

# 2009 IEEE International Conference on Acoustics, Speech, and Signal Processing

**2010**  
**ICASSP**  
*Dallas*

March 14 - 19, 2010

Sheraton Dallas Hotel, Dallas, Texas

*Exhibitor Invitation*





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 Scott Douglas  
 Southern Methodist University

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**Conference Management Services, Inc.**  
 info@icassp2010.com



# 2010 ICASSP Dallas

## 2010 IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP)

Sheraton Dallas Hotel  
 March 14 – 19, 2010 • Dallas, Texas, USA

[www.ICASSP2010.com](http://www.ICASSP2010.com)

The 35th International Conference on Acoustics, Speech, and Signal Processing (ICASSP) will be held at the Sheraton Dallas Hotel, March 14 – 19, 2010. The ICASSP meeting is the world's largest and most comprehensive technical conference focused on signal processing and its applications. The conference will feature world-class speakers, tutorials, exhibits, and over 120 lecture and poster sessions on the following topics:

- Audio and electroacoustics
- Bio imaging and signal processing
- Design and implementation of signal processing systems
- Image and multidimensional signal processing
- Industry technology tracks
- Information forensics and security
- Machine learning for signal processing
- Multimedia signal processing
- Sensor array and multichannel systems
- Signal processing education
- Signal processing for communications
- Signal processing theory and methods
- Speech processing
- Spoken language processing

**Welcome to Texas, Y'All!** Dallas is known for living large and thinking big. As the nation's ninth-largest city, Dallas is exciting, diverse and friendly - factors that contribute to its success as a leading leisure and convention destination. There's a whole "new" vibrant Dallas to enjoy-new entertainment districts, dining, shopping, hotels, arts and cultural institutions- with more on the way. There's never been a more exciting time to visit Dallas than now.

**Submission of Papers:** Prospective authors are invited to submit full-length, four-page papers, including figures and references, to the ICASSP Technical Committee. All ICASSP papers will be handled and reviewed electronically. The ICASSP 2010 website [www.icassp2010.com](http://www.icassp2010.com) will provide you with further details. Please note that all submission deadlines are strict.

**Tutorial and Special Session Proposals:** Tutorials will be held on March 14 and 15, 2010. Brief proposals should be submitted by July 31, 2009, to [tutorials@icassp2010.com](mailto:tutorials@icassp2010.com) and must include title, outline, contact information for the presenter, and a description of the tutorial and material to be distributed to participants. Special sessions proposals should be submitted by July 31, 2009, to [specialsessions@icassp2010.com](mailto:specialsessions@icassp2010.com) and must include a topical title, rationale, session outline, contact information, and a list of invited papers. Tutorial and special session authors are referred to the ICASSP website for additional information regarding submissions.

Important Deadlines	
Special Session & Tutorial Proposals Due	July 31, 2009
Notification of Special Session & Tutorial Acceptance	September 04, 2009
<b>Submission of Camera-Ready Papers</b>	<b>September 14, 2009</b>
Notification of Paper Acceptance	December 11, 2009
Revised Paper Upload Deadline	January 8, 2010
Author's Registration Deadline	January 15, 2010



# Exhibitor's Invitation

We are delighted to invite you to participate in the 2010 IEEE International Conference on Acoustics, Speech, and Signal Processing, to be held at Sheraton Dallas Hotel in Dallas, Texas, March 14-19, 2010. ICASSP 2010 will also present the 11th Annual Industrial Technology Tracks designed to promote industrial participation in which papers emphasizing industrial aspects and applications of signal processing will be featured. Some of the benefits enjoyed by exhibitors during ICASSP 2010 are:

- Industrial Technology Tracks featuring papers on industrial aspects of signal processing.
- Tutorials in multimedia and other emerging DSP application areas.
- Mailing list of participants in ICASSP 2010.
- Promotion available through ICASSP 2010 announcements and website.
- Centrally located exhibition area.
- Special food services available in the exhibit area.

For companies interested in recruiting, ICASSP 2010 encourages the exchange of employment information. Traditionally, ICASSP attendees include over 200 graduate students nearing the end of their programs of study, providing recruiters a great opportunity to seek out new and highly qualified applicants.

