



TechForum's

SPONSOR CHECKLIST

for TechForum events held at 24 Fifth Avenue, bet. 9th and 10th Streets, New York, NY 10013

CONTACT LIST:

Priscilla Tate: Executive Director, Technology Managers Forum: 212-787-1122; ptate@techforum.com

Victoria Adams: Membership Director, Technology Managers Forum: (contact re: VIP guests and general logistics information): 212-787-1122 or vadams@techforum.com. Cell for the night before the event or day-of: 917-453-7700.

DISPLAYS AND SIGNAGE: Tables are 6 feet long and draped. Space is limited, so mall displays such as pop-ups work best (or no display works fine also as long as you have signage—there are only 10 sponsor tables at most, so you won't be competing for attendees). Please do not send 10x10s—there is limited space and it is not necessary.

LOCATION: Twenty Four Fifth, an elegant and modernly-equipped events space in a restored turn-of-the-century hotel at 24 Fifth Avenue (between 9th and 10th Streets) New York City.

SHIPPING ADDRESS: If you need to ship materials, here is the shipping address and instructions on how to label your package:

SHIP TO ADDRESS:

Twenty Four Fifth
c/o Cheryl Kahn
24 Fifth Avenue
New York, NY 10011
PHONE: 212- 505-8000

PLEASE ADD NAME AND DATE OF SHOW: TechForum Roundtable (and whatever date your event is)

PLEASE LABEL BOXES: 1 of 2 , 2 of 2, etc.

DIRECTIONS TO ROUNDTABLE AT 24 FIFTH AVENUE (between 9th and 10th St):

Public Transportation Directions: The location is easily accessible by public transportation, as it is only five blocks south of the major transportation hub of 14th Street in Manhattan. Here are some subway and PATH options:

Path: The PATH stops at both 14th Street AND 9th Street and Avenue of the Americas (6th Avenue). If you get off at 9th Street, walk one block east on 9th Street. OR:

Subway 1,2 or 3 (accessible from Penn Station): The #1, 2 and 3 subway stops at 14th Street and 7th Avenue; **walk east to Fifth Avenue two blocks, then down Fifth Avenue to 24 Fifth Avenue (between 9th and 10th Streets, closer to 9th).**

Subway L, N, Q, R, W and 4,5,6: The L,N,Q,R,W and 4,5,6 stop at Union Square/14th Street and Broadway; **walk west on 14th past University Place to Fifth Avenue, then down Fifth Avenue to 24 Fifth Avenue (between 9th and 10th Streets, closer to 9th).**

Subway F,L, V: The F,L and V stop at 6th Avenue and 14th. **Walk east to Fifth Avenue one block, then south, down Fifth Avenue, to 24 Fifth Avenue (between 9th and 10th Streets, closer to 9th).**

WIRELESS ACCESS POINT: We will have free wireless access at the event.

START TIME AND END TIME: Start time of the event is 8:00AM, so please be set up by that time. End time is 2PM. A sit- down luncheon for sponsors and attendees is offered from around 1PM-2PM, and we



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encourage you to attend. The networking is excellent. We offer continental breakfast in the morning for attendees and sponsors in the exhibit area.

STAFF NUMBER AND BADGES: Staff must be pre-registered (email staff names and job titles to vadams@techforum.com). Gold Sponsors may send 4 people; Silver Sponsors may send 3 people. Bronze sponsors may send 2 people. **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.**

INVITING VIP GUESTS: Participating vendors are allowed an unlimited number of VIP guest passes for their customers. However, guests **MUST** manage IT at mid to large companies and may not be educators; consultants; vendors; sales or marketing contacts. Guests of vendors must register through Technology Managers Forum, and we reserve the right to decline any guest we deem not suitable for the conference. **We will provide you with an email invitation at your request, 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.

ATTENDEE LIST: Registrant lists with contact information will be distributed to all exhibitors and sponsors the day after the conference. Contact Victoria Adams at vadams@techforum.com or 212-787-1122. You **MUST** sign our privacy policy ---we will email that to you.

ACCOMODATIONS: If you will be coming in and staying overnight, we suggest making reservations ASAP; room blocks are not available. The event is accessible by taxi from any general Manhattan location for about a \$20-30 cab ride at most.