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**TO:**            **DIGITAL PLANT EXHIBITORS**            **January 2010**

**FROM:**        *Sean Guerre, Director*                                *Julien DuPont, Sales Manager*  
                    *Cassie Davie, Conference Manager*                *Gabe Geller, Marketing Manager*  
                    *Barbara Blair, Registration Manager*              *Jill Dean, Group Attendance Sales & Service*

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Welcome to DIGITAL PLANT, the 17<sup>th</sup> annual conference and exhibition: Meeting the Challenges: Technology and Processes in the New Plant World.

This Exhibitor Service Kit is designed to help you organize your participation, make travel and lodging arrangements, register your personnel, make all exhibit preparations and take advantage of other services and sponsorships to assure your company a successful show.

**Note: All Exhibitors must be set up on Sunday, December 4th by 8:00 PM**

Following is a breakdown of the materials in the online kit:

1. **FRONT PAGES**

Included is an Exhibitor Action "HOT LIST" - to remind you of important deadlines and the INDEX outlining all of the forms in each of the 6 kit sections. Click in each section for the forms you need.

2. **GENERAL INFORMATION**

This section includes the schedule of events for DIGITAL PLANT and a list of the contractors you may utilize for this year's event. You will also find the room assignments for the conference sessions and other special events. The exhibition hall Floor Plan of the Houston Marriott Westchase will be held are found here. Finally, in this section you will find a visual key to the exhibit guidelines/specifications and a copy of the Rules and Regulations for all exhibitors. Please be sure to read and understand all of these rules since they will be strictly enforced at the show.

3. **EXHIBITOR REGISTRATION OPTIONS**

***Sponsor and Exhibitor Staff Registrations***

- **Complimentary Sponsor Registration** - You may register online using the **Booth Contact's email address as the password.**
- **Additional Sponsor Registration** – After using your allotted complimentary registrations, you may register additional Sponsor Registrations online for \$595 each, using the **ID Code: ADDITIONAL .**
- **Complimentary 10' x 10' Exhibitor Staff Registration** - You have **two free** Exhibitor Staff registrations included with your 10'x10' booth. To register online you will need the **Booth Contacts email address as the password.** When your maximum complimentary registrations are reached, please use the following instructions.
- **Additional 10'x10' Exhibitor Staff Registration** – After your two (2) registrations are entered, you may register as many **other** Exhibitor Staff as you feel are necessary for a fee of \$995 each. Go online using your ID CODE: ADDITIONAL and choose Exhibitor \$795 by October 31 and \$995 after.

**You will also receive codes for your client passes to distribute to those you wish to invite.**

#### **4. VENDOR SERVICES**

*Freeman Decorating is the appointed general contractor and provides you with the following information:*

- **Shipping & Drayage (Quick Facts)** - This section includes information and forms for all your shipping, drayage, materials handling, air freight and customs clearance requirements. If you have any questions about shipping and/or drayage, call the company involved for clarification. This will prevent any surprises on-site.
- **Booth Installation & Furnishings** - This section provides forms for ordering carpeting, rental booths, furniture, and labor.
- **Vendor Services** - This section includes order forms and information on contractors for many optional services you may need during DIGITAL PLANT, including:

« Audio-visual

« Computer Equipment Rental

« Business Center

« Floral Services

« Catering

*Booth Utilities - Included are forms to order electricity, telephone, and Internet service in your booth. These services are ordered through the Houston Marriott Westchase using the .pdf forms in this section.*

#### **5. MARKETING OPPORTUNITIES**

- **Conference Guide advertising and marketing programs** - Each exhibitor is entitled to a **Conference Guide Listing.** This handy catalog is given to all attendees/visitors and is used constantly during the event and for reference afterwards. Advertising Rate Sheet information is included in this section.

- *A variety of Promotional Opportunities are available to promote your company at this event. Details and reservation forms are located in this section. Promotional opportunities can truly highlight your company to the attendees.*

## **6. TRAVEL & LODGING**

- *To reserve a **Hotel room**, please see the **Houston Westchase Marriott information** or on our website: [www.digitalplantexpo.com](http://www.digitalplantexpo.com) under **Registration and Travel**.*
- *Information on **Enterprise Car Rental** is also located in this section.*
- *Click on the **Houston Area Information** link to find maps, transportation and entertainment options.*

### **FINAL NOTE:**

*If you have any questions or need help preparing for **DIGITAL PLANT**, please contact:*

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**TRADEFAIR  
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An Access Intelligence Company

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