

June 2010

TO: Advertisers and Exhibitors
FROM: Carol J. Latta, Executive Director
SUBJECT: Advertising and Exhibit information

We would like to invite you to participate in the Institute's 2010 Annual Meeting as well as in our publications. Enclosed you will find information pertaining to these activities of the Decision Sciences Institute which may be of interest to your company. Please forward these items to the appropriate individuals within your company.

- Exhibit information for the Institute's 2010 Annual Meeting, November 20-23, 2010, at the San Diego Marriott Hotel and Marina in San Diego, California.
- Annual meeting program advertising information.
- Information about DSI sponsorships.
- Job placement display advertising information.
- *Decision Sciences* journal advertising information.
- *Decision Sciences Journal of Innovative Education* advertising information.
- *Decision Line* advertising information.

If any questions should arise which are not explained in the enclosures, please call us at 404-413-7710 for further information.



BOOK AND SOFTWARE PUBLISHERS

June 2010

TO: Conference Exhibitors
FROM: Carol J. Latta, Executive Director, Decision Sciences Institute
SUBJECT: Book and Software Advertising

We feel that the members of the Decision Sciences Institute have a keen interest in your company's ideas and publications. For this reason, the Decision Sciences Institute cordially invites you to participate as an exhibitor at its 2010 Annual Meeting, to be held November 20-23, 2010, in San Diego, California.

The Institute is a professional organization of academicians and practitioners interested in the application of quantitative and behavioral methods to the problems of our society. As such, our members are eager to learn and, as educators, transmit information dealing with the decision sciences. We offer you an opportunity to display your wares to over 1,500 of our members during our four-day conference. The fee of \$690 covers the cost of the exhibit booth and the basic booth package (see enclosures) to be supplied by the drayage service handling the exhibits.

The exhibit space we have designated at the San Diego Marriott Hotel and Marina is located adjacent to the major activity centers of the meeting, registration desks, placement operations and coffee breaks.

We are planning this to be a professional and rewarding experience for the members of the Institute, and we eagerly anticipate your participation. Please feel free to contact us at 404-413-7710 if you have any questions regarding the exhibit arrangements for the meeting.



EXHIBITOR INFORMATION

2010 Decision Sciences Institute Annual Meeting
San Diego, California
November 20-23, 2010

Exhibit Booth and Materials

The full price of the exhibit booth (see sizes and prices on the application form) must be paid by October 15, 2010. An initial deposit by check, American Express, Discover, Visa or Mastercard must accompany your registration form. This deposit will not be refundable. Checks should be made payable to the Decision Sciences Institute. Payment is to be sent with the application form by September 15, 2010, to:

Decision Sciences Institute
Attn: Exhibits Manager
35 Broad Street, Suite 414
Atlanta, Georgia 30303

General Service and A.V. Contractors

The official general service contractor and decorator is Freeman, shipping and mailing address: c/o Freeman, 6060 Nancy Ridge Drive, Suite C, San Diego, CA 92121 (714-254-3410). Freeman will be sending a "service package" with complete information on exhibitor services, including material handling and freight instructions, to all registered exhibitors by no later than September 30, 2010.

Prestige Audio Visual, Inc. is the Institute's official audio-visual provider. Prestige's order forms will be included in Freeman's service kits.

Set-Up and Take-Down of Exhibits

The exhibit booths and your materials will be set up in the exhibit hall by 1:00 p.m. on Saturday, November 20, 2010. You should have your exhibit set up and ready for showing by 9:00 a.m. the next morning. Exhibits will close on Tuesday at 11:30 a.m., November 23, the last day of the conference. The exhibits must be removed from the booths by 9:00 p.m. The erection, assembly, dismantling, packing and unpacking of displays must be done by union labor. The handling, placing, or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor.

