



IEEE Partnering Display Program Handbook

IEEE PARTNERING DISPLAY PROGRAM HANDBOOK

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The IEEE Partnering Display Program

Volunteers play an important role in organizing and executing successful technical conferences. Aside from setting up booths and operating services, IEEE volunteers also serve as first-hand references for other conference attendees on just how valuable it is to become a member of IEEE.

The IEEE Partnering Display Program is designed to support conference efforts and member recruitment. Organizers design their own displays and are provided with items such as IEEE brochures, membership applications, flyers, magazines, Wiley-IEEE Press and/or IEEE Standards books, and CDs, if requested. Individuals who join IEEE at any of these shows receive a free IEEE Society membership for that year, as well as a promotional gift.

Recruiting new IEEE members at technical conferences is beneficial for current volunteers and new members alike. Every time a new member joins IEEE, more knowledge is brought into our organization – knowledge that everyone can use. Do your part to help make conference recruitment successful by interacting with attendees and expressing the importance of IEEE in your life and career.

For each IEEE Partnering Display, the IEEE Sales and Marketing Department will absorb costs up to \$250 for shipping, labor, paper, and printing charges in the U.S. and up to \$500 outside the U.S. No cash or credit will be given. *The funding does not cover booth space, rental furniture, or drayage fees.*

New enhancements:

1. An 8 ft. Jiffy Screen display may be available for scheduled meetings or conferences over 500 attendees.
2. The “Partner Get a Partner” Program. If a volunteer recruits another volunteer to participate in the program, we will have a personal thank you letter and gift awarded to them.

Our Mission

Our mission is to create a venue to recruit and renew IEEE members, promote the IEEE *XPLORE* digital library and online subscription products, to sell products such as books and conference proceedings, and to move toward the IEEE goal of conducting business electronically.

IEEE Sales and Marketing Contact Information

IEEE
445 Hoes Lane
Piscataway, NJ 08854 USA

+1 800 678 4333 (USA and Canada)

+1 732 981 0060 (worldwide)

Email: Partnering@ieee.org

Fax: +1 732 981 9334

Contacts:

Beverly Banks, Exhibits Planner

+1 732 562 6859

Email: b.banks@ieee.org

Mary Ann Todd, Senior Administrator

+1 732 562 3971

Email: m.a.todd@ieee.org

William O'Connor, Director of Marketing Operations

+1 732 562 5313

Email: b.oconnor@ieee.org

How to Request an IEEE Partnering Display

Complete the IEEE Partnering Display Request Form and return it to the IEEE Exhibits Department at least six weeks prior to the conference. Displays that are requested with less than six weeks before the conference are handled on an availability basis. Forms can be sent to either Beverly Banks or Mary Ann Todd (see page 3 for contact information).

Once your IEEE Partnering Display Request Form has been received, we will coordinate with IEEE staff to tailor the display to your needs and the technical focus of the conference. The following items can be sent (based on availability):

- IEEE Membership applications
- Order forms
- Promotional literature
- Posters
- Promotional Pens (and a coffee mug to hold them)
- Books
- A Jiffy Screen which can only be used with an 8 ft. draped table. You must request the screen in advance, and it will be your responsibility to return it immediately after the conference.

You will be contacted to confirm the details of your show and verify the appointed booth staff volunteer who will be in charge. At that time, we will go over all procedures and answer any questions.

IEEE Partnering Display Request Form

Name: _____

Address: _____

Telephone: _____

Email (*please include so that we can contact you if further information is needed*):

IEEE Member #:

Date of Request: _____

Name of Conference: _____

Dates of Conference: _____

Location of Conference: _____

of Attendees Expected: _____

Sponsor: _____

Reason for Requesting the Partnering Display:

IEEE presence has been requested by volunteer

Good membership opportunity

Good product sales opportunity

Author request: Name: _____

Other: _____

Please return form to:

Beverly Banks

IEEE

445 Hoes Lane

Piscataway, NJ 08854

USA

Fax: +1 732 981 9334

www.ieee.org/partnering

IEEE Partnering Display Set-Up

What do I do when I arrive at the conference?