**ICASSP 2010 Exhibits**  
**Conference Management Services, Inc.**  
Attn: Bryan Stewart or Christopher Garza  
3833 Texas Avenue South, Suite 221  
Bryan, Texas 77802-4015 USA  
(979) 846-6800 (phone)  
(979) 846-6900 (fax)  
exhibits@icassp2010.com

**[www.icassp2010.com](http://www.icassp2010.com)**



# Exhibitor Prospectus

Organizations are invited to exhibit at the 2010 IEEE International Conference on Acoustics, Speech, and Signal Processing at Sheraton Dallas Hotel, Texas. It is expected that over 2,000 participants will join in 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 20 booths.

Conference Dates:  
March 14-19, 2010

Booth Pricing:

Exhibition Dates (Tentative):  
March 16-18, 2010

Early Registration (by February 15, 2010):  
\$2,000 USD per booth

Expected number of delegates:  
2,000 engineers, scientists, and professionals

Regular Registration (after February 15, 2010):  
\$2,500 USD per booth

Exhibition Location:  
Sheraton Dallas Hotel  
Dallas, Texas

**Please inquire about multi-booth discounts and workshop opportunities.**

Exhibit booth Specifications:  
10 feet wide by 10 feet deep

Each exhibitor will be provided a display booth, an identification sign, a skirted table with two chairs, daily aisle cleaning, nightly security, and one complimentary copy of the CD-ROM proceedings.

General inquiries and exhibitor registration should be directed to:

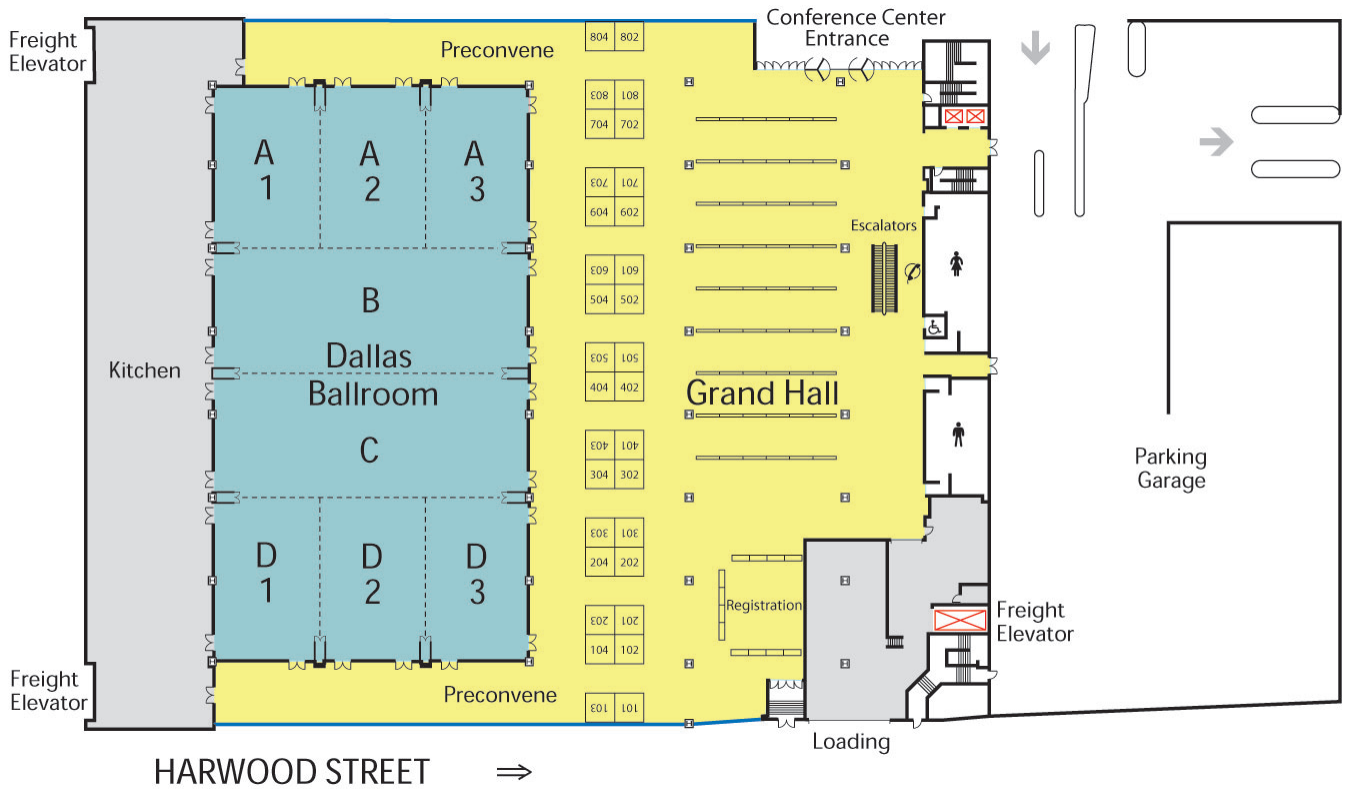
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# Exhibit Hall Floor Plan

