



Annual Conference and Exhibition 2010

Transportation and Logistics

AIR TRANSPORTATION

Tampa Bay International Airport (TPA) is your primary airport option. It is served by 21 airlines with direct flights from over 60 cities in the USA and Canada. It is rated #2 in the USA for customer satisfaction by Conde Nast Traveler. In Florida, TPA handles the 2nd largest passenger volume (behind Orlando but more than Miami or Fort Lauderdale). As of early January plenty of flights remain at good prices. Make your reservations early.

For those planning to rent a car, or who wish to get a direct flight (especially from overseas), you may consider flying into **Orlando (MCO)**. Less than two hours away, Orlando has more direct flights from more cities and sometimes has great deals (which would cover the rental cost).

Another option, **St. Petersburg Clearwater (PIE)**, serves mainly secondary markets. Twelve miles from our hotel, this may make sense for some. For example, direct flights from Chicago to PIE exist.

WHEN TO TRAVEL

The first official TMIA event, the **Welcome Reception**, begins **Monday, March 1** at 7:30 PM and runs until 9:30 PM. The conference ends Thursday, March 4 at 5:00 PM. Pending room availability, you may arrive as **early as Friday February 26th** and **check out as late as Sunday March 7** and obtain the TMIA rate (see below for more details). Golfers, a group will play Friday morning, so consider this when making your flights.

IMPORTANT PASSPORT INFORMATION FOR CANADIAN & MEXICAN ATTENDEES

The Western Hemisphere Travel Initiative undertaken by the US Homeland Security Department is in place. You require a valid passport to fly to the US from Canada, Mexico and South American countries which previously did not require a passport to enter the US.

GROUND TRANSPORTATION

Our hotel is 19 miles from the airport, a 30-minute ride almost exclusively on the highway. The TMIA negotiated rate includes free parking, so depending on your plans and rental costs, you may want to consider a rental. To drive from TPA to the hotel: From the airport exit, follow signs for Clearwater Highway 60. Take left exit to Highway 60 West. Follow this highway for 17.4 miles. As you go over the causeway to Clearwater Beach, take the right exit at the roundabout onto Mandalay Ave. and you have reached the Hilton Clearwater Resort.

Taxi fares will be about \$55 each way from the airport and the Super Shuttle will be a \$25 flat rate.

OUR HOTEL

Hilton Clearwater Beach Resort, 400 Mandalay Avenue, Clearwater Beach, FL 33767.
Phone- 727-461-3222, Fax 727-461-0610.

The Hilton is located on 10 acres of sand beach on the Gulf of Mexico. We have negotiated a great rate of \$160 per night including Internet and Parking. You may make your reservations online from the conference pages at www.tmia.org or if you prefer to call, call 800-753-3954 and refer to group code TMIAGN. **Note that the hotel has waived an otherwise required one night reservation deposit fee for us. For details on the hotel, visit Hilton Clearwater Beach.**

INTERNET ACCESS

We have negotiated free wireless high speed Internet access in your rooms as part of our room rate. Free wireless Internet is also available in common areas.

CONFERENCE REGISTRATION

There is no formal on-site registration process. All attendees are **pre-registered**. If you attend the welcome reception on Monday night, we will provide your attendee badge. If you don't attend the reception, you can pick up your badge at the Grand Ballroom before the Tuesday morning session.

CANCELLATIONS

If you must cancel your hotel please do so at least **72 hours (three days) prior** to your arrival date to avoid a one night's cancellation fee from the hotel. Call 800-753-3954 and make note of the cancellation number from the hotel.

Cancel your conference registration at least three days in advance by emailing or calling Tom (tom@tmia.org or 519-620-8668) so we do not include you in the meal counts.

DRESS CODE/WEATHER

Dress for all events is business casual. Note below that two events are planned outdoors, so bring a jacket/sweater to ensure you are comfortable. Tom will provide you a weather forecast in the week before the conference. Average temperatures for this time in Tampa are expected to be in 76F high in the daytime and 58F low at night. For those using metric, this translates to 24C daytime and 14C at night.

TMIA EXHIBITION

Our event includes a focused exhibit area, where you will see the latest in messaging technology from the premier messaging vendors worldwide. The exhibit visits are built into the agenda, so no extra resources are required to staff the booths.

- **For service providers**, the exhibit area affords an opportunity to see the latest from all vendors in one location saving significant time and resources.
- **Exhibiting vendors** will benefit from a focused messaging audience - you will likely have every tier one wireline and wireless North American carrier visit your booth along with several tier two and a few cable telephony suppliers.

Another unique component of our exhibit area is our passport program: an incentive for service providers to visit every exhibit booth during the three planned exhibit openings. Every service provider attendee carries a passport to be stamped at each booth for a chance to win some great prizes.

TMIA EVENTS

Attendees are asked **not to schedule their own meetings during official TMIA events.** In addition to the actual conference sessions, the schedule includes the following networking events:

Monday Night Welcome Reception, 7:30 PM to 9:30 PM, Sandpiper Deck: This will be your first opportunity to meet your fellow attendees. We will have some tasty munchies as well, so please come by.

Tuesday Night Breakout, 6:00 PM to approx. 10:00 PM, Sandpiper Deck: Many thanks to Alcatel Lucent for sponsoring this event. Make sure you join us for a great evening of networking & fellowship. Tom will contact all who have indicated a loved one is with them at the conference to offer an opportunity for them to attend this event.

Tuesday and Wednesday nights are free: You may organize your own get togethers after 6:00 PM on Wednesday and after 5:00 PM on Thursday.

Friday morning golf: Golfers, a group will play on Friday morning. This will provide an additional opportunity to network with your fellow messaging professionals. In February, Tom will canvas for interest and availability. For those arriving early, there will no doubt be golf on Sunday/Monday.

TRINKETS & TRASH (SWAG)

Just kidding on the trash part, but this is what we used to call it back in my marketing days. We ask all attendees to check their marketing closet and bring along a gift (whatever promotional items you may have) for the prize table. During the sessions we will draw names for prizes to help us stay on time and have a little fun. If you have a more expensive item (>\$100 value) we will use for **special draws** and **ensure your company gets extra recognition.**

- If you have a small item to distribute to all attendees, bring or ship 150 pieces.
- If you do not want to carry it, send it to Tom at the address below.
- If you are shipping items, they should arrive at the hotel by Friday February 26th.
- Ship to: Hilton Clearwater Beach Resort, 400 Mandalay Avenue, Clearwater Beach, FL 33767, Attention Tom Harper, TMIA 2010 Conference March 1, 2010.

LOCAL ACTIVITIES

There is plenty to do right around the hotel. The marina across the street from the hotel offers fishing charters. At Pier 60, a festival celebrates the sunset each evening. The spring training facilities of the Toronto Blue Jays, New York Yankees and Philadelphia Phillies are all close by and all have home games surrounding our visit **See Spring Training Schedule.** Here is link to local **chamber of commerce site** which is a good place to start your own exploration.

THANK YOU TO OUR SPONSORS

Two representatives from each member company are entitled to come to all TMIA conferences or meetings. We pay for these primary representatives, speakers and panelists who attend with the help of the **great sponsors** you see below. In this manner we recover meeting costs and do not use member company dues to fund our events. Many thanks to all of our sponsors on the next page!!

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