

Strategies in Light Quick Facts

AISLE CARPET

Aisle carpet for Strategies in Light 2010 will be black.

BREDE EXPOSITION SERVICES

Brede Exposition Services will be the general contractor for Strategies in Light 2010. A Brede Service desk will be located in the Santa Clara Convention Center, Exhibit Hall C. Move-in/move-out will be handled by Brede. Please see their section in this manual for all move-in/move-out information and forms.

CARPETING

Carpet is required for all booths in Santa Clara Convention Center. **If your booth is in an area with concrete flooring, carpeting is required.** Carpeting must cover your entire exhibition booth area (even under apparatus) and bump up to the aisle carpet, where possible. Please order carpet from the Brede section of this manual, or on-site by visiting the Brede Service Desk. You may choose to bring in your own carpet; however, material handling fees will also apply to carpet. **As a reminder: All booths must be carpeted entirely.** Carpet prices from Brede are all inclusive, meaning labor is included. Any carpet brought in by exhibitor or an EAC will be charged drayage and/or labor fees if applicable, as well as an EAC processing fee.

All booths must have carpet laid by Wednesday at 12pm. If you do not have carpet laid by this time, it will be forced and the exhibitor will be responsible for all charges. If you have questions regarding carpeting, please contact Brede.

EXHIBIT HOURS

The exhibit hours for 2010 are:

Wednesday, Feb 10	5:00 pm – 7:00 pm
Thursday, Feb 10	10:00 am – 7:00 pm
Friday, Feb 12	9:00 am – 2:00 pm

REBOOKING

Rebooking for the 2010 event as well as other Strategies in Light events will take place at the PennWell booth.

EXHIBITOR REGISTRATION

If you did not receive your exhibitor badge prior to the show, please proceed to exhibitor registration **located in the main registration area of the Santa Clara Convention Center, Great America Lobby.**

Exhibitor registration will be open the following hours:

Tuesday, February 9	2:00 pm – 5:00 pm
Wednesday, February 10	7:00 pm – 7:00 pm
Thursday, February 11	7:00 am – 7:00 pm
Friday, February 12	7:30 am – 1:00 pm

Pre or Post-Registration Request/ List Rentals

To maximize each exhibitor's potential contact with attendees, Strategies in Lights is offering either the Official Delegate Pre- or Post-Registration List at \$500. Exhibitors can utilize this list to ensure their top prospects and customers have registered to attend or you can follow-up on your show presence with a post-show mailing. The list will include the company name, contact name, title, address, city, state, zip and country.

LIST POLICY: The list will include the company name, contact name, address, city, state, zip and country. It is provided on a one-time use.

Pre-Registration List Deadline: December 21, 2009

The Pre-Registration List will be e-mailed on **Monday, January 11, 2010** to all exhibitors who have faxed this request form, the List User Agreement (on the following page), and a sample mailing piece by **December 21, 2009**.

Post-Show List Deadline: February 24, 2010.

The Post-Show List will be e-mailed out approximately **3 weeks** after the show for all exhibitors who have faxed this request form, the List User Agreement (on the following page), and a sample mailing piece by **February 24, 2010**.

E-Mail Blast:

If you would like to do an e-mail blast to the pre-reg or post-reg list, Strategies in Lights 2010 will be glad to send the e-mail on your behalf for \$850 for the pre-reg list and/or the post-reg list.

- E-mail Blast Pre-reg
- E-mail Blast Post-reg

I would like to rent a direct mail list :

- Pre-Registration List
- Post-Show List

Exhibitor _____
Contact _____
Address _____
City State Zip Code _____
Phone Fax _____
E-mail _____

Please complete forms and return to:

Strategies in Light 2010
Carla Pitchlynn
1421 S. Sheridan Rd.
Tulsa, OK 74112-6600 USA
Fax: 918-831-9834
Phone: 918-831-9537

Exhibit List User Agreement

As part of the Exhibit Space Agreement that we have entered into with **PennWell Corporation**, we understand that we may be supplied names and addresses of attendees and/or potential attendees of the applicable **PennWell** event (the "List"). We agree that the List furnished by **PennWell** shall remain the property of **PennWell** and are provided to us solely for a **single one-time mailing of only the direct mail piece supplied to PennWell prior to mailing, and forming an attachment to this Agreement, provided that such mail piece is approved in writing by PennWell prior to mailing.** We guarantee that the List will not be disclosed to, transferred to, or used by anyone other than ourselves and the mailhouse identified below, nor will they be copied or retained in any way, reused, or resold. We agree (i) to inform our employees, agents, and the mailhouse of the provisions of this Agreement, (ii) to bind our employees, agents, and the mailhouse to such provisions for the benefit of **PennWell**, and (iii) to be fully responsible for each such employee's, agent's, and the mailhouse's observance of such provisions. We further agree that in order to protect **PennWell's** proprietary rights to the List, the List will be sent only and directly to the mailhouse identified below or to another mailhouse selected by **PennWell**.

We agree that the List may only be merged with other lists for the sole purpose of eliminating duplicate names for this one-time use, and the List will not be enhanced or tagged without the prior written permission of **PennWell**. We further agree that no personal telephone solicitations will be made from any List provided by **PennWell** unless prior permission has been provided in writing from **PennWell**.

On completion of the one-time mailing, we agree to (i) return to **PennWell** all magnetic tapes, floppy disks, or any other electronic media containing the List or any portion thereof, (ii) delete all electronic files that have been transmitted by **PennWell** and all electronic files subsequently created that contain the List or any portion thereof, and (iii) destroy all unused mailing labels, letters, envelopes, or other typed or printed matter which contains any names or addresses from the List.

