



# 101st Annual Conference & Exhibition

## Exhibitor Bulletin #2

May 13, 2008

2 pages total

Greetings! There are now six weeks left to prepare for the 101st Annual Conference & Exhibition. With the show rapidly approaching, we'd like to take this opportunity to remind you of resources that are available to help promote your participation in the show as well as some exciting events.

**It is very important that you take a minute to read these bulletins carefully or forward them to the appropriate individuals responsible for your exhibit arrangements.** Please inform [Tracy Barton](#) or [Alison Lizzi](#) if the bulletins should be sent to another individual.

### **REMINDER on General Show Information**

The show will take place in Exhibit Halls C&D of the Oregon Convention Center, located at 777 NE MLK, Jr. Blvd, Portland, OR 97232. Phone: 800-791-2250

*Each 10' x 10' booth includes the following standard equipment:*

8' high backwall drape	Colors: Hunter Green/Grey
3' high sidewall drapes	Color: Hunter Green
(1) 7" x 44" Identification Sign	Company Name and Booth Number

**The exhibit hall is not carpeted.** It is **required** that you carpet your booth. You may either bring your own carpet or rent carpet (see George Fern order form in the **Show Decorator** Section of [Exhibitor Service Manual](#)). The aisles will be carpeted (Color: Maroon).

### **Move-in and Build-up**

Monday, June 23 8:00 a.m. – 5:00 p.m.

**Exhibit Hours** (All exhibits must be staffed during exhibit hours):

Tuesday, June 24 10:30a.m. – 5:30 p.m.

Wednesday, June 25 8:30 a.m. – 6:00 p.m.

Thursday, June 26 8:30 a.m. – 12:00 p.m.

*Note: Exhibitors will be admitted starting at 8:00 am each day and may stay until one-half (1/2) hour after the Exhibition closes each evening.*

### **Dismantle / Show Close**

Thursday, June 26 12:00 p.m. – 7:00 p.m.

### **Exhibitor Resource Center**

This section has been prepared to help you market your participation as an Exhibitor. Make sure your booth gets the attention it deserves. Reach out to your customers, encourage them to register for the Conference, and invite them to visit you at the Exhibition. **Make plans now to build traffic to your booth! Visit the [A&WMA Exhibitor Resource Center](#) for valuable resource tools.**

### **Exhibitor Manual**

Also reference the [Promotional Opportunities](#) section of the Exhibitor Service Manual; it contains additional marketing tools, such as:

- **VIP Buyers Invitations** – These are an easy and smart way to get face-to-face meetings with customers and/or potential customers. The coupons are a 'free' pass to the Exhibit Hall and can be included in any direct or email pre-marketing programs for the Conference. Exhibitors have unlimited use of these show passes.
- **Pre-Registration List** - All exhibitors receive an advanced registration list with individual contact information for use in any pre-marketing activities. The list will be sent via email on or about May 23, 2008.

### **First-Time Exhibitor**

Attending or exhibiting for the first time? Plan to join us for a pre-meeting orientation on **Monday, June 23rd from 6:00 – 7:00 pm** at the **Convention Center**. This casual reception has been designed to help you to get the most out of the Annual Conference & Exhibition and to network with other first-timers. Please be sure to RSVP to [Alison Lizzi](#) so that we may be in contact with you as the Conference approaches to share the latest details on this event.

### **Certificate of Insurance**

All contracted exhibitors are required to submit a certificate of insurance to A&WMA prior to the start of the show. A description of the limits of the certificate is detailed in the **Rules & Regulations** Section of the Exhibitor Service Manual under **Exhibitor Service Insurance Requirements**. Your insurance company should be able to provide this certificate at no additional charge. The certificate should show proof of your company's general liability coverage and should name the *Air & Waste Management Association* and the *Oregon Convention Center* as Additional Insured.

Please submit your Certificate of Insurance to [Alison Lizzi](#) by **May 15, 2008**.

### **Contacts / Questions**

If you have any questions or require assistance at any time, please contact one of the following individuals:

Alison Lizzi  
Sales & Meetings Coordinator  
(412) 904-6003  
[alizzi@awma.org](mailto:alizzi@awma.org)

Tracy Barton  
Annual Conference Exhibit Sales  
(412) 904-6014 or direct (503) 891-2335  
[tbarton@awma.org](mailto:tbarton@awma.org)

### **Deadlines** [ESM = [Exhibitor Service Manual](#)]

**May 15: Certificates of Insurance (ESM – Rules & Regulations Section)**

### **Upcoming Deadlines!**

- May 27: Lead Retrieval Orders (ESM – Electrical, Internet & Other Services Section) – *Advance Rate*
- May 28: Exhibitor Housing Reservations (ESM – General Information Section)
- June 5: George E. Fern Orders (ESM – Show Decorator Forms Section) – *Advance Rate*  
Carpet/ Furniture/ Equipment Rental / Floral / Labor / Payment Authorization / Rigging / Signage / Shipping Orders
- June 6: Convention Center Orders (ESM – Electrical, Internet & Other Services Section) – *Advance Rate*  
Cleaning & Porter Service Order  
Electric / Utilities / Telephone Service / Internet / Cable TV
- June 2: Exhibitor Registration (ESM – General Information Section)
- June 6: International Shipment Arrival Deadline (sea freight: ESM - Shipping Information Section)
- June 13: International Shipment Arrival Deadline (air freight: ESM – Shipping Information Section)
- June 18: Audio / Visual / Computer Rental Orders – *Advance Rates*
- June 20: Exhibitor Registrations – FINAL deadline for badge pickup on site.
- June 20: LAST DAY for Shipment to arrive at the Advance Warehouse (ESM – Show Decorator Section)

### **Don't Forget!**

- Take advantage of the online 'downloadable/printable' VIP Buyers Invitation to include in all your pre-conference marketing activities. All of the A&WMA promotional opportunities are listed in this section of the online [Exhibitor Service Manual](#).
- Sign –up for the A&WMA Golf Tournament to benefit the Student Scholarship Program. Great networking opportunity and plenty of prizes. See additional information on the Annual Conference website: [www.awma.org/ACE2008/golf\\_auction.htm](http://www.awma.org/ACE2008/golf_auction.htm).