

SHOWBIZEXPO®

BURBANK – SATURDAY, DECEMBER 3, 2011

ShowBiz Expo Office:

1515 Broadway, 11th Floor
New York, NY 10036
212.404.2345
212.253.4123 FAX
ShowBizExpo.com
Info@TheShowProducers.com

Expo Location:

Los Angeles Marriott Burbank Airport
(directly across the street from the Burbank Airport)
2500 North Hollywood Way
Burbank, CA 91505

Schedule:

Exhibitor Load-In: Friday December 2, 2011 from 2 PM – 6 PM
Saturday December 3, 2011 from 8 AM – 10 AM
Expo Hours: Saturday December 3, 2011 from 10 AM – 5 PM
Exhibitor Load-Out: Saturday December 3, 2011 from 5 PM - 8 PM (no overnight storage)

Important Deadlines:

Discounted Hotel Reservation through ShowBiz Expo Room Block – November 1, 2011
ShowGuide Advertisement Artwork Deadline – November 4, 2011
Lead Retrieval Barcode Scanner Requests** - November 22, 2011
Electrical Power Drop Requests* - November 22, 2011
Internet Access Requests* - November 22, 2011
Table/Chair Orders* - November 22, 2011
Register booth staff – December 1, 2011
Gift Bag Inserts* – Delivered to Los Angeles Marriott Burbank Airport Convention Center Entrance
(Follow Signs in the exhibitor hall for drop-off) on December 2nd between 9 AM -12 PM. (after 12 PM, we cannot guarantee your inserts will be placed in the gift bags).

*Requests after this date may incur a late fee.

**Scanners will be available for rent the day-of for an additional fee.

Hotel Reservations if you are coming from out-of-town:

If you are coming to Los Angeles from out-of-town and need hotel accommodations, we have made special discounted room arrangements with the Los Angeles Marriott Burbank Airport (the same venue as ShowBiz Expo). To make reservations using our discounted rates, please call us at 212.404.2345.

Rooms are only \$119/night.

Online Banner/ShowBiz Expo Logo Advertisements:

If you would like to promote ShowBiz Expo to your clients via email blasts or on your website, you can download pre-approved banners and email content to use here:

<http://www.theshowbizexpo.com/banners.html>.

Hotel Parking:

Parking is available on hotel premises for a discounted rate of \$9 for ShowBiz Expo attendees (with NO in/out privileges).

Arriving at ShowBiz Expo:

No badges are required to set up your booth space on Friday or Saturday. However, when the show opens at 10 AM, we will be checking badges for entry. Badges may be picked up at Exhibitor Check-In throughout the day. You may pick up all of your staff badges at one time, or throughout the day.

Additional booth staff may also register for badges at this kiosk throughout the Expo.

Lead Scanners may be picked up on December 3rd starting at 8 AM.

Electrical:

If you purchased Electrical Access with your Exhibitor Package, you will be provided a power drop prior to your arrival. If you did not purchase electrical access and wish to purchase this service, please contact us at 212.404.2345. If you need more than 500 Watts, please let us know by calling us or emailing us.

PRICING:

500 WATTS: \$299

1000 WATTS: \$399 + \$100 labor

1500 WATTS: \$499 + \$100 labor

Internet Connectivity:

If you purchased Wireless Internet Access with your Exhibitor Package, you will be provided with a wireless internet access code upon arrival. If you did not purchase internet access and wish to purchase this service, please contact us at 212.404.2345. Please note that if you require additional telecommunication needs (i.e., T1, analog phone lines, etc), please call us at 212.404.2345.

If you ordered an internet card from us, please be sure to download the software to your PC and/or laptop prior to arriving at the Expo (each computer will require this software to operate the wireless card):

Windows: http://www6.sprint.com/downloads/sprint_smartview/executables/SSV_Windows2.24.0028.exe

IMPORTANT! Wireless Internet is not meant for streaming video. For streaming video, we recommend a dedicated wired internet connection. Please contact us for pricing.