We understand that each mailing is monitored by decoy names and we agree not to attempt to detect or eliminate any decoy names in the List. We acknowledge that any violation of the restrictions set forth in this Agreement will result in irreparable damage to **PennWell**, and we understand that **PennWell** may resort to suspension of our mailing privileges, or any remedy or monetary relief permitted in equity, by statute, or under the common law.

PENNWELL DISCLAIMS AND NEGATES ANY AND ALL EXPRESS OR IMPLIED WARRANTIES, INCLUDING THE WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. **PENNWELL** SHALL NOT BE LIABLE FOR ANY LOSS OR DAMAGE THAT MAY ARISE IN CONNECTION WITH THE FURNISHING, PERFORMANCE, OR USE BY US OF THE LIST, INCLUDING, WITHOUT LIMITATION, ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, ECONOMIC, LOST PROFIT, OR CONSEQUENTIAL DAMAGES, EVEN IF **PENNWELL** HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

We acknowledge that no representation not set forth in this Agreement has been made or relied upon by either party.

Name: _____
Title: _____
Company: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Phone: _____ Date: _____
E-Mail: _____

Signature: _____
Mail House: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Attention: _____
E-Mail: _____

Sponsorship List User Agreement

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We agree that the List may only be merged with other lists for the sole purpose of eliminating duplicate names for this one-time use, and the List will not be enhanced or tagged without the prior written permission of **PennWell**. We further agree that no personal telephone solicitations will be made from any List provided by **PennWell** unless prior permission has been provided in writing from **PennWell**.

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We acknowledge that no representation not set forth in this Agreement has been made or relied upon by either party.

Name: _____
Title: _____
Company: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Phone: _____ Date: _____
E-Mail: _____

Signature: _____
Mail House: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Attention: _____
E-Mail: _____

Deadline Dates

SIL 2010 Contract/Application Completed
New Exhibitor Deposit with Application (balance due) Upon receipt of invoice

November

Payment of Booth Space (balance due) 11-18-09

January

American Tradeshow Services (discount price deadline date) 01-08-10
Request for Set Up By Non-Official Contractor 01-08-10
Exhibitor Appointed Contractor Request Form 01-10-10
Exhibitor Certificate of Liability Insurance 01-11-10
Custom Rental Exhibits 01-11-10
Portable Display Rental 01-11-10
PCS – Hotel Reservations 1-18-10
Convention Plant Creation 01-22-10
Santa Clara Convention Center (Internet, Electric, Telephone) 01-26-10
AVW Audio Visual & Computers Early Bird Date 01-26-10 *date updated
Furniture Advance Price and Full Payment 01-27-10
Carpet advance price 01-27-10
Rental Exhibits advance price 01-27-10
Advance Shipment to Warehouse - Brede 01-27-10
Sign Order Form and full payment 01-27-10
Freeman Audio Visual and Computers 01-29-10

February

Exhibitor Badge Order Form 02-04-10
Additional Exhibitor Badge Order Form 02-04-10
Direct Shipment to Exhibit Site 02-10-10
Exhibitor Set up 02-10-10
Exhibitor Dismantle 02-12-10

Important Exhibitor Times & Dates

- Please be advised that ALL booth space must be paid in FULL before booth set-up can begin.
- MUST have carpet laid as outlined, or carpet will be forced and exhibitor will be responsible for charges.

Exhibit Hours:

Exhibitor Set Up	Wednesday, February 10, 2010	8:00 am – 4:00 pm
Exhibits Open	Wednesday, February 10, 2010	5:00 pm – 7:00 pm
Exhibits Open	Thursday, February 11, 2010	10:00 am – 7:00 pm
Exhibits Open	Friday, February 12, 2010	9:00 am – 2:00 pm
Move-Out	Friday, February 12, 2010	2:00 pm - 6:00 pm

- Freight will be re-routed at 6:00 pm on Friday, February 12, 2009.

Tuesday, February 9, 2010

Registration 2:00 pm – 5:00 pm

Wednesday, February 10, 2010

Registration 7:00 am – 7:00 pm
 Exhibits Open 5:00 pm – 7:00 pm
 Workshops/ Tutorial 8:00 am – 12:00 pm
 Delegate Lunch 12:00 pm – 1:00 pm
 Workshops/ Tutorial 1:00 pm – 5:30 pm
 Networking Reception on Exhibit Floor 5:00 pm – 7:00 pm

Thursday, February 11, 2010

Registration 7:00 am – 7:00 pm
 Continental Breakfast 7:15 am – 8:10 am
 Conference Sessions 8:10 am – 10:00 am
 Exhibits Open 10:00 am – 7:00 pm
 Refreshment Break on Exhibit Floor 10:00 am – 10:30 am
 Conference Sessions 10:30 am – 12:00 pm
 Delegate Lunch on Exhibit Floor 12:00 pm -1:30 pm
 Refreshment Break on the Exhibit Floor 12:00 pm – 1:30 pm

Friday, February 12, 2010

Registration 7:30 am – 1:00 pm
 Continental Breakfast 7:30 am – 8:30 pm
 Conference Sessions 8:30 am – 12:00 pm
 All Exhibits Open 9:00 am – 2:00 pm
 Refreshment Break on the Exhibit Floor 10:00 am – 10:30 am
 Delegate Lunch on Exhibit Floor 12:00 pm – 1:00 pm
 Conference Adjourns 3:00 pm