



Exhibitor Logistics

Melbourne, FL

April 13, 2010

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Dear Exhibitors,

Welcome! And thank you for being part of the upcoming Real-Time & Embedded Computing Conference (RTECC) in Melbourne, FL. 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 Logistics Manager	Michelle Frank	michellef@rtcgroup.com	949-226-2040
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

Hilton Melbourne Rialto Place
200 Rialto Place
Melbourne, FL 32901
321-768-0200



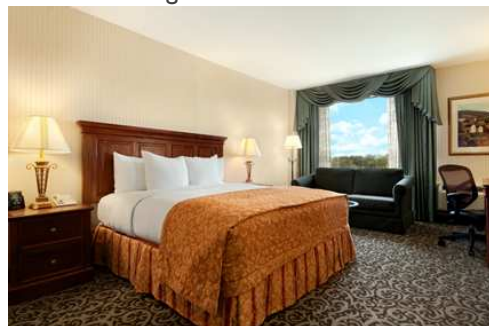
Sleeping Accommodations

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



Rate: **\$129**
Call: **321-768-0200**
Room Block: **RTC Group**

The cut-off date to make reservation under this block is April 1, 2010.



Important Deadlines

Make Room Reservations by:	Thursday – April 1st
Return Shipping form (page 7) by:	Wednesday – April 7th
Shipments will be accepted at the venue starting:	Friday – April 9th
Exhibitor Badge Registration completed by:	Friday – April 9th

[AGENDA]

Set-up -	7:30 am – 8:30 am
Exhibits Open to Public	8:30 am – 2:30 pm
Morning Technical Seminars	9:00 am – 12:15 pm
Lunch (complimentary)	12:15 pm – 1:30 pm
Keynote	12:30 pm – 1:15 pm
Afternoon Technical Seminars	1:30 pm – 2:15 pm
Drawing / Giveaways	2:30 pm
Tear Down	2:30 pm – 4:00 pm

Set-up operates on a first come, first serve basis. All exhibition materials must be ready by 8:30 am on Tuesday 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 2:30pm.

[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 7th**.

[SEMINAR DETAILS]

Abstract Deadline

Please submit your title & abstracts to Cindy Hickson (cindyh@rtcgroup.com) by February 18th to be included in the printed invitation. The deadline to be included in the handout is Wednesday, April 7th.

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 Michelle Frank (michellef@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 Michelle Frank (michellef@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: 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.

SHIPPING

Inbound Shipping

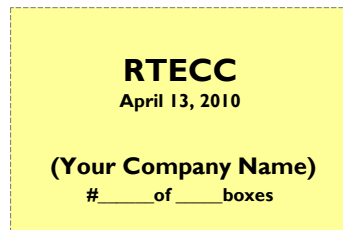
Please schedule show freight to arrive no earlier than Friday, April 9th or boxes may incur additional storage fees. You may also hand carry your materials into the exhibit hall the morning of the event.

Every box that is shipped into the RTECC by an independent carrier 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:

Hilton Melbourne Rialto Place
Attn: Michelle Frank
c/o RTECC 4/13/10
200 Rialto Place
Melbourne, FL 32901
321-768-0200

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 Tuesday, April 13th between the hours of 2:30pm & 5:00 pm.

Intershow Transfer - this service is available to those who are exhibiting at Eglin AFB on 4/15/10 and is offered at no additional cost. The service is paid for by The RTC Group, but is managed by an outside company called Explore Airtrans Services. Intershow Transfer is not a requirement but makes shipping between shows easy and stress free.

To ship Intershow Transfer, no prior arrangement is necessary. Near the conclusion of the event, an RTC representative will visit your exhibit table to leave Intershow Transfer labels. When the show concludes at 2:30 pm, your team will need to: 1) Pack & seal your freight 2) Fill out one transport ticket per piece, which includes company name and the # of boxes being shipped 3) Tape one label to each box and leave the boxes in front of your exhibit table

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 Grand 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 13, 2010

Company

_____ of _____ boxes

RTECC

April 13, 2010

Company

_____ of _____ boxes

Shipping Form

Attention: Michelle Frank



Melbourne, FL

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 Tuesday 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: 949-226-2050

Email: michellef@rtcgroup.com

