



Exhibitor Logistics

**Tuesday
February 14, 2012**

Huntsville, AL

Dear Exhibitor,

Welcome to the **Real-Time & Embedded Computing Conference (RTECC)** 2012 event in Alabama.

Included in this document are full details for your planning needs. It is also important that you share this with your colleagues involved in pre-show planning, including those in the field (sales and marketing) that help promote and represent your company on-site.

RTECC EVENT CONTACTS

Logistics Manager	Cindy Hickson	cindyh@rtcgroup.com	706-208-9594
Marketing Manager	Sally Bixby	sallyb@rtcgroup.com	503-274-8005
Accounting	Cindy Muir	cmuir@rtcgroup.com	949-226-2021
Sales Manager	Lauren Hammers	laurenr@rtcgroup.com	949-246-7055

Visit www.rtecc.com, click 'Vendor Info' tab for Exhibitor Info and Tools!

VENUE

The Westin Huntsville
6800 Governors West, NW
Huntsville, AL 35806
Mediterranean Ballroom III & IV
[The Westin Huntsville](http://TheWestinHuntsville.com)

Open to the Public

8:30 am – 2:30 pm

EVENT AGENDA

Exhibition Set-up (only)	7:00 am – 8:20 am
Exhibits Open to Public	8:30 am – 3:00 pm
Technical Breakout Workshops / Seminars	9:00 am – 12:15 pm
Luncheon Keynote Address	12:30 pm – 1:15 pm
Lunch (<i>complimentary for everyone</i>)	12:00 pm – 1:15 pm
Technical Breakout Workshops / Seminars	1:30 pm – 2:15 pm
Drawings held in Exhibition Hall	2:25 pm
Exhibition Tear Down	2:30 pm – 3:30 pm

HOTEL SLEEPING ROOM INFORMATION

A temporary room block - at a special negotiated rate - is at the event hotel – book ASAP to ensure room rate!

The Westin Huntsville

Rate: **\$129 ++**

For Reservations Contact: Rooms/Revenue Manager, Melissa Bowling at (256) 428-5406 Monday through Friday between the hours of 8:00 a.m. and 5:00 p.m. or by email at mbowling@westinhuntsville.com

Room Block: **RTC Group**

The cut-off date to make reservation under this block is **Wednesday, February 1, 2012**. The reduced rate will be available 3 days prior and 3 days after the event date.

EXHIBIT SPECIFICATIONS

RTECC exhibition space is Table-Top ONLY - 10 ft booths or any items off the display table (in the aisle way or in front of the table top exhibit) **are NOT allowed**. Exhibitors who bring a display booth that does not comply with the table-top format will be required to remove anything not kept 'on' the exhibit table. If you have concerns or problems with a display not properly fitting on a table top, please contact Cindy Hickson **well in advance** to find a suitable solution.

Standard Table-top Exhibition includes:

- **One (1) 6' x 30" Table** of standard height with drape, skirting or linen covering front and sides is automatically provided. Be aware, however:
 - Exhibit / display materials must be contained on top of the table surface only and not extend more than 6 feet above 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 can be placed next to your exhibit table or in the aisles.
- **One Power Outlet** with standard power & local voltage levels (4-5 amps) is provided.
 - An exhibitor is not to exceed the maximum power, which is typically 500W. Should you require more than one power outlet/socket, bring a power bar with you or contact Cindy Hickson (cindyh@rtcgroup.com) **14 days in advance** for pricing on additional power.
- **Internet Access** is **NOT** included. If your exhibit or presentation requires the Internet, contact Cindy Hickson (cindyh@rtcgroup.com) at least **14 days in advance** for pricing and to make arrangements.

SEMINAR – BREAKOUT SESSIONS

On-site Speaker Check-in: Please check-in at the registration desk upon arrival to confirm the time and find the location of your seminar breakout room on the second level. Proceed to your session room **10 minutes prior** to the start to connect your laptop and welcome attendees in a timely fashion. There is a clip-board with a guest 'sign-in' sheet for you to pass around and take the top sheet with you at the conclusion of your talk (please don't take the entire clipboard, just your own sheet). This is for you to keep.

Session Rooms: Unless previously arranged, each breakout room is set "theater style" to accommodate the maximum number of guests. Your room also automatically includes:

- Projection screen and a projector on an AV cart with power for your laptop

Speakers must provide their own laptop with their presentation ready to plug n'play. If additional or special AV equipment is needed, contact Cindy Hickson (cindyh@rtcgroup.com) **14 days in advance** for pricing, etc.