Wireless Handheld Lead Retrieval Barcode Scanners:

If you purchased a Wireless Handheld Lead Retrieval Barcode Scanner for use during the Expo, you may pick it up when you check-in at Exhibitor Check-in on December 3rd starting at 8 AM. You are responsible for the barcode scanner until the end of the Expo when you safely return the scanner back to us at Exhibitor Check-Out. When you check-out and return the scanner back to us, you will receive your digital file of all leads you scanned during the Expo. If you would like to rent a lead retrieval scanner, you may call us at 212.404.2345.

Please note that you will be required to provide a credit card with a \$250 security deposit (authorization only) to pick up your scanner. Please note that if you use a Debit Card, your bank will hold these funds for approximately 5-7 business days.

Advanced Shipments to the Hotel:

You may ship your materials to the hotel prior to the Expo. Please note, however, the Marriott Hotel will charge drayage fees for these advanced shipments, and you will need to provide them with a payment method prior to receiving your materials.

Address to ship your materials to MARRIOTT ahead of time:

Los Angeles Marriott / Convention Center

ATTN: ShowBiz Expo

Booth # & Company Name

←REMEMBER TO PUT YOUR COMPANY NAME!!

2500 Hollywood Way

Burbank, CA 91505

Phone: 818 843 6000

Hours of delivery at hotel: 6 AM – 3 PM

IMPORTANT: Please make sure that you request a truck with a lift gate from your freight carrier company. Failure to contract a truck with a lift gate will result in forklift labor charges (listed below).

Advanced Shipping Fees to Hotel:

When shipping your materials to the Marriott in advance, you will be required to pay an advanced shipping fee directly to the hotel. Your shipment will be received by the hotel and then when you arrive on-site, the hotel will deliver your shipment to your booth and upon receipt of your shipment, you will be required to pay the fee listed below.

| WEIGHT | SIZE | IN/OUT CHARGES |
|---------------|----------------------------------|---------------------------------|
| 0-10 lbs | Small | \$5.00 each (in and out) |
| 11-50 lbs | Medium | \$10 each (in and out) |
| 51-100 lbs | Large | \$20 each (in and out) |
| 101+ lbs | Extra Large | \$40 each (in and out) |
| | Pallet/oversize | \$100 each (in and out) |
| | Pallet Storage | \$10 per day |
| | Breaking a pallet | \$50 each (in and out) |
| | Delivering Labor Charges (in and | \$50 per hour (min. of 4 hours) |

| | | |
|--|---|---------------------------------|
| | out) | |
| | Crate Storage | \$100 per day |
| | Shipping Labels | \$3 each (processing) |
| | Shipping out Hotel handles packing & labeling | \$10 per box |
| | Forklift and driver charges | \$100 per hour (min of 2 hours) |

ShowGuide Advertising:

If you purchased a ShowGuide Advertisement with your package, please see the Ad Specifications and submission guidelines on the following page. ShowGuides are glossy magazines provided to each attendee upon entering the Expo. If you did not purchase an Ad and would still like to purchase one, please call us at 212.404.2345.

Late submissions will NOT be accepted.

Gift Bag Inserts:

If you purchased a gift bag insert with your package please have all of your inserts delivered directly to the Los Angeles Marriott Burbank Airport Convention Center Entrance (Follow the Signs in the Exhibitor Hall for the drop off area) on Friday December 2nd from 9 AM – 12 PM. If inserts are delivered after this time, we cannot guarantee that your inserts will be stuffed into the gift bags. You may provide as many inserts as you’d like (500, 1,000, or all 3,000, etc.). We provide gift bags to the first 3,000 attendees. Gift Bag Inserts can be postcards, fliers, pens with company logo, key chains, or any similar type of give-away that can be pre-stuffed into our bags. One insert per company (unless additional ones are purchased).

LABEL EACH BOX WITH YOUR COMPANY NAME!

If you are delivering your gift bag inserts in advance to the Hotel, you will need to pay for the delivery charges to the hotel in advance. Please call us for these fees & payment info.

If your company would like to provide the Gift Bags, please call us at 212.404.2345.

