



# Exhibitor Logistics

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# Greenbelt, MD

**October 14, 2010**

## **[TABLE OF CONTENTS]**

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<b>General Information</b> .....	<b>Page 2</b>
Venue	
Sleeping Accommodations	
Important Deadlines	
<b>Agenda</b> .....	<b>Page 3</b>
Set-up and Tear Down	
<b>Exhibitor Badge Registration</b> .....	<b>Page 3</b>
<b>Seminar Details</b> .....	<b>Page 3</b>
Abstract Deadline	
Speaker Check-in	
Session Rooms	
<b>Exhibit Space</b> .....	<b>Page 4</b>
Booth Specifications	
<b>Event Marketing</b> .....	<b>Page 4</b>
Exhibitor Co-operative Promotion	
Sales Leads	
<b>Shipping</b> .....	<b>Page 5-7</b>
Inbound & Outbound Shipping Procedures	
Shipping Labels	
Shipping Form	

**Dear Exhibitors,**

**Welcome!** And thank you for being part of the upcoming Real-Time & Embedded Computing Conference (RTECC) near the top of the Washington DC beltway. 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	Cindy Hickson	<a href="mailto:cindyh@rtcgroup.com">cindyh@rtcgroup.com</a>	706-208-9594
Event Marketing Manager	Sally Bixby	<a href="mailto:sallyb@rtcgroup.com">sallyb@rtcgroup.com</a>	503-274-8005
Event Billing	Cindy Muir	<a href="mailto:cindym@rtcgroup.com">cindym@rtcgroup.com</a>	949-226-2021
Event Sales	Lauren Hammers (Formally Rathfelder)	<a href="mailto:laurenr@rtcgroup.com">laurenr@rtcgroup.com</a>	949-246-7055

## [GENERAL INFORMATION]

### Venue

Martins Crosswinds Conference Center  
7400 Greenway Center Drive  
Greenbelt, MD 20770  
301-474-8500

<http://www.martinscaterers.com/facilitiesCrosswinds.asp>



### Sleeping Accommodations

A room block with a special negotiated reduced rate has been placed for your convenience at the Holiday Inn Greenbelt Hotel. Rooms at the \$129 rate are available Sunday – Tuesday. This hotel is directly behind Martins Crosswinds but they are not connected.

Rate: **\$129**

**Reservations:** 301-982-7000

Room Block listed under: **'RTC Group'**

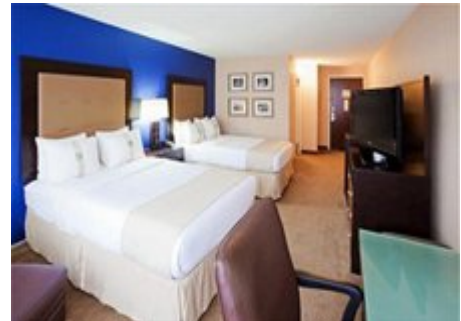
**Free parking and within walking distance of the event facility.**

The cut-off date to make a reservation under this block at this rate is

**September 10th**



For online reservations -  
**RTC Group/Real Time & Embedded Computing**



### Important Deadlines

Make Room Reservations by:

**Friday – September 10<sup>th</sup>**

Return Shipping form (page 7) by:

**Tuesday, October 5<sup>th</sup>**

Exhibitor Badge Registration completed by:

**Tuesday, October 5<sup>th</sup>**

Shipments will be accepted at the venue starting:

**Tuesday, October 12<sup>th</sup>**

## [AGENDA]

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<b>Set-up -</b>	<b>7:30 am – 8:30 am</b>
Exhibits Open to Public	8:30 am – 2:30 pm
Morning Technical Seminars	9:00 am – 12:15 pm
Keynote Address – during Lunch	12:40 pm – 1:15 pm
Lunch (complimentary)	12:15 pm – 1:30 pm
Afternoon Technical Seminars	1:30 pm – 2:15 pm
Drawing / Giveaway	2:25 pm
<b>Tear Down</b>	<b>2:30 pm – 4:00 pm</b>

