



October 18 – 22, 2010 • Planet Hollywood Resort & Casino • Las Vegas, NV

# 1. General Show Information

## 1.1 Show Management

Show Management will be available in the show office throughout the entire show.

|   |  |
|---|--|
| <b>Sales Manager</b>  | <b>Ann Belz</b> , <a href="mailto:ABelz@1105Media.com">ABelz@1105Media.com</a> , (508) 532-1411  |
| <b>Event Director</b>   | <b>Brent Sutton</b> , <a href="mailto:BSutton@1105Media.com">BSutton@1105Media.com</a> , (415) 518-1962  |
| <b>Event Manager</b>  | <b>Suzanne Young</b> , <a href="mailto:SYoung@1105Media.com">SYoung@1105Media.com</a> , (240) 479-1479   |
| <b>Event Marketing Manager</b>  | <b>Andrea Serio</b> , <a href="mailto:ASerio@1105GovInfo.com">ASerio@1105GovInfo.com</a> , (703) 876-5110  |
| <b>Operations Manager</b>   | <b>Sara Ross</b> , <a href="mailto:SRoss@1105media.com">SRoss@1105media.com</a> , (972) 506-9027   |
| <b>1105 Media, Inc.</b><br>9201 Oakdale Avenue, Suite 101<br>Chatsworth, CA 91311 | <b>Phone:</b> (818) 814-5200 (9:00am – 5:00pm PST)<br><b>Conf URL:</b> <a href="http://www.techmentorevents.com">http://www.techmentorevents.com</a> |

## 1.2 Contracted Vendors

|                                   |  |   |
|-----------------------------------|--|---|
| <b>Show Site:</b>                 | <b>Planet Hollywood Resort &amp; Casino</b><br>3667 Las Vegas Blvd. South<br>Las Vegas, NV 89109   | <b>Phone:</b> (702) 785-9055<br><b>Contact:</b> Barbara Couri   |
| <b>Electrical &amp; Internet:</b> | Please remember, your tabletop display comes with a standard 5 amp/500 watt outlet and access to the wireless internet in the foyer. See attached forms in section 4 to order additional power or a hard wired connection to the internet. |   |
| <b>AV:</b>                        | <b>Show Gear Productions</b><br>30312 Esperanza<br>Rancho Santa Margarita, CA 92688<br>See AV order form in section 4 to order AV equipment.   | <b>Phone:</b> (949) 289-4093<br><b>Contact:</b> Martin Carrillo |
| <b>Security:</b>                  | Contact the Event Operations Director, Sara Ross at (972) 506-9027, for more information regarding security.   |   |

## 1.3 Scheduled Hours: Move in → Exhibit → Teardown → Move out

Please review the following schedule and note the exhibitor set-up times and show hours.

### EXHIBIT HOURS:

Exhibits will be set up in the foyer area near the breakout session rooms. Attendees will pass through and network and mingle in this area during breakfast, conference breaks and between sessions. We recommend someone be at your display during the hours listed below to maximize your exhibiting experience.

|                       |           |            |   |
|-----------------------|-----------|------------|---|
| <b>Exhibit Hours:</b> | Tuesday   | October 19 | 8:00am – 4:30pm<br>4:30 – 6:00pm –Welcome Reception |
|                       | Wednesday | October 20 | 8:00am – 5:00pm                                     |
|                       | Thursday  | October 21 | 8:00am – 4:30pm (this day is optional)              |

### MOVE-IN TIMES:

Times exhibitors are allowed to come in and set up display tabletop display and equipment during the following hours.

|                       |         |            |                 |
|-----------------------|---------|------------|-----------------|
| <b>Move-in Hours:</b> | Monday  | October 18 | 1:00pm – 5:00pm |
|                       | Tuesday | October 19 | 7:00am – 8:00am |



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**MOVE-OUT TIMES:**

|                      |           |            |                   |
|----------------------|-----------|------------|-------------------|
| <b>Move-out Hrs:</b> | Wednesday | October 20 | Anytime after 2pm |
|                      | Thursday  | October 21 | Anytime           |

