



THE MESSAGING
INDUSTRY ASSOCIATION

TMIA ANNUAL CONFERENCE 2008 EXHIBITOR INSTRUCTIONS

The following will answer most questions regarding the exhibit area at the conference. If it doesn't please just ask.

1. Each Booth space will be approximately 10 ft wide and can extend comfortably to 8 to 10 ft. from the wall. The Exhibit area is in the South section of the International Ballroom (carpeted) and all of the booths will back onto a wall. Lightweight 10 x 10's are what most exhibitors will use. Some have used tabletops in the past.
2. As part of the space fee, TMIA is taking care of all hotel handling charges, power, tables and chairs as required, one High Speed Internet connection and a DID local if required. Tom will request your needs mid January and provide a credit to those who do not take a high speed connection or telephone. (what this is will be determined when total needs are known as I have arranged some flat rate pricing if TMIA pays on one bill)
3. Tom will do the layout of the booths based upon need for high speed and phone, his knowledge of who to try to not put together etc. There are no good or bad spaces. We will line the walls and incent our service providers to attend at every booth over the two day period.
4. Tom has arranged a flat price of \$129 including delivery and pickup for rental of 17" monitors from the hotel AV group. To get this rate he must pay on one bill. Other size monitors are available as well. Tom will poll exhibitors for their needs if they wish him to arrange and rebill them for monitors. Exhibitors are also free to make their own arrangements.
5. You may ship your booths to arrive anytime from **Monday February 18 to Friday February 22nd**. Tom will arrange delivery of all booths to their spots **Monday morning for set-up Monday February 25th**. You should plan on being set up by end of day Monday. The first planned visit to the exhibit area will be **Tuesday at 10:00 AM**. You may **tear down immediately after** the reception on Wednesday. The booths may be picked up Wednesday after 5:45 PM or Thursday morning right from the exhibit area. Don't forget paperwork for return shipping unless you use FEDEX or similar. I have attached a label for use to the hotel. Here is how to address your shipment. Make sure you include **your company name** in the sender portion.

Hilton in the Walt Disney World Resort
1751 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830
Hold for: Tom Harper
TMIA February 24 to 28
407-827-4000
6. Officially you should plan to man your booths **4 times for 1.5 hours each time** as listed below. You will be able to schedule your own meetings during breakfast hour, lunch and after events each day. Please do not take attendees away when the conference is in session as a courtesy to our speakers. Note that visits to the exhibit area are **part of the agenda**, so extra booth personnel are not required. Booth personnel will normally count as an attendee and are welcome at all meals, receptions and the conference. Official visits are:
 - Tuesday February 26 - 10:00 AM to 11:30 AM
 - Tuesday February 26 - 4:15 PM to 5:45 PM (with reception)
 - Wednesday February 27 - 10:00 AM to 11:30 AM
 - Wednesday February 27 - 4:15 PM to 5:45 PM (with reception)

7. As an added incentive to ensure maximum exposure for you and a little fun, each service provider attendee (about 50 overall) will receive a passport. They will have their passport stamped at each of the booths. (I leave it up to you to decide your own standard on giving out the stamp). Those returning the passport full to Tom will have a chance to win a nice prize. TMIA will be providing \$2500 in prizes from the exhibitors collectively. If you wish to contribute add nice prize that you know will go to a service provider attendee, please let Tom know and he will list you and your prize on the passport. Anything worth over \$100 is most welcome to add to the prize pool. The key objective is to have representatives of approximately 25 service provider companies' visit your booth.
8. Tear down will be after 5:45 PM Wednesday after the exhibit reception.
9. The exhibit fees you have paid will pay part of the conference costs for speakers and primary attendees. TMIA thanks you for making this extra effort. We will ensure you get lots of exposure.

If you have any questions at all please contact myself at 519-620-8668. I will have my cell on in Orlando beginning Saturday February 23 at 519-239-9191. Or email me at tom@tmia.org. I will also have a knowledgeable TMIA resource managing the exhibit area to look after all of your onsite needs.