Exhibitor Booth Staff Registration:

Each person working at your exhibitor booth (including you!) is required to wear an exhibitor solicitation badge. These badges are a different color than the other attendees so that our security knows you are an exhibitor at the show and are allowed to solicit attendees. This badge also gives you access to the show as well as other areas in the show such as workshops & seminars. Depending on the size of your booth determines how many complimentary exhibitor badges you receive:

- 8x10 = 4 Complimentary Exhibitor Badges
- 8x16 = 8 Complimentary Exhibitor Badges
- 16x20 & More = 16 Complimentary Exhibitor Badges

Additional badges may be purchased for \$20 each.

By now you should have received an email with your log in details to register your booth staff. If you haven’t, please visit www.RegisterBoothStaff.com and fill out the “forgotten password” form and your user information will be sent to you. If this doesn’t work, you can also call us at 212.404.2345.

Additional Booth Equipment:

If you need additional tables, chairs or other equipment, please see the list below and let us know what you need. Please fill out the Credit Card Authorization form on the last page so we can process your order.

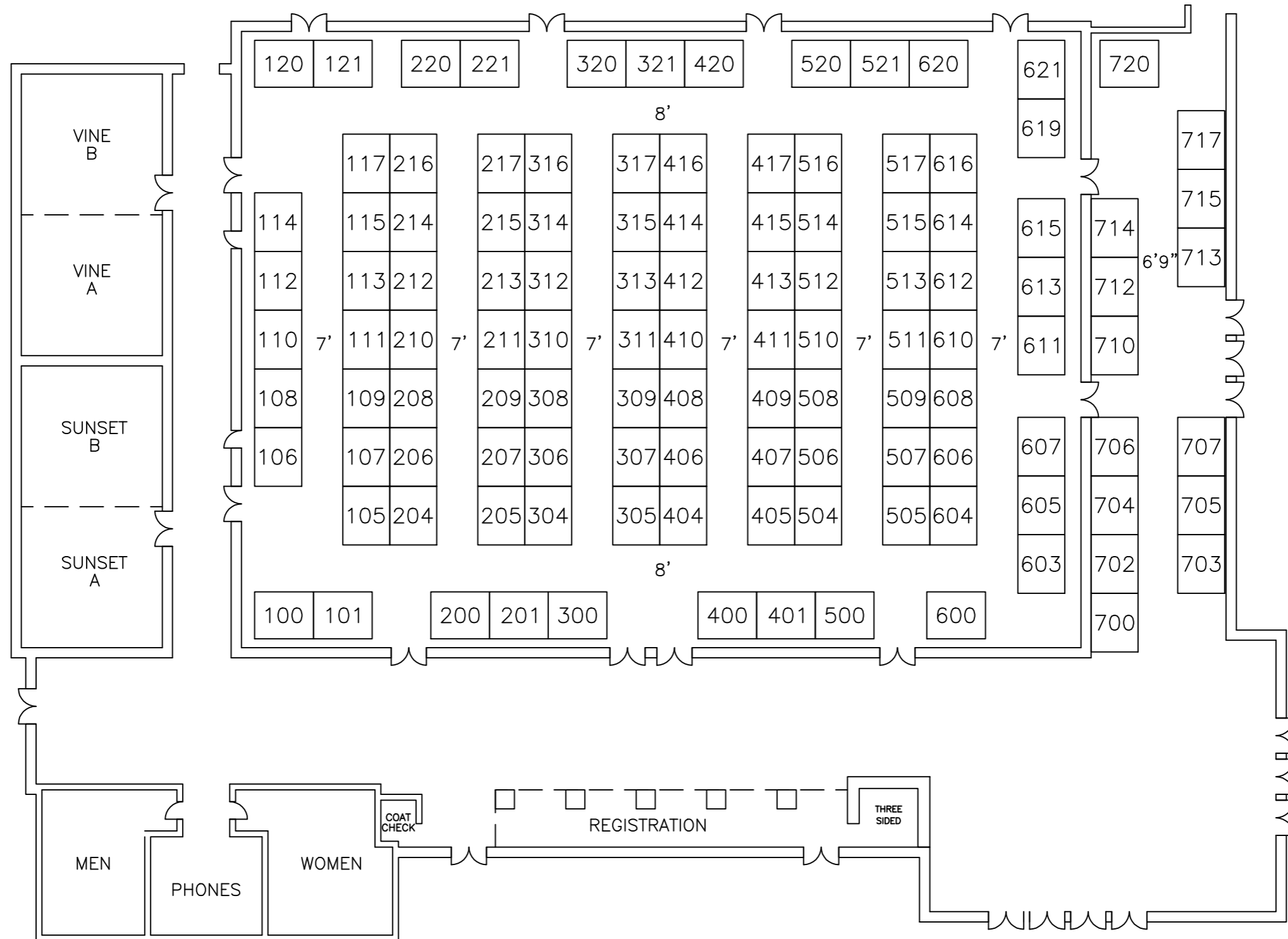
| EQUIPMENT | FEE |
|-----------------------------------|------------|
| 6' Draped Table w/ 2 Chairs | \$99 |
| Additional Tables | \$79 ea. |
| Additional Chairs | \$39 ea. |
| 30" Round Table | \$149 ea. |
| 30" High Top Cocktail Round Table | \$169 ea. |
| Easil | \$49 ea. |