**Set-up** operates on a first come, first served 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 2:30pm.

## [EXHIBITOR BADGE REGISTRATION]

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Register all on-site representatives: [http://www.rtecc.com/exhibitor\\_registration](http://www.rtecc.com/exhibitor_registration)

**\*\*VERY IMPORTANT\*\* Register** as an exhibitor or speaker NO later than **Tuesday, October 5<sup>th</sup>**. For your entire team on-site, plastic pin-back badge holders will be provided (for a business card). A name badge 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 as long as you (or your team) pre-register using the link just above by Tuesday, October 5<sup>th</sup>.

## [SEMINAR DETAILS]

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### **Speaker Check-in**

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

### **Session Rooms**

Unless otherwise arranged, session rooms will be “theater style” to accommodate the maximum number of guests; and will include the following equipment:

- Projection screen
- Projector on AV cart with power for your laptop
- 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](mailto:cindyh@rtcgroup.com)) to receive a price quote.

## [EXHIBIT SPACE]

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### **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 Cindy Hickson 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* automatically included. Please contact Cindy Hickson ([cindyh@rtcgroup.com](mailto:cindyh@rtcgroup.com)) to receive a quote for Internet access in your booth.

## [EVENT MARKETING]

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### **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 are directly affected by the efforts and 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 sent via UPS to arrive at the address you specify. 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. Sally Bixby can be reached at [sallyb@rtcgroup.com](mailto:sallyb@rtcgroup.com).
- **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](http://www.rtecc.com)

**If you are unable to fulfill your co-operative marketing obligations, please contact Lauren Hammers for a customized list of activities 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

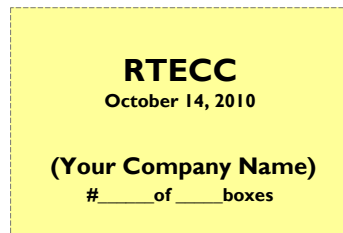
Please schedule show freight to arrive **no earlier than Tuesday, October 12<sup>th</sup>** or boxes may incur additional storage fees. You may also hand carry your materials into the exhibit hall the morning of the event.

Every box that is shipped into the RTECC by an independent carrier will require **2 LABELS**:

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

Martins Crosswinds Conference Center  
Attn: Sally Bixby, The RTC Group  
c/o Real-Time & Embedded Computing Conference 10/14/10  
7400 Greenway Center Drive  
Greenbelt, MD 20770  
301-474-8500

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, October 14<sup>th</sup>, between the hours of 2:30 pm & 4:00 pm.

**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 Regency & Embassy Ballrooms.** 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](mailto: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**

**October 14, 2010**

(Greenbelt, MD)

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Company

**# \_\_\_\_\_ of \_\_\_\_\_ boxes**

**RTECC**

**October 14, 2010**

(Greenbelt, MD)

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Company

**# \_\_\_\_\_ of \_\_\_\_\_ boxes**

**Shipping Form**

Attention: Cindy Hickson



**Shipping to/from  
Greenbelt, MD**

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. Tracking numbers are extremely helpful in locating missing freight the morning of the event.

Company Name: \_\_\_\_\_

Main Contact:  
Telephone Number: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_

**Inbound Carrier to RTECC:**

Explore Airtrans  FedEx  UPS  Hand Carry  Other :

Number of boxes: \_\_\_\_\_ Air bill / Tracking #: \_\_\_\_\_

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**Outbound Carrier:**

Intershow Transfer  Explore Airtrans  FedEx  UPS  Hand Carry  Other

Number of boxes: \_\_\_\_\_ Air bill / Tracking #: \_\_\_\_\_  
*(if applicable)*

**Return this form no later than Tuesday, October 5th**

**Fax: 866-543-5237**  
**Email: [cindyh@rtcgroup.com](mailto:cindyh@rtcgroup.com)**

