



### **Important Information for Exhibitors and Sponsors:**

#### **Advertising Opportunities:**

Advertising opportunities are available within the conference program. Visit <http://www.scdm.org/events/fall2009/advertising.asp> for more information. Please note: The deadline for artwork submission is September 4.

#### **Exhibit Hall Decorating Company (Exhibitor Kit):**

Heritage Exposition Services

Contact: Ryan Yemm or Patricia Porter

Phone: 314.534.8500

E-mail: [ryemm@heritageexpo.com](mailto:ryemm@heritageexpo.com) or [pporter@heritageexpo.com](mailto:pporter@heritageexpo.com)

#### **Exhibit Hall Location**

Westin Seattle  
1900 Fifth Avenue  
Seattle, WA 98101  
Tel: 206.728.1000

Room: Grand Floor; Grand I-II

#### **AV Needs:**

AV equipment can be ordered from the Westin Hotel.

Contact: Bonnie Stolp

Phone: 206.727.5820

E-mail: [Bonnie.Stolp@Westin.com](mailto:Bonnie.Stolp@Westin.com)

#### **Exhibitor Move-In**

Exhibitor move-in is Sunday, October 4, from 12 - 5 p.m.

- Please note: The opening reception will be held in the exhibit hall at 6 p.m.

#### **Exhibit Hall Hours**

Monday, October 5, 10 a.m. – 5 p.m.

- Morning and afternoon breaks to be served in exhibit hall
- Box lunch to be served in exhibit hall from 12:30 – 1 p.m.
- Dessert reception to be held in exhibit hall from 1 – 2 p.m.

Tuesday, October 6, 10 a.m. – 3:30 p.m.

- Morning and afternoon breaks to be served in exhibit hall
- Box lunch to be served in exhibit hall from 12:30 – 1p.m.

### **Exhibitor Move-Out**

Tuesday, October 6, from 3:30 – 9 p.m.

### **Exhibitor Registration (Grand Foyer):**

Exhibitor registration is Sunday, October 4, from 7 a.m. – 5 p.m.

- **This includes complimentary registrants from your company**
- SCDM does not offer exhibit-only passes; all additional representatives from your company must register as a full attendee
- To change the name of an attendee in your complimentary registration or regular attendee registration:
  - **Prior to September 21:** E-mail Margaret Trotter at [mtrotter@scdm.org](mailto:mtrotter@scdm.org) to have the attendee's name changed and registration information ready on Sunday, October 4.
  - **After September 21:** E-mail Margaret Trotter at [mtrotter@scdm.org](mailto:mtrotter@scdm.org). This does not guarantee the correct attendee information will be included in any conference information, including registration information and name badges. Therefore, when attendee is checking in at exhibitor registration, they will need to state the name of the individual they are replacing. A name badge will be supplied prior to the opening reception in the exhibit hall on Sunday, October 4.

### **Networking Events: Don't forget, you're invited!**

- Opening reception in the exhibit hall: Sunday, October 4, 6 – 8 p.m.
  - Sponsored event with hors d'oeuvres
  - Keynote presentation by Diane Jorkasky to follow reception at 8 p.m.
- Dessert reception in the exhibit hall: Monday, October 5, 1 – 2 p.m.
  - Sponsored event with selection of desserts served
- Data Driven Innovation Awards Reception: Monday, October 5, 6 – 9 p.m.
  - Sponsored event at Experience Music Project interactive music museum
  - Hors d'oeuvres served
  - Award entrants and winner will be announced

### **Exhibitor Rules and Regulations:**

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

- Attire of exhibit personnel should be consistent with the business casual atmosphere of the convention (i.e., polo or blouse with khaki pants is acceptable). Only SCDM-sponsored decals, pins, and ribbons may be affixed to delegate or exhibitor badge holders.
- Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations will not be permitted outside of the exhibitor's assigned booth space. Any demonstrations must be pre-approved by SCDM. Canvassing or distribution of advertising material by an exhibitor will not be permitted outside of the exhibitor's booth space. Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
- SCDM must be notified of an exhibitor's intent to distribute food or beverage items in the exhibit hall. All such items must be approved by SCDM and ordered directly from the Westin Seattle. Exhibitors are not permitted to bring in outside food or beverages.
- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company. Any space sharing must be pre-approved by SCDM.
- SCDM reserves the right to reject any exhibit application submitted; to reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and to evict or bar any exhibitor whose conduct or materials are objectionable to SCDM for any reason.
- Exhibitors will not affix, nail, or otherwise attach anything to the walls, doors, floors, or columns of the exhibit hall except where a nail strip is provided. All illuminated displays and other equipment requiring electrical current must conform to local electrical codes. All extension cords must be 3-wire grounded and U.L. approved. More information on the specific requirements for electrical equipment will be included in the exhibitor service kit.
- Exhibitors are required to conform to all local labor regulations in the installation and dismantlement of their booth and exhibit fixtures. More information on the specific labor regulations in effect will be included in the exhibitor service kit.
- SCDM must be notified of any off-site events scheduled by exhibitors or sponsors. Scheduling of off-site events that compete with SCDM scheduled events is prohibited.