



Exhibitor Logistics

Dallas, TX

September 16, 2010

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Dear Exhibitors,

Welcome! And thank you for being part of the upcoming Real-Time & Embedded Computing Conference (RTECC) near Dallas, TX. 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	cindyh@rtcgroup.com	706-208-9594
Event Marketing Manager	Sally Bixby	sallyb@rtcgroup.com	503-274-8005
Event Billing	Cindy Muir	cindym@rtcgroup.com	949-226-2021
Event Sales	Lauren Hammers (Formally Rathfelder)	laurenr@rtcgroup.com	949-246-7055

GENERAL INFORMATION

Venue

Renaissance Dallas Richardson Hotel
900 E. Lookout Drive
Richardson, Texas 75082
Phone: 1-972-367-2000



Sleeping Accommodations

A temporary room block with a special negotiated reduced rate has been placed for your convenience at the Marriott Austin North:



Rate: **\$132**

Reservations: (972) 367-2000

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

The cut-off date to make a reservation under this block at this rate is **August 24th**



Important Deadlines

Make Room Reservations by:	Tuesday – August 24th
Return Shipping form (page 7) by:	Wednesday, September 8th
Exhibitor Badge Registration completed by:	Monday, September 7th
Shipments will be accepted at the venue starting:	Wednesday, September 15th

[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
Keynote session – Luncheon Keynote	12:30 pm – 1:15 pm
Lunch (complimentary)	12:00 pm – 1:30 pm
Afternoon Technical Seminars	1:30 pm – 2:15 pm
Drawing / Giveaway	2:25 pm
Tear Down	2:30 pm – 4:00 pm
Special Networking Event	2:30pm – 4:30 pm

Set-up operates on a first come, first served basis. All exhibition materials must be ready by 9:00 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.

Special Networking Event

Post show networking event, hosted by IBM Rational Software

Join IBM for an informal and highly interactive environment that allows exhibitors and attendees to engage with one another, make new contacts and check out the latest product offerings from Rational Software. Be our guest for a selection of appetizers and beverages. **Plan to stop by after Tear Down.**

[EXHIBITOR BADGE REGISTRATION]

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

****VERY IMPORTANT** Register** as an exhibitor or speaker **NO** later than **Monday, September 7th**. 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.

[SEMINAR DETAILS]

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 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 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 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.
- **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

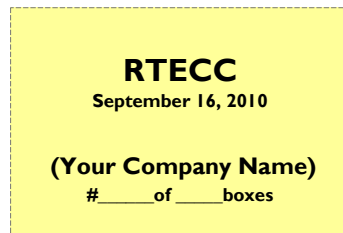
Please schedule show freight to arrive **no earlier than Wednesday, September 15th** or boxes may incur additional storage fees. You may also hand carry your materials into the exhibit hall the morning of the event.

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:

Renaissance Dallas Richardson Hotel
Attn: Sally Bixby / The RTC Group
c/o Real-Time & Embedded Computing Conference 9/16/10
900 E. Lookout Drive
Richardson, Texas 75082
(972) 367-2000

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, September 16th between the hours of 2:30pm & 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 Symphony 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

September 16, 2010
(Dallas)

Company

_____ of _____ boxes

RTECC

September 16, 2010
(Dallas)

Company

_____ of _____ boxes

Shipping Form

Attention: Cindy Hickson



**Shipping to/from
Dallas, TX**

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:
Telephone Number: _____

Onsite Contact: _____

**Inbound Carrier
to Dallas RTECC:**

Explore Airtrans FedEx UPS Hand Carry Other :

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

=====

Outbound Carrier:

Intershow Transfer Explore Airtrans FedEx UPS Hand Carry Other

Number of boxes: _____ Air bill / Tracking #: _____
(if applicable)

Return no later than Wednesday, September 8th

Fax: 866-543-5237
Email: cindyh@rtcgroup.com

