



TechForum's

SECURITY FORUM SPONSOR CHECKLIST

for TechForum events held at 11 Fulton Street, Bridgewater, New York, NY 10038

PLEASE PROVIDE TO TECHFORUM BEFORE THE EVENT:

ASAP: Your logo in gif or jpg format (if not easily downloadable from your website)

2 weeks before or earlier: Company description of 50-100 words

ASAP: Speaker bio if applicable

2 weeks before or earlier (if possible): Staff names, job titles, and email addresses

2 weeks before or earlier (if possible): Raffle gift description (if applicable-see below)

DISPLAYS AND SIGNAGE: Tables are 6 feet long and draped. You don't need a large 10x10-- pop-up displays work best. Please bring your own signage. If you prefer to send a larger size display, please contact Victoria Adams at vadams@techforum.com or 212-787-1122. We'll be able to accommodate you, but we do need to know before hand so we have you in an appropriate spot. To see typical setups, go to the photo site of our most recent event at <http://www.techforumphotos.com>.

HOW, WHEN, AND WHERE TO SHIP MATERIALS :

If you are planning on shipping equipment or materials to the conference, ship them to arrive, if possible, the Friday or Monday before the conference (conferences are usually on a Thursday). Or, you may ship earlier. **Please remember that boxes that are shipped to arrive the day of the conference frequently do not arrive until midday- please ship to arrive BEFORE the conference date!**

The ship-to address is:

Bridgewater
11 Fulton Street
New York, NY 10038
Attention: Cheryl Kahn
PHONE: 212-608-7400

Please label your boxes clearly as follows:

Numerically: for example, "1 of 3," or "1 of 4" etc.

Please add in a field that will be visible to staff placing boxes by your table:

- 1: Our name (TechForum)
- 2: Your company's name
- 3: The date of the show

AV (MONITORS):

To order monitors or other AV equipment, please contact: Jose Correia, Meeting Expectations, LLC; at jose@meetingxav.com, and cc: kirk@meetingxav.com; and vadams@techforum.com. If you need to reach them by phone contact Kirk Reid, Cell:(301) 825-2777; Office: (704) 676-9220 or Jose at (401) 497-9333.

DIRECTIONS TO CONFERENCES: Go our directions page online at www.techforum.com for detailed directions. Bridgewater's official address is 11 Fulton Street. However it is actually located on the southeast corner of Beekman and Front Streets. It is in the South Street Seaport (near Pier 16) area of lower Manhattan.

ELECTRICITY: Electricity for your table, even if only for your laptop, costs extra (ca \$225), and needs to be ordered directly from Bridgewater in advance. The form for ordering electricity is on our website in our Media Center (or attached to the email that accompanies this).

HIGH SPEED T1 LINES and WIRELESS ACCESS POINTS: TechForum provides a wireless hot spot at all conferences. However, if you want a T1 line instead to ensure completely reliable, high-speed access, order that separately from Transbeam; call them at 212 631 8100, and/or email Bob Wolff at bwolff@transbeam.com. The charge is about \$400.



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VENDOR MAPS: You will not need a vendor map to find your table--all tables will be in the same room and easy to find when you arrive. Vendors generally run from 10-25 tables. If you have a special vendor you wish to be next to-or avoid-please let us know and we will be happy to accommodate you (actually, we do ask you before the event, also).

START TIME/SETUP IS 6AM- 8AM THE DAY OF THE CONFERENCE. NO NIGHT-BEFORE SETUP. Tables are set up on the day of the conference. The facility has night events and cannot be accessed the night before. The room will open at 5:30AM and our staff will be on hand to help you get your materials positioned. Boxes will be placed by your table IF they have been marked with your company name. **Please finish your setup by 8AM, as attendees frequently arrive right on time.**

BREAKDOWN TIME during last panel of day (ca 3:15PM): Breakdown of tables can take place anytime after the start of the final panel. Please look at website for current agenda. There is really no traffic after the final panel.

MATERIALS TO BRING that will come in handy: Strong tape (for repackaging your boxes and hanging your sign) and scissors. Also: FED-EX slips for sending materials back (please let table staff know your FEDEX number)! However, we also have these things if you forget.

TABLE STAFF NUMBER AND BADGES: Table staff for Bronze Sponsors (tables only) is limited to two. Silver Sponsors may invite three of their staff (with a speaker, a total of four); Gold Sponsors five (with a speaker, a total of six). Staff must be pre-registered (email any new staff to vadams@techforum.com) if you want a badge for your staff members. Your staff is welcome to our sit-down luncheon with attendees. **If you wish to have extra staff, e.g. switch staff off during the day, please tell us ahead of time; we can arrange for this, but entrance to luncheon for extra staff is limited, unless you wish to pay extra.**

CUSTOMERS AS GUESTS: Participating vendors are allowed an unlimited number of VIP guest passes for their customers. However, guests must meet our guidelines. Guests must manage IT at companies with 50 million revenue or more; and they may NOT be educators; consultants; vendors; sales or marketing contacts; or anyone not actively managing technology at a mid-to large company. Guests of vendors must register through Technology Managers Forum. We'll provide you with an email invitation, or if you provide us with a list, we will do the inviting for you using your name. Call or email Victoria Adams at 212-787-1122 or vadams@techforum.com for details.

RAFFLES: Raffles a great way to engender goodwill and keep people at the event until the end of the day, so please consider raffling off something. Frequently offered raffle gifts are: gift cards, iPods, etc. If you intend to raffle something, please let us know in advance. We will remind you. The raffle is held at the end of the day. **We will organize the raffle and choose the winners (or your rep may if s/he wishes) from one basket. Since winners must be present, please bring/ send your gift to the event.**

GIVE-AWAYS: WE STRONGLY ENCOURAGE YOU TO BRING INCENTIVES. If you're distributing incentives, candy or product literature, bring enough for about 100 persons.

VENDORS MAY ATTEND THE PROGRAM: Vendors are welcome to attend all conference events. There is little if any traffic during the presentations.

ATTENDEE LIST: The registrant list will be distributed to all exhibitors and sponsors the week after the conference. You must agree to our privacy policy ahead of time—http://www.techforum.com/vendor_privacy.php.

ACCOMODATIONS: We suggest making reservations ASAP; room blocks are not available. The location of the event is 11 Fulton and the zip code there is 10038, which may assist you in choosing a hotel. However any location in Manhattan will do—the event is accessible by taxi from any general Manhattan location for about a \$20-30 cab ride at most.

CONTACT LIST:

Technology Managers Forum: Priscilla Tate (executive director-speaker questions): office: 212-787-1122 or ptate@techforum.com. Cell: 917-880-6549.



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Victoria Adams (membership director -VIP guests and general info-mailing list): Office: 212-787-1122 or vadams@techforum.com. Cell for the night before the event or day-of: 917-453-7700.

Bridgewater (show venue):Show Manager for the day of the conference: Cheryl Kahn: 212-608-7400, cell 917-449-7077; and ckahn@theglaziergroup.com. She handles ordering electricity and shipping questions.

Monitors/ AV equipment: Kirk Reid- Meeting Expectations 301-825-2777 Kirk@meetingxav.com