

## **2011 GUIDE TO SERVICES**

The following index has been created as an overview of available services and procedures in effect for ITC. Exhibitor Bulletins will be issued during the course of the year to clarify individual listings when necessary. An alphabetical listing follows for your convenience.

### **Advance Program & Registration Information**

The Advance Program is now being offered on line at [www.ITCTestWeek.org](http://www.ITCTestWeek.org). It includes current information and registration forms for attendees.

### **Advertising**

Exhibiting companies are given an opportunity to advertise in the ITC Conference Guide. Other advertising opportunities may also be offered to exhibitors. Please refer to the ITC Activities/Forms Section of this manual.

### **After Hours Pass**

Exhibitor badges must be worn at all times to gain access to the halls during set-up, exhibit days and dismantle. After hours, you will be required to fill out an After Hours Pass. Passes can be obtained daily from door security. This procedure is necessary so that ITC Exhibit Management knows who is in the exhibit hall after hours. There will not be unlimited or 24 hour access to the convention center. There will be no re-admittance into the hall between 8:00PM and 8:00AM.

### **Aisle Carpeting**

Aisles will be carpeted. However, exhibitors are permitted to place their own carpeting within their assigned space if desired. Exhibitors must still arrange for vacuuming of their purchased space whether they choose to use their own carpeting or not.

### **Application/Contract for Exhibit Space**

The document is sent to the current year's exhibitors approximately 1 month before the Conference, as well as potential exhibitors throughout the year. A deposit is necessary to reserve space. A copy of the contract is returned to the exhibitor which designates the exhibitor's contracted location on the exhibit floor. Both sides of the contract should be read and understood. Call ITC Exhibit Management if you have any questions.

### **Audio-Visual & Computer Equipment**

A/V and Computer equipment may be rented from the official vendor. A rental form has been included in the Services Section of this manual.

### Badges

Information for exhibitor badges, exhibits only badges, and two complimentary conference registrations are located in the Registration Section of this manual. These forms explain in detail the badge description and the method for requesting badges. Installation/dismantle badge form is located in the Exhibitor Appointed Contractor Section of this manual.

Each exhibiting company will receive two full conference registrations in the Company name only at no charge. These registrations will entitle members of that company to attend the plenary session and technical session (except workshops, tutorials and/or special registration sessions) during the Conference. Each complimentary registration includes a copy of the current year's ITC Proceedings. Complimentary Conference badges will not include an individual's name.

A badge will be required at all times to enter the exhibit hall, including time of installation and dismantle.

### Booth Cleaning

An order form has been included in the Drayage/Labor Section of this manual.

### Booth Construction

For guidelines on booth construction, please refer to the Rules & Regulations Section of this manual.

### Booth Design Approval

Exhibit Management must approve all designs. The designs must include heights in all areas; any requests for variances must be approved. Refer to Rules & Regulations Section of this manual.

### Booth Furnishing

Furniture may be rented from the official decorator. Refer to information in the Official Contractor Section of this manual.

### Booth Module Rental

Modules may be rented from the official decorator. Refer to information in the Official Contractor Section of this manual.

### Carpeting

If Hall is carpeted, an exhibitor may choose to lay their own carpet within their assigned booth space.

### Compressed Air

Compressed air is available and is provided by the venue. The form is located in the Services Section of this manual. Please note that airlines are not guaranteed to be dry and therefore we recommend the use of filters.

#### Conference Guide

This booklet details information pertaining to the final program and all activities of ITC Test Week™. It is distributed at the Conference.

#### Convention Center Access

Access to the convention center is limited. See exhibit hours and installation and dismantle times. After Hours Passes will be mandatory in order to work past the normal closing times. There will not be 24-hour access in the convention center. There will be not re-admittance into the hall between 8:00PM and 8:00AM.

#### Credit Card Charges

ITC will accept credit cards for on-site badges, Conference registration, and the following years' deposit for booth space. The official decorator will accept credit cards for services rendered prior to the exhibit and on-site for additional services.

#### Decorator (Official contractor)

ITC Exhibit Management has negotiated on behalf of all exhibitors to provide the most cost effective and reasonable decorating, drayage, and labor services. Additional services including floral, audio/visual and photography have also been contracted on behalf of exhibitors. These vendors must be used if you require these types of services. Other exclusive services supplied by the venue are electric, water, compressed air, telephone and security.

The decorator will maintain a service desk on the exhibit floor which will be staffed from the first day of set-up through exhibit days and dismantle in order to assist you in getting your exhibit and equipment in and out of the exhibit hall. Vendors contracted by ITC and the venue's exclusive contractors will have service desks in the same area for your convenience.