Tentative



## Exhibit Hours:

Tuesday, March 16, 2010  
10:00 am - 6:30 pm

Wednesday, March 17, 2010  
9:00 am - 6:00 pm

Thursday, March 18, 2010  
9:00 am - 6:00 pm

Move In:  
Monday, March 15, 2010  
1:00 pm - 7:00 pm

Move Out:  
Thursday, March 18, 2010  
6:00 pm - 10:00 pm



# Support Opportunities

ICASSP 2010 in Dallas promises to be one of the most exciting and well-attended conferences in the series. In addition to innovations in the conference and exhibit hall, we are offering new conference support opportunities for companies. The individual events or support items are listed below.

## **Platinum Conference Support - \$30,000**

Benefits include: consideration for preferred booth space in the exhibit hall; enhanced recognition at all of the events and functions listed below; recognition on the website and at the conference; one flyer in attendee's registration package. Bonus feature: Register by February 5 and receive one workshop at the conference.

## **Gold Conference Support - \$20,000**

Benefits include: consideration for preferred booth space in the exhibit hall; recognition at all of the events and functions listed below; recognition on the website and at the conference; one flyer in attendee's registration package. Bonus feature: Register by February 5 and receive 50% off one workshop at the conference.

## **Wireless Access - \$12,000**

Benefits include: Recognition on the website; highlight recognition in the café and at the conference; company brochures in the café; one flyer in attendee's registration package. Bonus feature: Register by February 5 and receive one booth in the exhibition hall.

## **On-Site Workshop - \$10,000 (multiple companies may have workshops)**

Note: Multiple companies may host a workshop, and one company may host more than one workshop. Please inquire about multiple-workshop discounts. Benefits include: Half-day workshop, workshop information included on website and in Conference Guide. Bonus feature: Register by February 5 and receive 50% off one booth in the exhibition hall.

## **Student Paper Award Travel Grant - \$10,000 (multiple companies may support student travel grants)**

Benefits include: Naming the travel grant, recognition on the website and at the conference. Bonus feature: Register by February 5 and receive 50% off one booth in the exhibition hall.

## **Conference Audio/Visual Support - \$5,000**

Benefits include: one booth in the exhibit hall; recognition on the website and at the conference.

## **Conference Break - \$5,000 (breaks are Tuesday Afternoon; Wednesday, Thursday and Friday Morning and Afternoon; multiple companies may support each break, one company may support multiple breaks)**

Benefits include: Recognition on the website, at the conference, and highlighted at the supported break. Bonus feature: Register by February 5 and receive 50% off one booth in the exhibition hall.

## **Badge Holders - \$4,000**

Benefits include: Recognition on the website and at the conference.

## **Student Paper Competition - \$1,000 (multiple companies may support the competition)**

Benefits include: Recognition on the website and at the conference.

Recognition at the conference will take the form of a listing and company name or logo in the conference program and on conference signage. Recognition on the website will take the form of the company name or logo and a link to the company website. Recognition at specific events and functions will take the form of an announcement at the event, as well as a listing and company name or logo in the conference program and on the conference signage.



# Support Agreement

The full payment of the conference support accompanies this application. We understand that, if accepted by ICASSP 2010, a written confirmation of this application will be returned to us. In the event the application is denied, ICASSP 2010 will promptly advise us and return the payment.

Company Name \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Postal Code/Country \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

CONFERENCE SUPPORT REQUESTED _____	Cost \$USD
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total Support Cost</b>	<b>\$ _____</b>

Checks should be made payable to IEEE / ICASSP 2010, Federal Tax ID Number 13-1656633. If you wish to pay by credit card, please fill in the information below.

