



Exhibitor Logistics

Fort Walton Beach, FL

Near Eglin Air Force Base

April 15, 2010

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Dear Exhibitors,

Welcome! And thank you for being part of the upcoming Real-Time & Embedded Computing Conference (RTECC) near Eglin Air Force Base in Florida. In this packet you will find important information to assist with your planning. Please forward this document to every member of your team who will participate in the pre-planning process, on-site execution or sales.

Feel free to contact us if you have questions that are not answered within this document:

RTECC / RTC GROUP CONTACTS

Event Production Manager	Cindy Hickson	cindyh@rtcgroup.com	706-208-9594
Event Marketing Manager	Sally Bixby	sallyb@rtcgroup.com	503-274-8005
Event Billing	Maggie McAuley	maggiem@rtcgroup.com	949-226-2033
Event Sales	Lauren Rathfelder	laurenr@rtcgroup.com	949-246-7055
Event Sales	Carrie Bowers	carrieb@rtcgroup.com	949-226-2029

GENERAL INFORMATION

Venue

Emerald Coast Conference Center
1250 Miracle Strip Pkwy SE
Ft. Walton Beach, FL 32548

850-609-3800



Sleeping Accommodations

A temporary room block has been placed for your convenience at the following hotel:



Rate: **\$125.00 + tax and fees**

Call: **850-243-8116**

Room Block: **RTC Group**

The cut-off date to make reservation under this block is Wednesday, March 24th.



Important Deadlines

Make Room Reservations by:	Wednesday – March 24th
Return Shipping form (page 7) by:	Wednesday – April 7th
Exhibitor Badge Registration completed by:	Friday – April 9th
Shipments will be accepted at the venue starting:	Tuesday – April 13th

[AGENDA]

Set-up -	7:30 am – 8:30 am
Exhibits Open to Public	8:30 am – 2:00 pm
Morning Technical Seminars	9:00 am – 12:15 pm
Lunch (complimentary)	12:15 pm – 1:15 pm
Keynote	12:30 pm – 1:00 pm
Afternoon Technical Seminars	1:15 pm – 2:00 pm
Drawing / Giveaways	2:00 pm
Tear Down	2:00 pm – 3:30 pm

Set-up operates on a first come, first serve basis. All exhibition materials must be ready by 8:30 am on Thursday morning. Please arrive at 7:30 am to choose your table.

Tear Down times are very strict, and early departures are not permitted. Please take this into consideration when making your travel arrangements. Please do not plan to leave before 2:00pm.

[EXHIBITOR BADGE REGISTRATION]

Please register all on-site representatives in advance: http://www.rtecc.com/exhibitor_registration

****VERY IMPORTANT**** Pre-printed badges will be provided and must be worn by everyone who participates in the exhibit hall or lunchtime activities. Badges can be retrieved at the RTECC registration desk during exhibitor set-up. The deadline to register is **Friday, April 9th**.

[SEMINAR DETAILS]

Abstract Deadline

Please submit your title & abstracts to Cindy Hickson (cindyh@rtcgroup.com) as quickly as possible for posting to the RTECC website. The deadline to be included in the handout is Thursday, April 8th.

Speaker Check-in

If you are speaking, please check-in at the registration desk upon arrival to confirm the time & location of your seminar. Then proceed to your session room 10 minutes prior to the start of your session to connect your laptop and prepare for the arrival of attendees.

Session Rooms

Most session rooms will be set “theater style” to accommodate the maximum number of guests and will include the following equipment:

- Projection screen
- Projector on AV cart
- Sign-in sheet (*speakers are responsible for collecting attendee names*)

Speakers will need to provide their own laptop, with their presentation ready to play. If additional or special AV equipment is needed, please contact Cindy Hickson (cindyh@rtcgroup.com) to receive a price quote.

[EXHIBIT SPACE]

Booth Specifications

RTECC exhibition is **Table-Top Only**. [10 ft booths are not allowed](#). Exhibitors who arrive with displays that do not comply with show requirements will be asked to remove their booth before the show begins. If you are having difficulty creating a display that fits within these parameters, please contact Michelle Frank in advance to discuss a suitable solution.

Standard Table-top Exhibition Includes:

- **One 6' x 30" Table** of standard height with drape.
 - Exhibit materials must sit on top of the table surface only and not extend higher than 6 feet from the table-top. This includes pop-up banners.
 - Banners or Posters may not be tacked to the walls or hung from the ceiling.
 - No magazine racks or podiums shall be placed next to your booth or in the aisles.
- **One Power Outlet** with standard power & local voltage levels (4-5 amps).
 - Exhibitor may not exceed the maximum for the venue which is typically 500W. Should you require more than one power outlet/socket, please bring a power bar or contact us in advance for a quote on additional power.

Internet Access is not included. Please contact Cindy Hickson (cindyh@rtcgroup.com) to receive a quote for internet access in your booth.

[EVENT MARKETING]

Exhibitor Co-operative Promotion

Co-operative promotion is a requirement and essential for the success of this event. Please remember that your onsite and post show activities will be directly affected by the quality of your pre-show marketing.