**1.4 Tabletop Display Staff Registration: Exhibitor Badges**

**REGISTRATION DEADLINE DATE**  
**October 8, 2010**

**How to Register**

To register for your exhibitor badges and complimentary conference passes included with your sponsorship, please email Sara Ross ([sross@1105media.com](mailto:sross@1105media.com)) with the following information for each badge needed:

- First Name
- Last Name
- Company
- Title
- City, State
- Type of badge – exhibitor or conference

Staff Badges are for employees working the tabletop display during show hours. These badges are for admittance to the exhibit hall only and are not valid for any of the conference sessions. Please do not register your customers as tabletop display staff -- this is for your protection and the security of your tabletop display possessions as well as for other exhibitors.

**Please Note:** There is a limit of three (3) Badges per tabletop display space. Companies requesting additional Badges will be invoiced \$25 per badge over their allotment.

**1.5 Freight Shipments & information**

All freight should be scheduled to arrive 2-3 days before your arrival at the hotel. All shipments and packages will be handled by the Planet Hollywood business center. Charges will apply. Please see the attached flyer at the end of this manual with the other forms.

| <b>Freight Type</b>   | <b>Address</b>   | <b>Due Date</b>               |
|---|--|-------------------------------|
| <b>Show Freight</b>   | <b>Recipient's Name</b> (Guest)<br><b>Company Name</b><br>TechMentor 10/18 – 10/22<br><b>Guest arrival Date</b><br>Planet Hollywood<br>Business Center<br>3667 Las Vegas Blvd., So.<br>Las Vegas, NV 89109<br>Box _____ of _____ | 2-3 days before guest arrival |
| <b>Literature Distribution and Bag Insert Sponsorships ONLY</b> | Sara Ross (Guest)<br>TechMentor – bag insert<br>10/18 – 10/22<br>Guest arrival 10/17<br>Planet Hollywood<br>Business Center<br>3667 Las Vegas Blvd., So.<br>Las Vegas, NV 89109<br>Box _____ of _____                            | October 14 - 16               |

**\*\*\*Please clearly mark all boxes as bag inserts or literature distribution and email tracking information to Sara Ross at [sross@1105media.com](mailto:sross@1105media.com)**

## 2. Show Rules & Regulations

### What You Can and Cannot Do

#### 2.1 Attendee Restrictions

TechMentor is open to anyone involved in the software and electronics industry. That said, exhibitor Badges are for tabletop display staff only. All clients and guests need to register as a show or conference attendee.

#### 2.2 Demonstrations and Tabletop display Activities

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings or crowd gathering activities of any type must confine such activity within their specific tabletop display area and during show hours only.

#### 2.3 Handouts and Literature Distribution

Literature, samples or other promotional materials may only be handed out within the confines of contracted tabletop display space. Show management will discard any materials placed elsewhere. Literature distribution sponsorship opportunities are available to exhibitors.

Please contact your exhibitor sales representative for more information.

#### 2.4 Photography

Taking of pictures or recordings within the exhibit area or meeting rooms is prohibited. Show Management and accredited members of the press are exempt from this rule. Picture taking or video recordings of an exhibitor's own tabletop display is permitted with approval from Show Management.

#### 2.5 Smoking Policy

TechMentor and the Planet Hollywood Resort & Casino have a NO SMOKING policy in the conference and exhibit space. Thank you for your cooperation.

#### 2.6 Sound Systems / Presentations / Demos

Show Management reserves the right to restrict exhibits, which, because of noise, method of operation, materials or any other reason, become objectionable. The sound level from an exhibitor's tabletop display shall not intrude nor violate the rights of any and all adjacent areas. Sound, to whatever degree possible, should be confined to the exhibitor's tabletop display.

#### 2.7 Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. Said activity is actionable under law. In such case, the offender will be immediately removed from the TechMentor exhibit area at his/her expense, and will be restricted from future participation.