EXHIBITOR BADGE REGISTRATION

>>> **Register on-site booth staff:** http://www.rtecc.com/exhibitor_registration (**not** in guest registration)

**** REGISTER **** as an exhibitor or speaker NO later than **Tuesday, February 8th**. Plastic pin badge holders are provided on-site (for a business card). A name badge must be worn during the event.

CO-OPERATIVE PROMOTION

Co-operative RTECC event promotion is a requirement - *it gives your company the best return on your investment.* On-site and post show success is directly related to the efforts and activities of pre-show marketing.

The following is provided by RTC to assist you and your sales team, distributors and reps:

- **FREE Printed Mailers** – Sally Bixby will contact you directly regarding the quantity of printed invitations you'll need. These will be printed and shipped (free of charge) to arrive at the address you specify. They only need to be addressed & have a single postage stamp applied. This is a free promo support offering and by far is the most effective tool to attract prospects and customers to visit you at RTECC. For more information, contact Sally at sallyb@rtcgroup.com or 503-274-8005.
- **Electronic Invitation** – RTC will also provide a printable pdf invite for distribution and posting.
- **HTML Email Template** – Create your own HTML invitation for guests using this template. It is easy and fast and highlights your company and products alongside the RTECC event. Get great pre-show exposure and onsite visitors using this tool: <http://www.rtecc.com/email/>
- **RTECC Logo** – Add the RTECC logo and show date and link on your website: www.rtecc.com. The RTECC Logo is: [HERE](#). If you need other 'sizes' or assistance, contact sallyb@rtcgroup.com

If you have problems in fulfilling the required co-operative marketing, contact Lauren Hammers ASAP to discuss how RTC can help.

POST SHOW LEADS

All sales lead contacts resulting from this RTECC will be emailed to the primary contact via email no later than 7 (seven) business days after the event date (and usually sooner).

The RTECC leads list will include a worksheet indicating those who 'attended' the event, and an additional worksheet indicating those who pre-registered but did not actually attend.

Please note: the only delay in receiving leads would be due to an open invoice.

SHIPPING

Inbound Shipping

If you will be *shipping* materials inbound for RTECC, please schedule show freight to arrive **no earlier than Friday, February 10th.**

NOTE: Many hotels are starting to charge for storage and handling.

One way to avoid this is to ship your inbound freight via Event carrier.

You may also hand carry your materials into the exhibit hall the morning of the event.

If you would like to use The RTC Group /RTECC preferred carrier, *Sho-Air International* is available for your shipping needs, please contact them directly. If you are planning to exhibit at more than one event, Sho-Air International can also transport your freight from city to city.

- **Note: Sho-Air is the RTECC freight carrier**
- It is necessary to make your shipping arrangements ahead of time so that you have an account set up in advance...
- Contact Sho-Air Int'l • Customer Service • 800-227-9111 • CustomerService@shoair.com

NOTE: Every box shipped into RTECC, by any carrier, requires **2 LABELS:**

1. **Shipping Label** (provided by your carrier, i.e.: FedEx, UPS, ShoAir). Info for your carrier:

The Westin Huntsville
Attn: Emily Crow/Cindy Hickson
c/o RTECC 2/14/12
6800 Governors West NW
Huntsville, AL 35806
(256) 428-2000

2. **Event Label Required** (provided below - please print in color).

- a. Print out the appropriate number of labels and affix one to each box.
- b. Add your company name & total number of boxes included in the shipment.

Outbound Shipping: All outbound shipments **MUST** be picked up on Tuesday, February 14th between 2:30pm and 4:00 pm. If your carrier cannot make pick up arrangements this late, please see the RTC representative onsite for storage options.

Independent Carriers: YOU ARE RESPONSIBLE FOR MAKING YOUR OWN SHIPPING ARRANGEMENTS. You must provide the completed airbill/paperwork for your carrier, packing materials, and arrange for a pick-up by calling the carrier directly. **Pick-up location is the Mediterranean Ballroom.** To prevent your freight from being misplaced or delayed outbound, we recommend arranging shipping in advance and send the completed air bills and details with your onsite rep.

Intershow Transfer - this service is available to those who are exhibiting in Melbourne, FL on 2/16/12 and is offered at no additional cost. The service is paid for by The RTC Group, but is managed by an outside company called Sho-Air. Intershow Transfer is not a requirement but makes shipping between shows easy and stress free.

To ship using the Intershow Transfer, no prior arrangements are 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 transfer 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. It's that simple. Your freight will then be transported to the Melbourne event and ready for set up on Thursday.

The RTC Group is not responsible for lost, delayed, or damaged items from any carrier at any time.

Event Label: print this label in color for each box being shipped:

RTECC

February 14, 2011

Huntsville, AL

Company Name

_____ of _____ boxes



Real-Time & Embedded Computing Conference by The RTC Group

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