The following activities are provided by The RTC Group to assist in your marketing efforts:

- **FREE Printed Invitations**– Sally Bixby will be contacting each exhibiting company directly to determine the number of printed invitations that will best suit your marketing efforts. A batch of invitations will then be mailed to arrive at your company approximately one month before the event. The invites need only to be addressed & have a single postage stamp added. Please take advantage of this valuable opportunity to highlight your participation in the RTECC event.
- **Electronic Invitation** – The RTC Group will provide a printable pdf invitation for your distribution and posting.
- **HTML Email**– Create your own HTML invitation for guests using our pre-designed shell. Easily highlight your company, your products and the RTECC show information, to get the most pre-show exposure and onsite visitors. Click on the following link to review our template: <http://www.rtecc.com/email/>
- **RTECC Logo** - Add the RTECC logo, show date, and link to your website: <http://www.rtecc.com>

If you are unable to fulfill your co-operative marketing obligations, please contact your sales rep for a customized list of activities that The RTC Group can provide to increase your exposure at the RTECC.

Sales Leads

All sales leads will be sent directly to the primary contact via email no later than one week after the conclusion of the event. The only delay in receiving leads would be due to an open invoice.

Inbound Shipping

Intershow Transfer – This service is available to all companies who are exhibiting in Melbourne, FL on Tuesday 4/13/10 and is offered at no additional cost. This service is paid for by The RTC Group, but is managed by an outside company called Explore Airtrans Services. The intershow transport service is not a requirement but makes shipping between shows easy and stress free. If you choose to take advantage of this service, your freight will be transported into the Emerald Coast Conference Center show directly from Melbourne, FL and placed in the exhibit hall before set-up on Thursday morning.

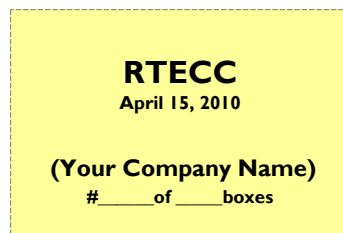
Independent Carriers – Please schedule show freight to arrive no earlier than Tuesday, April 13th or boxes may incur additional storage fees. You may also hand carry your materials into the exhibit hall the morning of the event.

Every box that is shipped into the RTECC will require **2 LABELS**:

1. **Shipping Label** (provided by your carrier, ie: FedEx, UPS, Explore Airtrans). Below is the shipping information that you will need to supply to your carrier:

Emerald Coast Conference Center
Attn: Lindsay Gowing
c/o RTECC 4/15/10
1250 Miracle Strip Pkwy SE
Ft. Walton Beach, FL 32548
850-609-3800

2. **Event Label** (provided on the final page of this packet). These labels will ensure that your boxes are sorted properly upon delivery to the venue, and delivered on time to the exhibit hall. **Boxes without an Event Label may be delayed or charged an additional drayage fee of \$10 per box.**
 - o Add your company name & the total number of boxes included in the shipment
 - o Print out the appropriate number of labels and affix one to each box



Example Event Label

← (see below for actual labels)

Outbound Shipping

All outbound shipments MUST be picked up on Thursday, April 15th between the hours of 2:00pm & 4:00 pm. If you plan to use the RTC Group preferred carrier, Explore Airtrans, please contact them in advance to have pre-printed air bills delivered to your onsite reps the day of the show.

Independent Carriers – if you are not using Explore Airtrans Services, YOU ARE RESPONSIBLE FOR MAKING YOUR OWN SHIPPING ARRANGEMENTS. You must provide the completed air bill/paperwork for your carrier, packing materials, and arrange for a pick-up by calling your carrier directly. **Pick-up location is the Emerald III Ballroom.** To prevent your freight from being misplaced or delayed to your next destination, please coordinate outbound shipping in advance and **send the completed air bills with your onsite rep.**

Explore Airtrans • 877-888-3500 • genbox@exploreair.com • Dave Bradley or Lee Almeida
The RTC Group is not responsible for lost, delayed, or damaged items from any carrier at any time.

Shipping Labels

Please print these labels in color:

RTECC

April 15, 2010

Company

_____ of _____ boxes

RTECC

April 15, 2010

Company

_____ of _____ boxes

Shipping Form

Attention: Cindy Hickson



Fort Walton Beach

Every exhibitor, regardless of their carrier, is required to fill out & return the following Form. This information will be given to our contact at the venue so they can gather and deliver all the show freight to the exhibit hall in time for set-up on Thursday morning. Tracking numbers are extremely helpful in locating missing freight the morning of the event.

Company Name: _____

Main Contact: _____

Onsite Contact: _____

Inbound Carrier: Explore Airtrans FedEx UPS Hand Carry Other _____

Number of boxes: _____ Air bill / Tracking #: _____

Outbound Carrier: Explore Airtrans FedEx UPS Hand Carry Other _____

Number of boxes: _____ Air bill / Tracking #: _____

Please Return by Wednesday, April 7th

Fax: 866-543-5237

Email: cindyh@rtcgroup.com

