

Event Summary

MUST KNOW INFO

EXHIBIT HALL

Salt Palace Convention Center

Street Address:

100 South West Temple
 Salt Lake City, UT 84101

Shipping Address (showsite):

Exhibiting Company Name & Booth #,
 Training Tech Solutions 2007,
 c/o Freeman, Salt Palace Convention Center
 100 South West Temple, Salt Lake City, UT 84101

EXHIBITOR MOVE-IN DAYS & HOURS

Friday, October 12, 2007	8:00AM – 4:30PM
Saturday, October 13, 2007	8:00AM – 4:30PM
Sunday, October 14, 2007	8:00AM – 4:30PM

All displays are to be completely installed and ready for inspection by Show Management by 4:30PM on Sunday, October 14. It is NOT necessary to have a representative present for the inspection. **SHOW MANAGEMENT WILL CONSIDER ANY BOOTH NOT SET BY 4:30PM VACANT** and appropriate action will be taken. Detailing and last minute adjustments may be made on Monday, October 15 from 8:00AM -10:00AM.

EXPOSITION OPEN HOURS:

Monday, October 15, 2007	11:30AM – 5:30PM
Tuesday, October 16, 2007	12:00PM – 5:30PM

EXHIBITOR MOVE-OUT DAYS & HOURS:

Tuesday, October 16, 2007	5:30PM – 10:00PM
Wednesday, October 17, 2007	8:00AM – 12:00PM

SHOW MANAGEMENT

All general questions regarding exposition operating procedures, contractors, display limitations, and exposition policies should be addressed to the following:

Training Tech Solutions 2007

Nielsen Business Media
 14685 Avion Parkway, Suite 400
 Chantilly, VA 20151
 Attn: Exposition Management

EXHIBITOR HOTLINE (703) 488-2944

WEBSITE

For the latest show news and information go to www.trainingtechsolutions.com

ATTENDEE LISTS (PRE SHOW)

A **Pre-Show Attendee List** will be provided free to those exhibitors who are paid in full and have submitted the request form by **September 7, 2007**. This list contains advance registered attendee names, company and mailing addresses. Phone, fax and email are not provided for privacy reasons. All lists will be in a Microsoft Excel Format; MAC version is not available.

BOOTH ITEMS INCLUDED IN THE SPACE CHARGE

- Display space rental
- Standard booth equipment. The standard booth equipment consists of flameproof 8' high draped back wall and 36" high side rails in decorating colors of **Blue/White drape and Blue aisle carpet**. (NOTE: Exhibitors may replace the standard booth equipment with a color and material of their own choosing at the expense of the exhibitor and with prior written permission from Exposition Management.)
- Standard 7" x 44" booth sign for linear booths under 400 square feet. This sign will contain the company name and booth number as specified on your contract for exhibit space. For more extensive copy or special signs you must use the enclosed "**Signs & Graphics**" order form located under the **FREEMAN FURNISHINGS** section of this kit.
- Complimentary Expo Passes for key clients/customers. Each company will be provided with Free Expo Passes to invite your customers and prospects to attend Training Tech Solutions 2007. Please complete the "**Free Expo Passes Form**" located under the **PROMOTIONAL OPPORTUNITIES** section.
- Exhibitor registration and name badges. Each company will be provided with unlimited exhibitor badges for full-time company personnel (not EACs). Exhibitor badges permit access to the Exhibit Hall **ONLY**. **ONE** complimentary full conference registration **per 10'x10' booth space**. To register your booth personnel, you must do so by visiting the Exhibitor Service Center on the website www.trainingtechsolutions.com More information is provided in the **GENERAL INFORMATION** section of this kit.
- Free display of media kits in the Press Area

Items not included but available are:

- **Booth spaces are NOT carpeted. Show Management requires all exhibitors to provide carpet/floor covering for their entire contracted visible booth space.** For more information on ordering carpeting and other booth furnishings, please refer to the **FREEMAN FURNISHINGS** section.
- Booth security is not, but twenty-four hour perimeter security service on the exhibit floor. Please refer to the security order form located under the **VENDOR FORMS** section.
- If you would like to purchase additional **conference registrations**, please call the Training Tech Solutions Registration Center at (508) 743-8505 or email trainingsolutions@cdsreg.com
- Complimentary one time use of the Training Tech Solutions pre-show attendee list. This list will be provided to paid-in-full exhibitors four weeks prior to the show and who have completed the order form by **September 7, 2007**. See **PROMOTIONAL OPPORTUNITIES** section of this kit.
- Discounted hotel room packages.

EXHIBITOR LISTING, BOOTH # & BUYER'S GUIDE:

Please remember to update your company description and category listings by visiting the exhibitor service center at the website (www.trainingtechsolutions.com). Updates must be

made by **August 17** in order to be included in the printed onsite Buyer's Guide. Simply:

- 1) Go to the Exhibitor Services section of the website
- 2) Select your Company from the drop-down menu
- 3) Enter your Password (we will email, but it may also be found as a 6 digit Customer ID number in the upper left of your invoice.
- 4) Click the "Login" button.

Edits will be posted to the website within 24 hours.