Social Events

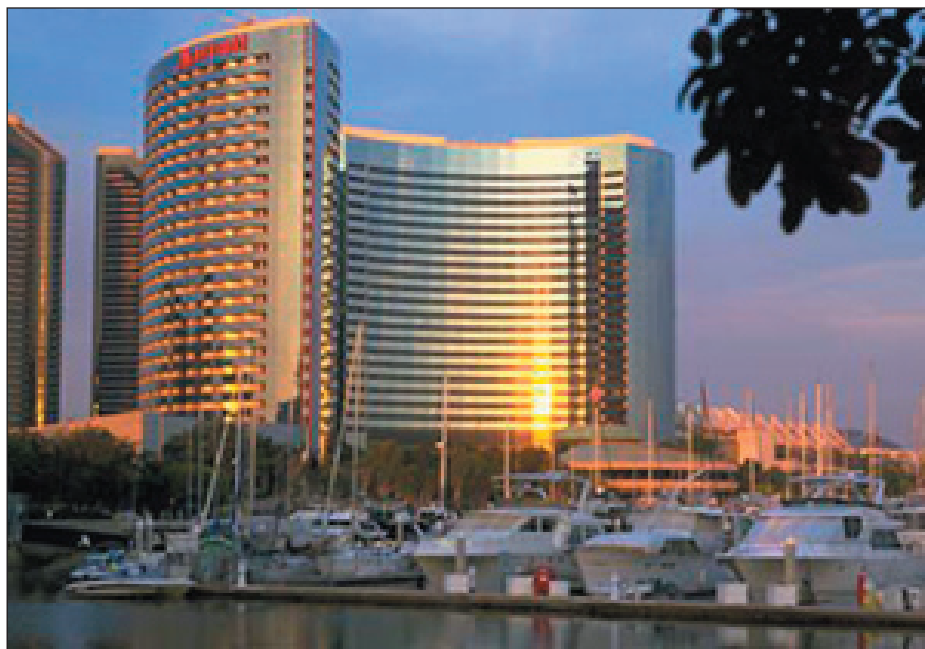
All exhibitors are asked to refrain from holding any cocktail parties or social activities at booth locations without prior approval from the Institute's Executive Director.

Room Reservations

A block of rooms in the name of the Decision Sciences Institute has been reserved at the San Diego Marriott Hotel and Marina. A hotel reservation form is provided on the other side.

Book your reservations early for the DSI conference hotel . . .

San Diego Marriott Hotel and Marina



The 2010 DSI Annual Meeting will be held at the San Diego Marriott Hotel and Marina. Offering spectacular waterfront settings in the heart of America's Finest City, the San Diego Marriott Hotel & Marina truly represents the best location for business and pleasure. It is conveniently located adjacent to the San Diego Convention Center and within walking distance to downtown San Diego and the Gaslamp District.

For reservations, please refer to the guidelines below. Note that check-in time is 4:00 pm of the day of arrival and check-out time is 12:00 pm, day of departure.

Group room rate reservations may be available based on occupancy of the hotel from November 17 to November 26, 2010.

There are two ways to make reservations (hard-copy forms are no longer used*). Information and online registration is available at

<http://www.decisionsciences.org/Annualmeeting/travel/hotel.asp>

Hotel Room Types

- One king-size bed in room
- Double/double bed in one room

Single/Double occupancy

Cityview: \$177

Bayview: \$197

Triple occupancy

Cityview: \$197

Bayview: \$217

Online Help Number: 800-266-9432

Reservations by Phone

When booking via phone on the Marriott Reservation line, please be sure to reference the "Decision Sciences Institute Meeting" in order to secure the special group room rates.

800-266-9432

To guarantee your reservations at the San Diego Marriott Hotel and Marina and to receive the special offered group rate, your reservations must be made by Friday, October 31, and you must supply a credit card with the expiration date available from the following list: Visa, Master Card, American Express, Discover, Diners Club.

Note that the Decision Sciences Institute special group rate may not be available if the group room block becomes full, or after October 31, which is the cut off date for making reservations to receive the special group rate.

If for some reason your plans change, you may cancel your reservation up and until 6pm of date of arrival. Should you not cancel your reservation, you will be billed for one night room charge and tax.

**At previous Decision Sciences Institute meetings, Marriott hotels have permitted attendees to reserve rooms by faxing or mailing a hard-copy form.*

* * *

Need a roommate? Doctoral students, faculty and business leaders are often looking for someone to share a room with during the annual meeting. For online assistance, fill out our roommate match form at the url below and submit your information to DSI:

<http://www.decisionsciences.org/annualmeeting/meetinginfo/roommates.asp>

San Diego Marriott® Hotel & Marina
333 West Harbor Drive
San Diego, California 92101 USA
Phone: 1-619-234-1500
Fax : 1-619-234-8678

2010 DSI Annual Meeting Website

www.decisionsciences.org/annualmeeting/



EXHIBITOR APPLICATION

2010 Decision Sciences Institute Annual Meeting
San Diego, California
November 20-23, 2010

Please supply the information requested. The deadline for submitting exhibit applications is September 15, 2010. Both copies are to be signed and returned to the following address. One copy will be returned to you on acceptance of your application.

