TECHMENTOR
CONFERENCES

Dear Exhibitor:

Welcome to the TechMentor Conference!

We are very excited to have you participating at this year's event, scheduled for August 20 – 24, 2012 (Exhibits are open August 21st and 22nd) at the Microsoft Conference Center (Building 33) in Redmond, WA.

This Exhibitor Services Manual is intended to provide you with information on all of the resources available for the successful operation of your exhibit. To maximize the benefits of your booth at TechMentor, please familiarize yourself with every aspect of this manual.

Please thoroughly review the contents of this Exhibitor Service Manual:

▶ **General Information:** a brief description of the basic details of the show
▶ **Show Rules:** the guidelines and regulations of the show
▶ **Housing & Travel Arrangements:** information to book your travel

If you have any questions or need assistance, please feel free to contact me at 972-304-5380.

We are dedicated to making this year's event a successful one for everyone and we look forward to working with you in the coming months.

Sincerely,

Sara Ross
Director, Event Operations
TechMentor Conferences

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1. General Show Information

1.1 Show Management

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

National Accounts Manager	**Jay Perrotta**, mperrotta@1105media.com, (207) 751-3564
Event Director	**Brent Sutton**, BSutton@1105Media.com, (415) 518-1962
Director, Event Operations	**Sara Ross**, SRoss@1105media.com, (972) 304-5380
Senior Event Manager	**Danielle Potts,** dpotts@1105media.com, (925) 207-0468
1105 Media, Inc.	**Phone:** (818) 814-5200 (9:00am – 5:00pm PST)
9201 Oakdale Avenue, Suite 101 Chatsworth, CA 91311	**Conf URL**: http://www.techmentorevents.com

1.2 Contracted Vendors

Microsoft Headquarters
Microsoft Conference Center (Building 33)
16070 N.E. 36th Way
Redmond, WA 98052

Business Center Desk:
(425) 703-1800

Additional vendors are TBD. An updated manual will be sent closer to the event.

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:

Exhibit Hours:	Tuesday	August 21	Breakfast / Keynote -7:00 – 9:15 a.m. Lunch – 12:00 – 2:00 p.m. Exhibitor Reception – 4:45 – 7:00 p.m.
	Wednesday	August 22	Breakfast / Keynote -7:00 – 9:15 a.m. Lunch – 12:00 – 1:30 p.m. Sponsor Break – 4:15 – 4:45 p.m.

MOVE-IN TIMES:
Times exhibitors are allowed to come in and set up booth display and equipment during the following hours.

Move-in Hours:	Monday	August 20	1:00 – 5:00 pm
	Tuesday	August 21	7:00 – 7:30am **Exhibits must be ready by 7:30am**

MOVE-OUT TIMES:

Move-out Hours:	Wednesday	August 22	4:50 – 6:00pm
	Thursday	August 23	8:30 – 10:30am

1.4 Exhibitor Staff Registration: Exhibitor Badges

REGISTRATION DEADLINE DATE
August 8, 2012

How to Register

To register for your exhibitor badges go to the TechMentor website (www.techmentorevents.com) and click on the registration link. Select "exhibitor" as the registration type and proceed with the registration process.

Exhibitor Badges are for employees working the exhibit 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 exhibit staff -- this is for your protection and the security of your display possessions as well as for other exhibitors.

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

1.5 Freight Shipments & information

Freight information is TBD at this time. More information will follow closer to the event.

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 booth staff only. All clients and guests need to register as a show or conference attendee.

2.2 Demonstrations and Booth 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 booth 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 booth 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 booth display is permitted with approval from Show Management.

2.5 Smoking Policy

TechMentor and Microsoft Conference Center 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 booth 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 booth.

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 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.

Microsoft Conference Center Statement

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

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 booth 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.

2.10 Show Terms and Conditions

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

3. Housing & Travel Arrangements

Hotel Accommodations

TechMentor has partnered with the Hyatt Regency Bellevue for conference attendees at the reduced rate of $199.00, plus tax, for single or double occupancy. This discounted rate is available through July 16, 2012. The Hyatt Regency Bellevue is approximately 5.8 miles from the Microsoft Conference Center and shuttles will be available for those attendees who register in the TechMentor room block.

Hyatt Regency Bellevue
900 Bellevue Way N.E.
Bellevue, WA 98004
You must mention TechMentor to receive this special attendee rate of $199/night.*

Reservations can be made online. Rooms are subject to availability.

Rooms at the Hyatt Regency Bellevue in the TechMentor Room Block also includes the following:

- Complimentary in-room internet connectivity
- Complimentary access to the Hyatt Stay Fit gym and heated lap pool

*The room rate of $199.00 per night excluding room tax of 14.4%.

Travel

Air Travel Discounts
United Airlines is offering discounts to TechMentor attendees for travel to Seattle between August 15 and August 29, 2012. Each Mileage Plus member will receive full credit to their account for all miles flown when attending TechMentor. To take advantage of these discounts, please call toll-free, or have your travel agent call: (800) 521-4041, **reference number #588LE**. This discount is not available when booking online.

Car Rental Discounts
Avis is the official car rental company for TechMentor Redmond 2012. For reservations, call (888) 754.8878 and use the AVIS worldwide discount code is **D005872**, or book online.

Shuttle Service to and from the Microsoft Campus
TechMentor will be providing daily complimentary shuttle transportation between the Hyatt Regency Bellevue and the Commons on the Microsoft Campus. This shuttle service will be available to all attendees with a valid conference badge.

Airport Transportation
Area hotels do not provide airport transportation, but there are several options:

Shuttle Express
(206) 622.1424
From SeaTac Airport: guests can dial 48 at the information center in baggage claim to arrange for transportation. Two hours advance reservation is required.
1st Adult: $26.00; 2nd Adult: $4.00; Additional Adults: $5.00 (Credit cards accepted)

Taxi or Town Car
One way fare averages $50-$60.