Credit Card Number for Support Fees (Visa / MasterCard / AmericanExpress)

\_\_\_\_\_ Exp MM / YY \_\_\_\_\_

Amount to Charge \$USD \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

In acceptance of this agreement, the parties thereto affix their signature:

Company Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

ICASSP 2010 Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**Send Agreement to:**  
**ICASSP 2010 Exhibits**  
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 (979) 846-6900 (fax)  
 exhibits@icassp2010.com



# Exhibit Space Agreement

We hereby apply for exhibit space at ICASSP 2010. In making an application, we agree to exhibit under and comply with the accompanying Rules and Regulations printed under this agreement and with the Rules and Regulations in any subsequent Exhibitor Bulletin, which are hereby made a part of this contract. **IMPORTANT: Closing Date for discounted Rate and Initial Space Assignment is February 5, 2010.**

Each company participating in the exhibit must return this agreement, properly executed by an authorized company representative. Priority and booth selection space will be made according to application date, exhibit payment, individual applicant requirements and available space. Exhibit Management reserves the right to rearrange the floor plan and/or relocate exhibitors in the best interests of the total exhibit.

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Postal Code/Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Please address further correspondence to \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
We will exhibit the following kinds of products \_\_\_\_\_  
Please reserve \_\_\_ booths at the **Early / Regular** rate. Booth numbers requested (in order of preference): \_\_\_\_\_

Payment in full must be submitted with this application. Checks should be made payable to IEEE / ICASSP 2010, Federal Tax ID Number 13-1656633. **NOTE:** Any booth application received without the full payment is subject to reposition in the Seniority Assignment listing maintained by Exhibit Management.

The Exhibitor indemnifies and agrees to hold harmless the IEEE (ICASSP 2010) Conference and Sheraton Dallas Hotel and their officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses, including legal fees, arising from any damage to property or bodily injury to exhibitor, exhibitor's agents, representatives, employees or contractors by reason of the exhibitor's occupancy or use of the exhibit facilities.

Approved by \_\_\_\_\_ Date \_\_\_\_\_  
Title \_\_\_\_\_ Company \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

ICASSP 2010 Signature \_\_\_\_\_ Date \_\_\_\_\_

Credit Card Number for Booth Fees (Visa / MasterCard / AmericanExpress) \_\_\_\_\_  
Exp MM / YY \_\_\_\_\_

Amount to Charge \$USD \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Return this application with payment to: **ICASSP 2010 Exhibits  
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## 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 with this agreement 100% of the total booth rental, as determined elsewhere in this agreement.
3. In the event of cancellation of this agreement by the Exhibitor prior to the date of the conference, the Conference will assess a cancellation charge according to the following schedule:

Cancellation after February 5, 2010 100% of booth rental

Cancellation on or before February 5, 2010 50% of booth rental

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

4. In the event the Conference does not accept this agreement, the Exhibitor will be promptly notified, and the fees returned.
5. 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.
6. 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.
7. 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.

## 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 2010).

### 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 eight feet high and that only within the area extending three feet from the back wall. Maximum height of the displays in the balance of the area is four 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 EIGHT 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 on 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 2010 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. A security guard, supplied by the conference, will prevent entry to exhibit areas by anyone not authorized by ICASSP 2010 management, or not wearing proper badge for admission to such areas. 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.

### 11. BOOTH ASSIGNMENT PRIORITY

In the event of duplicate application for the same space, priorities will be based on the application postmark date.



# Exhibitor Information

Below, please fill in the contact information you would like published on the ICASSP 2010 website and in the conference program.

Contact Name & Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Postal Code/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Company Information / Product Description:

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Please indicate here that ICASSP 2010 has permission to place your company's logo on the ICASSP 2010 website in conjunction with your company name and other information.

Yes, you may place the company logo on the ICASSP 2010 website.

No, you may not place the company logo on the ICASSP 2010 website.

Please return form to:

**ICASSP 2010 Exhibits**  
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exhibits@icassp2010.com



# Exhibitor Badges

Please list below the names and titles of the individuals who will be working in your booth. Please provide this information with your application, if possible.

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

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