Decision Sciences Institute
Attn: Exhibits Manager
35 Broad Street, Suite 414
Atlanta, Georgia 30303

Agreement dated _____ between _____
and the Decision Sciences Institute in accordance with the conditions stated below
and the Rules and Regulations for Exhibitors, which also shall be considered as part
of the contract for space.

It is hereby agreed that exhibitors shall indemnify and save harmless the Decision Sciences Institute, the San Diego Marriott Hotel and Marina, and Prestige Audio Visual, Inc. from liability which might ensue from any cause whatsoever. The Decision Sciences Institute, the San Diego Marriott Hotel and Marina, and Prestige Audio Visual, Inc. will not guarantee exhibitors against loss of any kind. Reasonable care will be secured to protect all exhibits, and the exhibit hall will be secured during those times the meeting is not in session.

Booth Size

Single booths may be rented for the duration of the show at a cost of \$690. Double booths are also available for \$1,200. The standard booth is 8' x 10', with 36" high side rails, and 8' high back wall draped, and a sign (7" x 44") giving your company name. Arrangements for shipping, storage, and furniture can be obtained through Freeman, the official service contractor. Electrical and telecommunications services will be provided by the San Diego Marriott Hotel and Marina. All exhibitor freight must be sent through the official service contractor and **will not be accepted** at the hotel prior to the move-in date.

Combined booth exhibits can be obtained, subject to the number of requests and availability of space. For further information, contact the Institute's Executive Director at 404-413-7711.

Location of Booth

The location of your booth will depend upon a combination of the following: the order of receipt of your application, the degree of your company's participation in other aspects of the meeting, participation in our past meetings, and the type of exhibit planned. Your booth assignment will be mailed to you by September 30, 2010.



EXHIBITOR APPLICATION (cont.)

2010 Decision Sciences Institute Annual Meeting
San Diego, California
November 20-23, 2010

Exhibit Personnel

Passes to the exhibit area will be provided for your company employees manning the exhibit.

Deposits

Your check or credit card payment covering the initial deposit (\$350 for single booths, \$550 for double booths) must accompany your application to exhibit. Deposits are nonrefundable. Checks should be made payable to the Decision Sciences Institute. The balance of your booth rental is due October 15, 2010.

CREDIT CARD INFORMATION: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> American Express	
<input type="checkbox"/> Discover	
Total Amount \$_____	
Card No. _____	Expires: ____/____
<small>(Please Print)</small>	
Card Holder's Name _____	
Signature _____	
Billing Address _____	
City/State/Zip _____	

Nature of Exhibit

What will you exhibit? A full statement of the nature of your proposed exhibit will aid us in locating your booth for maximum impact:

Organization Name _____
Your Name and Title _____
Address _____

Telephone _____ Cell phone _____
E-Mail _____ Fax _____
Representative(s) attending the conference (for name badges and conference materials):



CONFERENCE PROGRAM ADVERTISERS

2010 Decision Sciences Institute Annual Meeting
San Diego, California
November 20-23, 2010

June 2010

TO: Advertisers
FROM: Carol J. Latta, Executive Director
SUBJECT: Conference program advertising

We invite you to advertise in the 2010 annual meeting program of the Decision Sciences Institute. The 8 1/2" x 11" booklet is distributed at the conference to approximately 1,500 registrants.

The deadline for reserving space is September 15, 2010. The rate schedule, ad requirements, and deadlines for submitting ads are on the reverse side of this page. Advertising space is limited, so we encourage you to notify us immediately if you wish to reserve space. Please call us at 404-413-7710 if you have any questions.

We look forward to your participation in our 2010 annual meeting program.



2010 CONFERENCE PROGRAM

2010 Decision Sciences Institute Annual Meeting
San Diego, California
November 20-23, 2010

Format

8¹/₂" x 11" booklet

Deadlines

Space reservation September 15, 2010
Camera-ready artwork received by September 30, 2010

Rates

Full page (7" x 10") \$750
Half page (7" x 5")..... \$575
Inside front cover (7" x 10")..... \$900
Inside back cover (7" x 10") \$900
Back cover (7" x 10")..... \$1300

Requirements

Ads must be submitted as a pdf or postscript (.eps) file.