Your company name listed in the **Training Tech Solutions Buyer's Guide** will be pulled from the listing on at www.trainingtechsolutions.com. Please update your listing and product categories prior to this date. If you are unable to update your listing by this date, your information will appear in the show guide addendum. If you have any questions please contact the Exhibitor Hotline (703) 488-2944.

EXHIBITOR REGISTRATION

All exhibitor personnel who are full-time employees of the exhibiting firms will be required to register and wear an **exhibitor badge** at all times within the Exhibit Hall during move-in, exposition open hours and move-out. This badge must be presented to gain admittance to the Exhibit Hall. The attendee badge will admit individuals to the Exhibit Halls during open hours only.

In order to register for your badges, you must visit the Exhibitor Service Center on the official conference website. Visit the Exhibitor Service Center on the website at www.trainingtechsolutions.com to complete the registration process. You will find more information located as an individual page in the **GENERAL INFORMATION** section of this kit. The deadline for advance registration (in order to have your badges mailed) is **September 18, 2007**.

Each exhibiting company will be provided with unlimited, complimentary exhibitor badges for full-time company personnel only (not EACs). In addition, each exhibiting company will be provided with **ONE** complimentary full conference registration **per 10'x10' booth space**. If you would like to purchase additional conference registrations, please call the Training Tech Solutions Registration Center at (508) 743-8505 or visit the Exhibitor Service Center on the web at www.trainingtechsolutions.com, or via email at trainingsolutions@cdsreg.com. Discounted registrations for exhibitors are available at a 50% discount.

Exhibitor badges will be pre-mailed to the contact listed on the registration form approximately 2 weeks prior to the event. Exhibit space fee must be paid in full in order to receive badges. Exhibitor badges requested after the deadline will be available at the Exhibitor Registration Desk in the Registration Area (Level 2 Mezzanine) at Salt Palace Convention Center during the published operating hours on the following page.

All edits and additions made after exhibitor badge mailings occur must be printed on-site at the Exhibitor Registration Desk.

Exhibitor Registration Hours:

Friday, October 12, 2007	8:00am – 4:30pm
Saturday, October 13, 2007	8:00am – 4:30pm
Sunday, October 14, 2007	8:00am – 4:30pm
Monday, October 15, 2007	7:00am – 4:30pm
Tuesday, October 16, 2007	8:00am – 4:30pm
Wednesday, October 17, 2007	8:00am – 2:00pm

HOUSING

Specially rated blocks of rooms are being held at select hotels within walking distance to the Salt Palace Convention Center. Discounted rooms are available while blocks last, so reserve your stay today! All reservations must be made by September 24, 2007 to receive the discounted rates. Reservations are accepted on a first-come, first-served basis. To reserve your room visiting the website and click on the Hotel & Travel section or call 330-425-9330 and identify yourself as being with Training Tech Solutions.

Hotel Monaco	\$154
Marriott Downtown Salt Lake	\$169
Radisson Salt Lake City	\$129 (closes to event)

LEAD RETRIEVAL

Convention Data Services (CDS) will be providing several options for lead retrieval equipment. Refer to the **PROMOTIONAL OPPORTUNITIES** section.

PARKING

The Salt Palace Convention Center offers convenient covered parking on three levels. There are 600 parking stalls available and elevator access from the garage to a main concourse. The parking garage entrance is located on 200 South at the corner of 200 West. Parking is available seven days a week. The fee for parking is \$7.00/day.

PRIZE DRAWING

If your company plans on conducting a prize drawing for your booth, please complete the **"Prize Drawing Form"** located under the **PROMOTIONAL OPPORTUNITIES** section. Show management will post forms as a courtesy only; announcements will not be made on-site. Exhibitors and prize winners will be solely responsible for any fees, taxes, shipping or drayage associated with claiming their prize. Forms will be posted in a prominent area. It is not mandatory to submit this form.

SECURITY SERVICE

Guard service will cover the exhibit areas during installation, show open/closed hours and move-out. Exhibitors will be responsible for the security and protection of their displays and other materials at all times. Because of the need for facility and utility personnel to have access to the Exhibit Halls at various times, it is not possible for Show Management to guarantee full security, regardless of the number of guards used. Exhibitors are urged to take whatever precautions they feel necessary to protect valuable materials and equipment, including insurance coverage as well as special guard service. Neither Show Management (Nielsen Business Media), the Salt Palace Convention Center, SMG, Freeman, nor any of the Official Contractors can be held responsible for theft, vandalism, fire or water damage. **If you require in booth security or secured storage, please contact** Salt Palace Facility Services at (801) 534-6382 or see the order form under the **VENDOR** section of the service kit.

SERVICE DESK HOURS:

An Exhibitors' Service Desk will be operated in the Exhibit Hall throughout installation, show periods and move-out.

Operating Hours for the Exhibitor Service Desk:

Friday, October 12, 2007	8:00AM – 4:30PM
Saturday, October 13, 2007	8:00AM – 4:30PM
Sunday, October 14, 2007	8:00AM – 4:30PM
Monday, October 15, 2007	8:00AM – 5:30PM
Tuesday, October 16, 2007	9:00AM – 10:00PM
Wednesday, February 28, 2007	8:00AM – 12:00PM