Audio/Visual Equipment Orders:

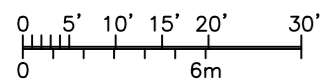
Audio/Visual equipment may be pre-ordered through ShowBiz Expo and will be set up at your booth. This is an excellent added convenience so you don't have to worry about having equipment set up or taken down. Please contact us at 212.404.2345 if you'd like to rent any of the below listed equipment.

| EQUIPMENT | FEE |
|---|------------|
| PROJECTION: | |
| 1700 Lumen Projector & Tripod Screen | \$500 |
| 3300 Lumen Projector & Tripod Screen | \$900 |
| 5000 Lumen Projector & Fastfold Screen | \$1400 |
| | |
| VIDEO DISPLAYS: | |
| 32" LCD Monitor w/ DVD Player | \$475 |
| 42" Plasma Monitor w/ DVD Player | \$650 |
| | |
| Flipchart Package (flipchart stand, paper pad, markers) | \$125 |
| Whiteboard Package (4x6 Whiteboard w/ Easil & markers) | \$120 |

Marriott Burbank Airport Hotel Los Angeles Academy Ballroom



DIMENSIONS ARE APPROXIMATE



SHOWGUIDE ART SPECIFICATIONS

DEADLINE: NOVEMBER 4, 2011



FULL PAGE

- Trim Size (8.5" x 11")
- Bleed Area (0.125" all around)
- Live Area (10" x 7.5")



HALF PAGE

- Live Area (7.5" x 4.75")

Note: Half Page Ads DO NOT bleed.



QUARTER PAGE

- Live Area (3.6" x 4.75")

SENDING YOUR ARTWORK TO US

Email: art@johnagnesinidesigns.com

Subject: ShowBiz Guide Artwork

Large Files can be sent via mailbigfile.com

CALL US FOR QUESTIONS

We only accept TIFF, PDF or high resolution JPG (300 dpi, CMYK) **We cannot accept** EPS, GIF, QuarkXpress, inDesign, CorelDraw, FrontPage, Office, Word or PowerPoint files. The Showbiz Expo accepts no liability for poor reproduction quality if materials are not supplied to our recommended specifications.

GRAPHIC DESIGN SERVICES

The Showbiz Expo offers graphic design services from \$75/hour (min. 3 hours).

SHOWBIZEXPO[®]

CREDIT CARD AUTHORIZATION

COMPANY NAME: _____

CARDHOLDER NAME: _____

CARD #: _____

EXP DATE: _____ **SEC CODE:** _____

BILLING ADDRESS: _____

BILLING ZIP: _____

APPROVED CHARGE AMOUNT: \$ _____

CARDHOLDER SIGNATURE: _____

DESCRIPTION OF CHARGE: _____

Please fax back to us at 212.253.4123.