Shipping Address

Hal Jacobs
attn: Decision Sciences Institute
2872 Wiltshire Drive
Decatur, GA 30030
(404-286-0170 / hjacobs@gsu.edu)

2010 CONFERENCE SPONSORSHIP

2010 Decision Sciences Institute Annual Meeting
San Diego, California
November 20-23, 2010

2010 Annual Meeting Sponsorship Opportunities

The 2010 DSI Annual Meeting promises to be a special event for attendees. For more sponsorship information, please contact Carol Latta at (404) 413-7711 or clatta@gsu.edu.

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Contributing Sponsor
\$25,000	\$10,000	\$5,000	\$2,000	\$500-1000
Opportunity for a plenary presentation at the conference	Company description and logo in final program and on conference Web site	Company or University description and logo in final program and on conference Web site	Company or University description and logo in final program and on conference Web site plus listing in final and preliminary programs and on sheet included in registration packets	Company or University description and logo in final agenda plus listing in final and preliminary programs and on sheet included in registration packets
Company logo on the front page of the conference Web site, plus logo and company listing on the sponsor page & link to your company's website shown on the main conference web page	Listing in final and preliminary programs and on sheet included in registration packets	Listing in final and preliminary programs and on sheet included in registration packets	Recognition on conference signage by reception desk and sponsored coffee break	Web site listing with product description, company logo and link to company web site
Listing in final and preliminary programs and on sheet included in registration packets	Logo in a half-page advertisement in Decision Line	Recognition on conference signage by reception desk and at receptions and lunches		Recognition on conference signage by reception desk
Logo in a full-page advertisement in Decision Line	Recognition on conference signage by reception desk and at receptions and lunches	One complimentary conference registration		
Recognition on conference signage by reception desk and at receptions and lunches	Three complimentary conference registrations			
Recognition in the major promotional brochure for the meeting, mailed to approximately 3000 DSI members				
Five complimentary conference registrations				

Promotional Item to Sponsor

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Contributing Sponsor
Exclusive sponsor of the President's Luncheon	Exclusive sponsor of the Welcome Reception	Exclusive sponsor of the internet connection kiosk (including signage at the kiosk)	Best Paper Awards	Coffee Break
Exclusive sponsor of the Fellows Luncheon	Exclusive sponsor of the Social Event	Conference badge neck cords printed with your company name and logo	Case Studies and Student Paper Awards	Doctoral Student and New Faculty Consortiums' Social Hour
Exclusive sponsor of the LCD projectors and support		Doctoral Student Consortium	Instructional Innovation Award	Fellows Reception
Portfolio bag with company logo and joint sponsorship of President's Reception		New Faculty Development Consortium	Doctoral Dissertation Award	Past Presidents' Dinner
			Pens or Notepad with company logo in conference bag and 1 coffee break	
		Keycard (hotel room keys) printed with company name and logo	Conference proceedings CD-ROM with company logo on cover	

For universities only, there is a special Gold Sponsorship Level.

Gold Sponsor
\$5,000
University description and logo in final program and on conference Web site
Listing in final and preliminary programs and on sheet included in registration packets
Logo in a half-page advertisement in Decision Line
Recognition on conference signage by reception desk and at receptions and lunches
Three complimentary conference registrations
Choose 2 items from the following: - Coffee break - Fellows Reception - Conference proceedings CD-ROM with University logo on cover - Doctoral Student and New Faculty Consortiums' Social Hour
Plus choose 1 item from the following: - Doctoral Dissertation Award - Instructional Innovation Award - Case Studies Award

Additionally, DSI offers to companies and universities the opportunity for an In Kind Sponsorship.

In Kind Sponsor
To provide the use or purchase of items at conference. Typical items needed include: - Office Equipment: 2 printers, 6 computers - Printing of brochures - Speakers' Gifts
Company or University description and logo in final agenda
Recognition on conference signage by reception desk



JOB PLACEMENT ADVERTISERS/RECRUITERS

June 2010

TO: Advertisers/University recruiters
FROM: Carol J. Latta, Executive Director
SUBJECT: Job Placement display advertising

We invite you to advertise on the 2010 job placement homepage of the Decision Sciences Institute at <http://www.decisionsciences.org/Placement/>. Your faculty position, as well as your organizational logo, will be featured on the homepage that links to all job placement listings for positions and applicants.

