

**Grace Hopper Celebration of Women in Computing**  
Town and Country Resort & Convention Center • San Diego, CA • October 4-7, 2006

**CONFERENCE LOGISTICS FOR UNDERWRITERS**

We are proud to have respected academic institutions as Grace Hopper scholarship underwriters, dedicated to helping women in computing advance in their careers and education. This is a terrific time to make a statement about your commitment to diversity both externally and internally. If you are hiring, this is a great place to recruit Grace Hopper attendees. Extending scholarships to your students to attend GHC sends a positive message and provides a rewarding experience for them. Even though the emphasis of this conference is to celebrate the achievements of women in technology, an increasing number of men attend. It is worthwhile for men, and likely very different from anything they have experienced.

**Conference Registration & Hotel:**

All academic underwriters receive full-conference registration passes to give to their students as scholarships. Gold receives ten passes, Silver receives five, Bronze receives two, and Affiliate receives one.

**Scholarship recipients must be registered by September 19<sup>th</sup> to guarantee proper hotel accommodations.**

Each school has received get a unique certificate code via email to register their students online at [www.regonline.com/ghc2006](http://www.regonline.com/ghc2006). Contact Rachele Siskin ([rachelles@anitaborg.org](mailto:rachelles@anitaborg.org)) with questions.

We will make the hotel reservations for your registered scholarship recipients at the Town and Country Resort & Convention Center. Check in time is 3:00pm on October 4<sup>th</sup> and check out time is 11:00am on October 7<sup>th</sup>. Two students will share a room, and we will try to match based on school affiliation, but this is not guaranteed. Please notify Rachele ([rachelles@anitaborg.org](mailto:rachelles@anitaborg.org)) of any special hotel needs.

Each scholarship recipient will be reimbursed up to \$400 for travel expenses including airfare, meals, taxi, etc. Attendees will be reimbursed at the conference, and must provide original receipts.

**Banquet, Receptions, Plenary Sessions:**

Gold underwriters are recognized as the official co-hosts of the VIP Reception held on Thursday, October 5<sup>th</sup> at 5:30pm. Gold underwriters are also highlighted at all plenary sessions.

**Pre-Conference Events:**

Gold underwriters are also entitled to two reserved tickets, and Silver Underwriters are entitled to one ticket to attend our TechLeaders workshop. Please send the names of who you wish to send to Dianthe Harris, our workshop coordinator, at [DiantheH@anitaborg.org](mailto:DiantheH@anitaborg.org) by September 21<sup>st</sup>. She will then give you the required invitation code and instructions on how to purchase these tickets and register for the workshop.

TechLeaders is designed for Senior Woman Executives. It is an all-day pre-conference event held on Wednesday, October 4<sup>th</sup> by invitation only. Please visit: [http://www.anitaborg.org/programs/techleaders/tl\\_ghc06.p](http://www.anitaborg.org/programs/techleaders/tl_ghc06.p).

**Exhibits:**

All underwriters will be assigned a space in the exhibit hall for displaying and distributing recruiting information. Each Gold and Silver underwriter will have their own six foot table with two chairs. Gold underwriters will have one power strip to use. Bronze underwriters will share a six foot tabletop display with two chairs. Gold, Silver, and Bronze underwriters will each receive two exhibitor passes to staff their table (optional).

General exhibitor badges will be reserved by company name and may be picked up in the registration area. Table set up time is on Thursday, October 5<sup>th</sup> from 7:00-8:30am in the California room.

Exhibits will be on display Thursday, October 5<sup>th</sup> and Friday, October 6<sup>th</sup> from 8:30am – 5:30pm, and refreshments will be available in the room. You may bring materials with you or have them delivered to the hotel between September 29<sup>th</sup>- October 2<sup>nd</sup> to this address:

GHC 2006 - <company name>  
Deliver to the California Room  
c/o Town and Country Resort  
500 Hotel Circle North  
San Diego, CA 92108

### Resume Database:

Gold and Silver sponsors will have exclusive access to the student resume database, and it will be available September 15<sup>th</sup>.

### Registration Bags:

Gold and Silver Underwriters have the opportunity to include collateral and gifts in the attendee registration packets.

Please provide us with a list of items you would like us to include in the Tote Bag by September 8<sup>th</sup>

This will, prevent duplicate items, assure everything will fit into the bag, give us an inventory list so we can assure that all items make it into the bag. Upon receipt of your list, we will review it as quickly as possible so that you can place orders, etc. Please refer to the table below for guidelines based on your sponsor level:

Gold Underwriters	<ul style="list-style-type: none"><li>• Folders containing information no larger than 9" by 14"</li><li>• No limit on trinkets.</li></ul>
Silver Underwriters	<ul style="list-style-type: none"><li>• Marketing materials not to exceed 8 ½ by 11 inches – no more than 5 pages</li><li>• Trinket cannot exceed a unit price of \$5.00</li></ul>

Please keep in mind:

1. Please do not include coffee mugs or heavy items. The attendees will be carrying these bags.
2. Nothing easily breakable.
3. Save the "real goodies" for the exhibit tables and sponsor night. This will drive/create personal contact.
4. Please plan to send 1200 pieces of each item

Items should be shipped for arrival between Friday, September 29<sup>th</sup> and **NO LATER THAN** Monday, October 2<sup>nd</sup>. Please send all items clearly marked to:

GHC 2006 – Attn: Donna Baglio/Mark Yunker  
c/o Town and Country Resort  
500 Hotel Circle North  
San Diego, CA 92108

Please fax the Bill of Lading to Deanna Kosaraju at (650) 852-8172 by Monday morning, October 2<sup>nd</sup> so we can inventory items at the arrive at the staging area.

### Print and Web:

- Gold and Silver underwriters will have their color logo on the outside back cover of the printed program
- Bronze and Affiliate underwriters will have their name listed on the outside back cover of the printed program
- Gold, Silver, and Bronze underwriters will have their name listed in all GHC press releases
- Gold and Silver underwriters will have their logo with a link to their URL on [www.gracehopper.org](http://www.gracehopper.org)
- Bronze and Affiliate underwriters will have their name listed with a link to their URL on [www.gracehopper.org](http://www.gracehopper.org)
- Gold and Silver underwriters will have their logo or name printed on all event signage

Press kit information can be found at [www.gracehopper.org/press](http://www.gracehopper.org/press).

Any logo changes should be sent to Rachelle ([rachelles@anitaborg.org](mailto:rachelles@anitaborg.org)) by September 1<sup>st</sup>.

Logo Print specs: Maximum image area is 2-in. wide by 1.5-in. high. Preferred formats: Vector graphic (.EPS file). All fonts must be outlined. TIFF files, high resolution CMYK, 300 dpi or greater are acceptable. Format images with empty/transparent background box so your logo can be placed on any colored background without 'bounding box' effect.

Logo Web specs: Low resolution 72 dpi Jpeg or Gif or PNG files with a with empty/transparent background box are preferred.

- \* Gold level: 180 pixels wide x 60 pixels tall
- \* Silver level: 135 pixels wide x 45 pixels tall
- \* Bronze level: 100 pixels wide x 30 pixels tall

### Websites:

Conference Information: [www.gracehopper.org](http://www.gracehopper.org)

Registration: [www.regonline.com/ghc2006](http://www.regonline.com/ghc2006)

Anita Borg Institute: [www.anitaborg.org](http://www.anitaborg.org)