- Pick up your badge at the exhibitor registration area or booth. It must be worn at all times during the conference. Introduce yourself to the contact person in charge.

Where are the set-up materials?

- There should be boxes of products and supplies in your area. If not, contact the hotel shipping department if your conference is being held in a hotel, or the Service Desk if your conference is being held in a convention center.

What should I bring?

- Make sure you bring your own small supplies such as a calculator, stapler, packing tape, black marker, box opener, business cards, etc.

How do I assemble the tabletop display?

- Assemble the tabletop display on the floor then lift onto the table. This might take two people. There should be tablecloths included in the case to be used to cover the books at night. If you are using the tabletop display, make sure you have requested an 8 ft. draped table.

How do I arrange my booth?

- On the table:
 - Arrange an attractive display of books and promotional materials.
 - Arrange promotional material, membership applications, and price lists for accessibility.
 - Keep a mug (provided) filled with IEEE pens to be used as giveaways on your table.
 - Pre-fill order forms with the name of the conference and your initials, and keep them on the table. This will save time when you are writing up an order.
- Around the booth:
 - Keep empty boxes under draped tables.
 - Arrange posters either on the back wall, in front of tables, or on an easel.

IEEE Partnering Display Procedures

How do I process an order if someone buys a book?

- When a book is purchased, fill out the order form with author's name, Product Code and correct price (member or non-member).
- If the purchaser is an IEEE member, their IEEE Member Number must be documented in the appropriate space. If they do not have their IEEE Member Number available, enter a question mark.
- Ask for a business card and attach it to the original order. If they do not have a business card, you must write their complete name and address on order form. Keep the original copy of the order form and give the other copy as a receipt. Make sure all information is correctly filled out.

What type of payment can I accept?

- DO NOT ACCEPT CASH. Credit cards, personal checks and traveler's checks only.
- See next page for details.

How do I keep track of the orders?

- Use one Price List as your tally sheet.
- Keep track of how many copies of each book are sold by using tick marks next to the title.
- Keep all orders in the manila envelope that is supplied.

Are there any promotions for those who join IEEE for the first time today?

- Every person (other than students) who joins IEEE for the first time will be given a free one-year membership to any IEEE Society. Remember to tell the potential client about this offer before they fill out the membership application.

What do I do at the end of the day?

- Cover books with a tablecloth from the hotel.
- Fill out the IEEE Partnering Display Revenue Report Form on page 9.

What do I do at the end of the event?

- Do not start dismantling until the show is over.
- Send all order forms, membership applications, the IEEE Partnering Display Revenue Report, and the master copy of your price list back to IEEE within ONE (1) WEEK of the close of the conference. See page 3 for the IEEE Exhibits Department address.

Payment and Tax Information

The IEEE accepts the following forms of payment:

- Visa (IEEE or other), MasterCard (IEEE or other), American Express, Diner's Card, and EuroCard
- Traveler's Checks
- Personal Checks

Taxes are currently collected in the following areas for IEEE-distributed products:

- Canada - GST/7% or HST/15%
- Alabama, Arizona, California, Colorado, District of Columbia, Florida, Georgia, Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Montana, North Carolina, New Mexico, New Jersey, New York, Ohio, Oklahoma, Wisconsin, West Virginia
- Taxes are not collected for transactions outside the U.S. and Canada.

Specifications:

- Taxes are charged for shipping and handling in New York and California.
- Memberships (IEEE and IEEE Society) are not taxable.
- Minimum Income Provision - applicants who certify that their prior year's income did not exceed US\$11,900 or equivalent are granted a 50% reduction in full year dues, regional assessment and fees for one IEEE Society. Instruct the applicant to check the appropriate box under Section 6 of the IEEE membership application.
- Wiley-IEEE Press products are subject to state and local sales taxes in all states. Your Wiley-IEEE product price list should provide you with any sales tax information pertaining to your show. Please put all orders from Wiley books on one form, and all other orders on another.

