



World Usability Day 2006

14 November 2006 • Making life easy!

New Jersey Innovations Make Life Easy

Table Exhibition Guidelines

What can I present?

A "Table Exhibition" is a way to present your work or works of your company in an informal, visual and interactive manner. During the Table Exhibition, you can accomplish the following:

- ❖ **Business opportunities:** you will have a chance to explain to your audience how innovations, good designs and usability work make your products or (your clients' products) more competitive in the marketplace.
- ❖ **Networking:** you will find potential customers, partners, or talents; getting to know your peers in the community helps your business and your career.
- ❖ **Useful Discussions:** You can also obtain suggestions and exchange ideas with the attendees of the World Usability Day
- ❖ **Present your work:** you may simply want to share the innovative work that you have done with your peers. This is your chance!

When is the Table Exhibition?

6:30pm to 7:30pm, November 14th, during the WUD'2006 event. If your proposal is accepted, please be sure that you or your associates will be available to present.

Fee for Table Exhibition

A \$50 fee is required. The fee will be used to sponsor the WUD event.

Preparing and Submitting Your Exhibition Proposal

To be accepted as a Table Exhibitor, please submit a proposal, or any questions you have, to wud@usabilitynj.org by **October 15th**, 2006, with following information:

- ❖ Title of Exhibition
- ❖ Information about the presenters (name, email, phone, affiliation, address)
- ❖ Objective: presenting a company, a product, a process, or a project?
- ❖ Short abstract about your exhibition, 50 words maximum for use in the Programs
- ❖ Need for electrical outlets or Internet connection (WUD may not be able to provide connection to every exhibition)
- ❖ A payment or a good will commitment to the \$50 fee as an Exhibitor.

Facility

If the proposal is accepted, each exhibitor will be provided with a 3'x6' table and folding chairs. You can bring in laptop computers, easels, collaterals, brochures or other materials. If you intend to bring in additional equipment, please explain how they will be used in your proposal.