For more information on regular job placement listings and discounted advertising options, see www.decisionsciences.org/placement/instructions.asp

Dates

Display ads will be accepted (and remain on the Job Placement website) from July 1, 2010, until December 1, 2010.

Rates

Web display ad..... \$310

The regular job placement listing fee is \$350 pre-conference and \$400 on-site.

Reserved Interview Tables

The Institute is offering recruiters the option of reserving an interview table located in a separate reserved area of the Job Placement Center at the San Diego Marriott Hotel and Marina. The cost is \$200 pre-conference and \$250 on-site. Make your reservation early as space is limited.

Requirements

Ads may be submitted via text in the email message or an attached document file.

Contact Information

Hal Jacobs
attn: Decision Sciences Institute
[hjacob@gsu.edu](mailto:hjacobs@gsu.edu)
tel. 404-286-0170



JOURNAL ADVERTISERS

June 2010

TO: Journal Advertisers

FROM: Carol J. Latta, Executive Director

SUBJECT: *Decision Sciences* Journal and *Decision Sciences Journal of Innovative Education* advertising

We cordially invite you to advertise in upcoming issues of the Institute's journals, *Decision Sciences* and the *Decision Sciences Journal of Innovative Education*.

Decision Sciences is a professional journal which features peer-reviewed articles on the latest computer technology, mathematical and statistical techniques, and behavioral science.

The *Decision Sciences Journal of Innovative Education* publishes significant research relevant to teaching and learning issues in the decision sciences, including empirical research, case study research, conceptual/theoretical research and teaching briefs.

The journals are subscribed to by more than 1,000 libraries and are read by over 3,000 faculty and students in all functional areas of business, as well as by corporate-related personnel and consultants. We feel you will find the journals to be excellent vehicles to advertise your products.

Please find enclosed the 2010 advertising rate schedule. If you'd like to review our journals, we will be happy to send you a complimentary copy.



DECISION SCIENCES JOURNAL
DECISION SCIENCES JOURNAL OF INNOVATIVE EDUCATION

January 2010-December 2010

Format

4¾" x 8½" perfect-bound journals

Publication Dates

<u>Decision Sciences Journal</u>	<u>Decision Sciences Journal of Innovative Education</u>
February	January
May	July
August	
November	

Rates

	<i>DSJ</i>	<i>DSJIE</i>
Full page (4½" x 7½")	\$500	\$535
Half page (4½" x 3¾").....	\$300	\$410
Inside back cover (4½" x 7½")	\$650	\$600
Outside back cover (4½" x 7½").....	\$800	\$700

For more information on deadlines, requirements and advertising specifics, please contact:

Kristin McCarthy
Advertising Sales Representative
Wiley-Blackwell
John Wiley & Sons, Inc.
111 River Street, 8-006C
Hoboken, NJ 07030
Phone: 201-748-7683
Fax: 201-748-6362
kmccarthy@wiley.com



NEWS PUBLICATION ADVERTISERS

June 2010

TO: News Publication Advertisers
FROM: Carol J. Latta, Executive Director
SUBJECT: *Decision Line* advertising

We are looking forward to working with you in placing your books and software before the members of the Decision Sciences Institute. For this reason, I would like to apprise you of an opportunity to create awareness of your publications on the part of our members. This can be done by advertising in *Decision Line*, the Institute's official news publication.

Please find enclosed the 2010-11 advertising rate schedule.

Some of the advantages of advertising in *Decision Line*:

- *Decision Line* reaches a broader audience than most academic journals. Many of the individuals who read *Decision Line* are key decision makers for textbook selection who may have little time for academic journals.
- Members of the Decision Sciences Institute are a prime market for textbooks concerning "decision making." Books in management science, production, quantitative methods in the functional areas, (marketing, finance, etc.), operations management, operations research, marketing research, organizational behavior, and policy should be advertised in *Decision Line*.
- *Decision Line* is now an online publication available to everyone in the decision sciences community. The size and content, as well as columns featuring recently published books and software, ensure that advertisements of key books and software receive due consideration.



DECISION LINE INFORMATION

July 2010 - June 2011
Five issues per year
(404) 413-7710

Format

Full color, 8½" x 11" in pdf format. Approximately 40 pages per issue.