IEEE Partnering Display Revenue Report

Conference: _____

Booth Staff: _____

Show Dates: _____

of Membership Applications: _____

of Student Applications: _____

of Membership Renewal Applications: _____

Total: _____

Membership: \$ _____

Wiley-IEEE Press: \$ _____

Standards: \$ _____

Other: \$ _____

Total: \$ _____

SIGNATURE: _____

Membership applications and orders should be separated before being returned to the exhibits department. This report must accompany all orders and be returned to the exhibits department within one week of the close of the conference.

Packaging and Shipping Instructions

For Conferences in Convention Centers

1. You must pick up the Bill of Lading from the Convention Center freight desk at the close of the show. Fill in the name of the shipper, the number of boxes and the ship-to address.
2. Seal all boxes securely with packing tape.
3. Label all boxes with the IEEE address (see page 3).
4. Make sure the tabletop display container is also addressed and locked.
5. Count all boxes and number them. (For example: 10 boxes, write 1/10, 2/10, 3/10...) Write the numbers with a black marker. Use a sticker for labeling the tabletop display with a number.
6. Fill in quantity of boxes on the Bill of Lading form. Fill in the approximate weight in the appropriate box; approximate weight should be calculated at 30 pounds per box.
7. Take the Bill of Lading to the freight desk in the convention center. Give them your booth number where the boxes are to be picked up by your shipper. They will give you paperwork. Please keep a copy of their paperwork and your Bill of Lading.
8. Leave all boxes in a pile in the middle of your booth with the paperwork on top.

For Conferences in Hotels

1. Included in your supplies will be a partially filled out FedEx label from the IEEE Exhibits Department. This is for your return shipment.
2. Seal all boxes securely with packing tape.
3. Label all boxes with the IEEE address (see page 3).
4. Make sure tabletop display container is also addressed and locked.
5. Count all boxes and number them (For example: 10 boxes, write 1/10, 2/10, 3/10...) Write the numbers with a black marker. Use a sticker for labeling the tabletop display with a number.
6. Call the hotel shipping department and ask them to pick up boxes that need to be shipped.
7. Wait for shipping department personnel to come pick up the boxes.
8. Give the person from the shipping department the completed FedEx label along with an appropriate tip. For tip: calculate approximately \$1.00 per box.

IEEE Partnering Display Survey

Name of conference attended: _____

Volunteer Name:

Volunteer Address:

Volunteer Phone and Email:

1. Was the IEEE Partnering Handbook clear and easy to follow?
2. Were you supplied with the proper materials?
3. Would you attend the same conference next year?
4. Do you feel that this was a good membership opportunity?
5. Did the shipped material arrive on time?
6. Did the IEEE Partnering Display Program help you set up a good display?
7. How can the IEEE Partnering Display Program be improved?

Please return this survey, orders, copies of Bill of Lading and FedEx Tracking numbers, and the IEEE Partnering Display Revenue Report Form to the IEEE Exhibits Department.

Thank you for your participation!

Summary

Contact us six weeks prior to the event via the IEEE Partnering Display Request Form provided on page 5. Email Beverly Banks at b.banks@ieee.org, or phone +1 732 562 6859.

You will be handling all payments received at the conference. For information on which forms of payment IEEE accepts, see page 8. For information on how to organize the payment process at your table, see page 7.

You need to have all extra materials shipped back to IEEE (unless previously directed otherwise). For information on how to ship your materials back to the IEEE, see page 10.

REMEMBER: You should keep a record at the end of the conference:

- The Bill of Lading from the shipping that you did (for convention centers only)
- A copy of the paperwork from the freight counter (for convention centers only)
- Any books we have allowed your IEEE Society to keep.

IMPORTANT: All items listed below must be sent back to IEEE within ONE (1) WEEK of the close of the conference:

- IEEE Partnering Display Revenue Report Form
- All completed membership applications
- Master copy of your price list
- Extra products and merchandise
- All order forms
- Booth display items

Notes