1. Overview

Thank you for sponsoring Hot Chips this year! As a benefit of your sponsorship, you may set up a display at a table in the area used for breakfast, breaks between sessions, and evening receptions, which is located in the patio area running along the west side of the Flint Center auditorium. In past years, there have been a number of different types of displays:

- Arrays of marketing materials or books
- Business card raffles
- Static displays of hardware
- Live demos of hardware or software

Really, anything that can fit on, under, or behind an 8' long table and might be interesting to conference attendees will do. Most tables are staffed by one or more table minders, but some sponsors just put out static displays for people to browse themselves. Because most of the attendees congregate on the patio during the breaks between sessions, a large number of people will pass by your table during the duration of the conference.

2. Setup Schedule

You may set up whenever you like during the tutorial day (Sunday) and conference days (Monday / Tuesday), or even the Saturday “setup day” before the conference if your table is particularly elaborate or you would like to scout the area before any attendees arrive. (On that day, we do not recommend that you come earlier than about 3pm, since the tables are not usually available any earlier.) Some sponsors set up for all three days, including the tutorial day, while others focus only on the two main conference days. Since the patio is outdoors, you should probably not leave anything particularly valuable at your table overnight, but banners and other large signage can usually be left in place. (You can either pull expensive items inside the auditorium doors before we close them for the night or take them away with you.)

We recommend that you have the table ready (and staffed, if necessary) during the break times between sessions, at least, since those times are when the patio is usually full of people. Check the online schedule at www.hotchips.org to see when the breaks will occur. It can also be helpful...
to have your table up and running during the evening receptions, which are also fairly busy, and perhaps even during the morning breakfast, when a light flow of people looking for morning coffee will wander by. If you want to target attendees at breakfast, then you will want to set up at the beginning of the breakfast period, at approximately 7:30am on each day, while others can wait until after the first session starts. During sessions and at lunchtime there are usually a few attendees hanging around out on the patio, but do not expect significant traffic.

3. The Tables

We will have at least twelve tables available, all of which are about 8' long by 3' wide. Six tables will be located at the north end of the patio (N1–6 on the map) and six will be at the south end (S1–6). Tables 2–4 in each group are arranged together end-to-end, while the other tables in each group are separate. Additional tables may be added if necessary, probably near S6. Because the break area is fairly small and often completely packed with people during breaks, there will be plenty of foot traffic near all of the tables. (This is not a large trade show where some locations are miles from an entrance.) Instead, the main differences between tables are in terms of purely practical issues. A large awning covers about half of the patio. The tables farthest from the auditorium are not completely covered by the awning, and are somewhat sunny as a result. These tables are therefore more suitable for presentations of marketing materials and signage than for displays centered around demos with monitors that may be hard to see in sunlight.

There will be space behind each table for staffers to sit or stand, although they can also stand in front of your table among the attendees. All tables will be covered with black tablecloths and skirted so you will have a clean surface and a convenient place under the table to hide any boxes, bags, etc. If desired, you can add signs or banners to the front of your table or as a backdrop behind your table. You can also place signs next to some of the tables, but it is impractical with others due to obstructions or traffic lanes at either end, so please let us know in advance if you want to do something like this. While there are places to attach signs and banners behind or next to some of the tables, we recommend that you bring self-supporting signs if possible. If needed, we can also provide basic easel stands (like those found in most hotels) to support signs or posters around your table.

Other than the basic tables and easel stands, you will need to bring everything else that you might want to use at your table. While we may have a few spare cables around that you can borrow, if necessary, please do not expect us to have any other gear available that you can borrow or rent.

4. Demos and Tech Support

While many table displays are static setups of marketing materials, posters, and the like, we typically have at least a few sponsors every year that want to show demonstrations of their software and/or hardware in action, as well. Over the years, these sorts of displays have ranged from things as simple as a board with a big chip in the middle and some blinking LEDs to fairly elaborate demonstrations that covered an entire table. No matter how complex, they usually require some amount of support such as power or networking from us. In addition, even for tables without demos, most presenters ask for power so that they can plug in their personal laptops for the duration of the conference.
Supplying power is not a problem, as long as your needs are modest (a few laptops, for example). While we can adapt on-the-fly as necessary, it would aid our planning if you would let us know if you will be needing power. If you will be using significant amounts of power (more than a few laptops, or about 200W or so), then we definitely need to know in advance so that we can ensure that your table has sufficient power available.

For networking needs, conference WiFi will be available everywhere on the patio. If this is insufficient for some reason, wired Ethernet can be supplied upon request. Please let us know in advance because we will need to run an Ethernet cable to your table during site setup.

As noted in the previous section, if your demos have monitors of any kind that need to be seen clearly, then the sunnier tables may be poor locations. The bright August sun tends to overpower any screens and make them hard to read. Please let us know if you think that this may be a problem so that we can try to locate you at a shadier table. Nevertheless, because some sun is inevitable at any table, especially in the later afternoon, you may want to think twice about any demos that are heavily centered around a monitor or plan for how to deal with sunny moments.

5. Table personnel

If you have any personnel dedicated to running the table, but who will not be attending conference sessions, then they may register as “table minders” instead of normal attendees. Of course, any table attendants who will want to attend any sessions should either register normally or use one of the free registrations that comes with most sponsorship levels.

6. What we need to know from you in advance

If you want to reserve a table, we will need to know a few things from you BEFORE the early registration deadline:

• First, that you do want to reserve a table (many sponsors do not!)

• Do you have any particular table position preferences? If so, please give us a list of which ones you would prefer, from most to least desired, using the N1–N6 and S1–S6 codes from the map included below. We cannot guarantee that you will get what you want, but will try to honor as many requests as possible when allocating tables to sponsors.

• Do you need power? If yes, is it more than about 200W? (e.g. a few laptops) If yes, how much power?

• Do you need networking? Is wired Ethernet required, or will WiFi suffice?

• Do you have any other technical requirements that we should know about?

Just email this information to our sponsorship chair, Amr Zaky (sponsor@hotchips.org), and our site coordinator, Lance Hammond (facilities@hotchips.org). Also, do not forget to note that you want a table when you register your sponsorship, since a small additional charge is added at registration time to hold your table reservation.
7. Table Layout Map

KEY:
- 8' sponsor table
- Round cocktail table

Posters Displays

Bar

Auditorium

Ramp

To Lobby

Permanent Bench