#### Electrical Service

Electrical connections are provided by the venue. We urge you to complete the form located in the Services Section of this manual at an early date and return it to the appropriate address. Questions, costs etc. are directed to the contractor on the form.

#### Emergency Contact

In the event of an emergency, we request all exhibitors provide ITC with a contact person and local information. Complete the form located in the ITC/Activities Section of this manual.

#### Exhibit Committee

The Exhibit Committee consisting of a Chairman and Vice-Chairman are part of the ITC Steering Committee. Advisors knowledgeable in exhibition matters from the Steering

Committee also have input to the Exhibits Committee. Individuals knowledgeable in exhibit standards are encouraged to offer their services and should contact the Exhibit Committee. The present Exhibit Committee can be located in the Contracts/Information Section of this manual. The Exhibits Committee is on-site with communication devices and can be located either at the contractors' service desk or registration areas. Exhibit Management encourages you to locate a committee member if you require help or are having difficulty on the exhibit floor.

#### Exhibit Hours

Refer to the exhibit hours outlined in the Contracts/Information Section and the Official Contractor Section of this manual.

#### Exhibit Management

You are encouraged to contact exhibit management throughout the year if you have any questions. On the exhibit floor, exhibit management can be located at all times during installation, exhibit days and dismantle. Ask any Steering Committee member or exhibitor registration supervisor to locate us. If you have any concerns, questions, or problems contact us immediately.

#### Exhibit Registration Hours

On-site registration hours will be posted at the exhibitor registration desk. You must have a badge prior to entering the hall. You are required to submit your badge request form no later than the due date on the form. Badges will not be mailed. After the due date, badges will be processed on site.

- On-site you may sign off and pick up all company badges, or request each individual pick up his/her own badge
- Change names, add/or delete names prior to pick up
- Set up a credit card charge for last minute exhibitor badges and exhibit only badges for customers

Badge request forms for exhibitors can be found in the Registration Section of this manual.

#### Exhibitor Appointed Contractors (EAC)

Exhibitors electing to use independent or non-official contractors in the installation and dismantling of their booths are required to follow all rules, regulations and guidelines established by ITC Exhibit Management. These guidelines are outlined in the Exhibitor Appointed Contractor Section of this manual.

#### Exhibitor Listing

Exhibiting companies will be listed in the On-line Advance Program Guide, the At-Conference Guide and on the ITC Web Site.

### Exhibitor Meeting

A meeting for exhibitors is held on the last morning of the exhibit prior to opening. Information on the current year's activities, attendance and a move-out update are discussed. It is also a great opportunity to ask questions.

### Floor Plan

A floor plan is sent to each exhibitor with the application to exhibit. A revised floor plan is sent to exhibitors with assigned booth space for the current year.

### Florist

Floral arrangements as well as large or small potted plants are available through the official floral company. Please refer to the order form in the Services Section of this manual.

### Freight, Freight Forwarding and Storage

Freight may be shipped to the official decorator's warehouse in advance of the Conference. Forms and requirements for advance shipping can be found in the Shipping Section of this manual.

### Function Meeting Rooms

Function rooms for staff meetings or user group meetings in the Convention Center may be requested through ITC Arrangements Committee. These rooms will be assigned based upon a first come first served basis. Due to space constraints, a limit of 2 rooms per exhibitor is currently in effect. Additional requests will be placed on a waiting list. This procedure will give all exhibitors an equal opportunity to hold meetings at the Convention Center. There may be a set-up/reset charge for rearrangement of meeting rooms. Please refer to the ITC Activities/Forms Section of this manual. If you would like to plan meetings at the area hotels, please contact them directly.

### Hotels and ITC Housing

All exhibiting companies are requested to use the ITC Housing service for their staff accommodations. ITC limits the number of rooms each exhibitor may reserve in the host hotel. Please refer to the ITC Housing Section of this manual for details and the forms required to process requests by the due date through the official housing service.

### Imprinters/Scanners

A lead retrieval service has been provided for exhibitors to capture attendee names. This service also supplies badges for exhibitors and attendees. An order form for equipment rental can be found in the Services Section of this manual.

### ITC Contacts

Each year individuals are nominated and elected to be members of the ITC Steering Committee. The function of the Steering Committee is to plan, promote and produce a yearly conference and exhibit. Members volunteer their professional knowledge and services. The current year list of Steering Committee members is located in the Contract/Information Section of this manual.

### ITC Logo

ITC has generated a set of logos for use in your advertising, direct mail etc. Refer to the ITC Activities/Forms Section of this manual.