Deadlines

July issue June 1
October issue September 1
January issue..... December 1
March issue February 1
May issue April 1

Rates

Full page (7³/₈" x 9½") \$704.....\$634/issue (2010-11 contract)
Half page (7³/₈" x 4¾" or 3½" x 9½") \$407.....\$366/issue (2010-11 contract)
Quarter page (3½" x 4¾")..... \$308.....\$277/issue (2010-11 contract)
Sixth page (3½" x 2½")..... \$165.....\$148/issue (2010-11 contract)
Marketplace classified ads..... \$60 per 50 words

The 10% discount for the 2010-11 contract applies only if you place the same size ad in all five issues (July 2010 through June 2011). Annual contracts will be billed five times a year after publication of each issue.

Requirements

Display ads can be submitted as document files (that will be formatted for publication), pdf or postscript (.eps) files. Marketplace ads should be submitted via text in the email message or an attached document file.

Shipping Address

Hal Jacobs
attn: Decision Sciences Institute
2872 Wiltshire Drive
Decatur, GA 30030

Decision Sciences Institute 2010-11 Advertising Information

Annual Meeting Program

Distributed at the annual meeting to approximately 1,500 conference registrants.

Format: 8½" x 11" perfect-bound booklet on 60lb offset paper

Space Reservation Deadline: September 15, 2010

Camera-ready artwork* due by September 30, 2010

Line screen: 100

Rates:

Full page (7" x 10"): \$750

Half page (7" x 5"): \$575

Inside cover (7" x 10"): \$900

Inside back cover (7" x 10"): \$900

Back cover (7" x 10"): \$1,300

Job Placement Display Ads

Display ads will be accepted and remain on the Job Placement website (<http://www.decisionsciences.org/placement/>) from July 1 through December 31. Faculty positions, as well as organizational logo's, will be featured on the homepage that links to all job placement listings for positions and applicants. (For more information on regular listings and discounted advertising options, see www.decisionsciences.org/placement/instructions.asp) Ads should be submitted via text in the email message or an attached document file.

Rates:

Display ad: \$310

Contact Information & Shipping Address

Hal Jacobs
attn: Decision Sciences Institute
2872 Wiltshire Drive
Decatur, GA 30030
404-286-0170
fax: 404-413-7714
[hjacob@gsu.edu](mailto:hjacobs@gsu.edu)

See the DSI website at <http://www.decisionsciences.org> for more information on the Decision Sciences Institute.

Decision Sciences and Decision Sciences Journal of Innovative Education

Journals subscribed to by more than 1,000 libraries and 3,000 faculty and students in all functional areas of business, as well as by corporate-related personnel and consultants.

Format: 4.75" x 8.5" perfect-bound journals on 50lb offset

Rates:

	DSJ	DSJIE
Full page (4½" x 7½"):	\$500	\$535
Half page (4½" x 3¾"):	\$300	\$410
Inside back cover (4½" x 7½"):	\$650	\$600
Outside back cover (4½" x 7½"):	\$800	\$700

For more information on deadlines, requirements and advertising specifics, please contact:

Kristin McCarthy
Advertising Sales Representative
Wiley-Blackwell
John Wiley & Sons, Inc.
111 River Street, 8-006C
Hoboken, NJ 07030
Phone: 201-748-7683
Fax: 201-748-6362
kmccarthy@wiley.com

Decision Line News Publication

Online version produced five times a year and available on the DSI website.

Artwork* due 30 days prior to publication (January, March, May, July, and October)

Rates:

Full page (7¾" x 9½"): \$704

Half page (7¾" x 4¾" or 3½" x 9½"): \$407

Quarter page (3½" x 4¾"): \$308

Sixth page (3½" x 2½"): \$165

Note: A 10% discount for the 2010-11 contract applies if you run the same size ad in all five issues (July 2010 through June 2011). Annual contracts will be billed five times a year after publication of each issue. There is a 15% agency commission.

Marketplace classified ads (includes online Decision Line (pdf) and website "Marketplace" section): \$60 per 50 words. Text can be emailed directly to [hjacob@gsu.edu](mailto:hjacobs@gsu.edu). We will invoice you after publication—please include billing contact and address in email.

*Ads must be submitted as pdf or postscript (.eps) files.