#### 2.8 Insurance

##### 1105 Conferences Statement

Exhibitors must carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per, \$1,000,000 aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming **1105 Media and TechMentor Conferences**, a division of **1105 Media** and Show Management as additional insured of at least 30 days before the proposed exhibit date. It is strongly recommended that the Exhibitors also carry insurance to cover the loss of or



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damage to their exhibits of other personal property while such property is located at or is in transit to or from the exhibit site. **TechMentor Conferences**, a division of **1105 Media** and Management assume no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, water, theft or any other cause whatsoever. Neither the Management, nor the owners or lessees of the exhibition premises will assume any responsibility for exhibitor's property against damage, loss and theft.

### Planet Hollywood Resort & Casino Statement

The exhibitor assumes all responsibility for any loss, theft, or damage to exhibitor's displays, equipment and or property while on Planet Hollywood Resort & Casino premises and hereby waives any claim or demand it may have against the Planet Hollywood Resort & Casino arising from such loss, theft, or damage.

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## 2.9 Security

**DO NOT ASSUME THE BUILDING IS SECURE. IT IS NOT!**

**Each exhibitor must take responsibility for the security of all items in his or her display. Show Management assumes no liability for loss or damage to exhibitors' property.** While Show Management will provide security for the exhibit area during move-in, move-out and over-night, Show Management is not liable and cannot assume responsibility for loss or damage to exhibitor's materials. Exhibitors are responsible for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the show.

### Security Tips

1. DO NOT mark the outside of your shipping cartons with the contents; instead use a code. A label that reads "Sony 26" Color Monitor" is an open invitation to thieves.
2. Furnish your shipping company with an accurate and complete bill of lading.
3. DO NOT leave materials in containers to be stored with empties.
4. When the show closes, pack as quickly as possible and do not leave your display unattended.
5. During move-out remain with your display and equipment until it has been packed and is ready to ship. Do not leave your tabletop display unattended during the hectic and heavily populated move-in and move-out times.
6. Business tools such as tape recorders, pocket calculators and give-away items are the things most often stolen. They should be guarded and stored safely at night.

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## 2.10 Show Terms and Conditions

*Additional terms and conditions are listed on the back of the exhibit sales contract. Please review them carefully.*



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## 3. Housing & Travel Arrangements

### Planet Hollywood Resort & Casino

3667 Las Vegas Boulevard South  
Las Vegas, NV 89109  
Reservations: 1-888-746-6955

(To book your room go online to [www.techmentorevents.com](http://www.techmentorevents.com) and visit the travel section, or call the hotel and mention TechMentor and discount code SMVSLO to receive the special rate)

Special attendee rate: **\$119**  
Booked by **September 24, 2010**

The Planet Hollywood Resort & Casino has reserved a special room rate of \$119 single/double for TechMentor Conference attendees. Attendees must book their accommodations by September 24, 2010, to receive the discount. After that date regular room rates will apply. To book your room, please contact the hotel at 1-888-746-6955 and mention that you are with TechMentor to receive the special group rates.

**Please note:** TechMentor attendees who book within the TechMentor room block, following the instructions above for booking, at the Planet Hollywood Resort & Casino will receive complimentary internet connectivity in their room. This offer does not apply to rooms booked through any method except by following the directions above.

#### **Air Travel Discounts**

American Airlines is offering discounts to TechMentor attendees for travel to Las Vegas between October 15 and October 25, 2010. Mileage members can receive credit for all American miles flown to attend this conference. To take advantage of these discounts, please call toll-free, or have your travel agent call: American Airlines: 1.800.433.1790, reference number **#98H0BA**. To book your discounted ticket online go to [www.aa.com](http://www.aa.com) and use the discount reference number above as the aa.com promotion code.

#### **Car Rental Discounts**

Avis Rent-a-Car is offering a discount on car rental for TechMentor attendees. To receive the discounted rates, call Avis at 1.800.331.1600 and use the Avis Worldwide Discount (AWD) number D005872 or [click here](#) to make your reservation online.



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## **4. Order Forms & Additional Information**

The following forms follow:

**Electrical Order Form**

**Internet Order Form**

**AV Order Form**

**Planet Hollywood Business Center & Shipping Info.**