consider how they can keep the use of paper and other handouts to a minimum. Thank you for helping support this portion of the University of Iowa’s 2020 Sustainability Goals.

I look forward to being onsite during the conference to assist you and again, thank you!

Carol

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