### ITC Test Week Activities

ITC extends invitations to members of the test and design community to participate in the many activities offered during this week. Test Week activities include but are not limited to: exhibits, exhibitor sponsored events, welcoming reception, plenary session, technical sessions, tutorials, panels, workshops, lecture series, and professional meetings.

### ITC Web Site [www.itctestweek.org](http://www.itctestweek.org)

In addition to information on the current year's conference, ITC offers exhibitors an opportunity to link their web sites to ITC's site. Exhibiting companies are automatically listed alphabetically with their current year's booth number. Exhibitors are encouraged to submit product and company information for a separate page listing. This service is free and is used as another advertising opportunity during the Conference.

### Labor

The official contractor will have skilled labor available to exhibitors. Refer to the Drayage/Labor Section of this manual.

### Mail List

A mailing list comprised of the previous year's conference attendees is made available to current exhibitors. Please refer to the ITC Internet Section of this manual for more details.

### Material Handling

Information and rates for handling booths and equipment preshipped to advanced storage or direct shipped to the show site can be found in the Shipping Section of this manual.

### Move-in/Move-Out

Target dates for installation and dismantle will be determined based upon the position of exhibitors in the hall. These dates are used to expedite the logistics involved in accomplishing this complex task consisting of many exhibitors, large booth properties, heavy freight, freight free aisles and section availability in the hall etc. We will try to

accommodate special needs whenever possible. Location and times for move-in/out are located in the Shipping Section of this manual.

#### Official Contractors

ITC contracts a professional organization to provide services for labor, drayage, decoration, etc. This vendor is the only official contractor handling these services. The venue's contractors include electrical, plumbing, compressed air, telephone and security. Other services for floral, photography, computer rental, and audio-visual have all been contracted by ITC.

#### Order Recap

The official contractor handling several services provides a form to bundle the costs and provides for one payment for services. Refer to the Official Contractor Section of this manual.

#### Photography

It is expressly prohibited for exhibitors to take photographs or videotape any booths other than their own.

#### Press Events

ITC's Marketing Committee will have responsibility for coordinating all scheduled exhibitor press conference appointments in the Pressroom. Our policy is to schedule all press events on a non-conflicting basis during times when the technical program is not being presented. Any exhibitor holding a press conference or event that does not comply with the policy without written permission from the Marketing Chairman will be considered in violation of their ITC Exhibit Contract. Press Kits can be dropped off in the Pressroom, which is available to trade press only. Additional information can be found in the ITC Activities/Forms Section of this manual.

Questions concerning promotional or press activities should be addressed to the Marketing Chairman. See the ITC Contact Sheet located in the Contracts/Information Section of this manual.

#### Private Demos During Restricted Hours

Hours before and after the official exhibit hours are considered restricted and only exhibitors and escorted guests wearing badges will be admitted into the exhibit hall during these times. Due to security reasons guests must be escorted to and from your booth. During restricted hours exhibitors may work on their equipment. Restricted hours consist of one hour prior to opening and closing of the exhibit. Permission for any activity during this time must have ITC Exhibit Management approval.

#### Rigging Labor

Labor is required to assemble, move, unskid, and relocate equipment after the initial placement in your booth. An order form for this service is located in the Drayage/Labor Section of this manual.

### Rules and Regulations

In order to provide a safe environment to exhibit, rules and regulations have been provided in the Rules and Regulations Section of this manual. Venues have additional restrictions. They have been included and must be adhered to.

### Shipping Labels

Address labels for advance shipment to the warehouse and direct shipment to the show site have been provided in the Shipping Section of this manual.

### Signs

A 7" x 44" two line sign indicating company name, city and booth number for booth identification can be ordered if needed. An order form for signs can be found in the Official Contractor Section of this manual.

### Target Dates

See "Move-In/Move-Out". In order to expedite shipments into and out of the exhibit halls, the official contractor and ITC Exhibit Management have scheduled exhibitor move-in times. Dates and times can be found in the Shipping Section of this manual.

### Telephone Service

Telephone service falls under the jurisdiction of the venue. An order form for telephone installation in your booth can be found in the Service Section of this manual.

### Tipping

Tipping is strictly forbidden and if union personnel approach you, it must be reported immediately.

### Union Regulations

Union personnel perform Labor in the exhibit hall. Unpacking, installation and recapping of company equipment do not fall into this category.

### Warehouse Shipments

Information for preshipping to the warehouse prior to set-up days can be found in the Shipping Section of this manual.

### Water/Drain

This service is under the jurisdiction of the venue and provided by their personnel only. An order form can be found in the Service Section of this manual.