



41st Annual CASE Convention

July 28-30, 2010

EXHIBITOR FAQ

Q. When will I get my booth assignment?

A. Booth assignments will be made by July 1. The CASE staff will e-mail you this information.

Q. I don't like my exhibit booth location. Can I move?

A. Every effort has been made to accommodate your booth preferences; however, Convention sponsors and CASE commercial members have priority in booth selection.

Q. What is the exhibit booth size and what's included in the fees?

A. There are several exhibit areas and booth size varies based on location.

- [3rd Floor Blue River Hall](#) – Booth space is 8' deep by 10' long; ceiling height is 8' tall. Booth areas are piped and draped.
- [1st Floor Ballroom](#) – Booth space is 6' deep by 10' long, ceiling height is 13'. Booth areas are piped and draped.
- [Premium tables \(first and third floor foyers\)](#) – 8' draped table (without pipe and drape).

Booth fees include an 8' skirted table, two chairs, and wastebasket (an electrical outlet can be provided by the hotel for an additional charge). All exhibiting areas are carpeted. Wireless internet is available for a fee.

Q. What time can I set up my booth at Convention?

- A. This year we've extended the set-up hours to offer you maximum flexibility. The hours are:
- Tuesday, July 27, 2010 — 3:00 pm - 8:00 pm
 - Wednesday, July 28 — 6:00 am - 7:00 am

Q. What are the show hours?

- Wednesday, July 28 — 7:00 am - 4:30 pm (Lunch is 12:15 pm – 1:15 pm)
- Thursday, July 29 — 7:00 am - 1:00 pm (Lunch is 12:15 pm – 1:15 pm)

Q. When do I need to tear down my booth at Convention?

A. Exhibitor tear down is Thursday from 1:00 pm – 2:00 pm.

Q. Are my meals included at Convention?

A. Breakfast is included and can be found in the exhibit areas from 7:00 am – 9:00 am. Lunch, however, is not included, but you are welcome to purchase a lunch ticket for \$35 per person if you haven't already done so. Exhibit areas will remain open and will not be locked during lunch.

Q. When I arrive at Convention, where do I park to unload my materials?

- **3rd floor Blue River Hall:** Drive into G5, the garage on the back side of Building 3, located across the street from the Beaver Run lobby. In the middle of G5 on the right there will be an open garage door leading into the Blue River Hall. You can unload there, but please park elsewhere as G5 is only used to unload equipment and materials.
- **1st floor Ballroom and Premium tables on the 1st floor:** Park in the parking lot at the east end of the Conference Center. Enter through the first floor doors at the back of the building. *Parking is not allowed in the fire lane next to the Conference Center.*
- **Premium tables on the 3rd floor:** Park in Spencer's Parking Lot, which is the first parking lot on the left after Registration parking. Enter the Coppertop doors to the right of the Spencer's revolving door. Elevators are on the right.

Q. Is there Internet access at Beaver Run?

A. There is Internet access, provided you purchase Internet service through the hotel for \$45 per day. You may also consider buying a wireless broadband card on your own for Internet service prior to the Convention. (Verizon is said to have the best coverage, but CASE cannot guarantee coverage through a third party broadband card in exhibitor areas of the resort.) Link to the form in the exhibitor letter.

Q. How many representatives can I have at Convention?

A. Each booth is allowed only two representatives at a time, due to space issues. If you have more than two people you'll have to rotate them throughout the day. We want to ensure that all of our exhibitors have a positive Convention experience, and respectfully ask that you honor this rule.

Q. Can I attend the Convention sessions and breakouts?

A. If you would like to register as an attendee, you're welcome to attend the Convention sessions and breakouts. We do require exhibitors to register to ensure that we are able to cover the costs of your attendance. We offer exhibitors a 25% discount on Convention registration, and you are welcome to register for the entire Convention or for individual days. Exhibitors not registered for the Convention cannot attend any of the learning sessions.

Q. How much are tickets for lunch on Wednesday and Thursday?

A. Lunch tickets are \$35 per day per person. You must present a ticket to be admitted to lunch; please contact CASE if you would like to purchase a ticket(s).

Q. Can I go to the after-hours events?

A. We've planned a number of fun after hours events during the Convention that we encourage exhibitors to attend in order to maximize the benefit of your Convention experience.

- [Wednesday, July 28: Networking Reception \(4:45 pm – 6:00 pm\), Coppertop III at Beaver Run.](#) This reception is sponsored by the exhibitors and all Convention attendees are invited to attend. Each exhibitor will receive a free drink ticket in his/her packet on the name badge sheet. Additional drinks can be purchased at the cash bar.
- [Wednesday, July 28: CASEino Night \(7:30 pm – 10:00 pm\), Event Tent at Beaver Run.](#) This event offers an excellent opportunity to connect with Convention attendees. You may attend for free, or sponsor a table for \$100. (Click [here](#) for more information, or contact CASE.)
- [Wednesday, July 28: Dance to DJ Hits \(9:30 pm – 11:30 pm\), location TBD.](#) This event is also free for exhibitors to attend.

Q. What if I need electricity or Internet service?

- A. Please click on the Exhibitor Service Order Form (in the exhibitor letter) and fax back to Beaver Run, which provides these services. Contact them directly at 800.288-1282.

Q. What about shipping or getting additional furniture?

- A. Please contact our exhibitor management company Freeman at:

303.320.5100 Fax 303.329.6710

FreemanDenverES@freemanco.com

Q. Where do I deliver the prize I'm contributing? Tell me more about the prize giveaways.

- A. Thanks for contributing a prize to the CASE Convention! Please bring it with you to Convention and give it to any CASE staff member. (They will all be wearing blue CASE shirts.) They will choose a winner for your prize from all the Passport cards received Friday morning, or you can designate it as a CASEino Night prize. If you'd rather, you can choose a winner from business cards collected at your booth. (See the details below.)

CASE Grand Prize Drawing – During the Convention CASE provides several grand prizes and encourages Convention participants to visit the exhibit halls by using a passport card. Each passport card will list a number of exhibitors, representing all three exhibiting areas. You will get a sample passport card in your onsite packet.

Convention participants will visit each exhibitor listed on their card and obtain a signature from the exhibitor on the card. There are multiple versions of the passport card with each exhibitor represented on one of the versions of the card.

Participants who submit their completed cards to the CASE registration booth by Thursday at 3 pm are eligible to win one of several grand prizes. Participants are welcome to complete more than one card.

Exhibitor Prize Giveaway

1. Exhibitors can give their prize to CASE staff to be given away. The winner will be chosen from Passport Cards received for the Grand Prize drawing.
2. Exhibitors may donate their gift for a CASEino Night giveaway. The company name will be announced when the prize is given away.

3. Exhibitors can give away their own prize by collecting a business card from each participant at their booth. Exhibitors then choose a prize winner from their collection of business cards (at the end of the first day), and post the winner's name on the sign provided by CASE next to the company name (all winner's names will be posted on a sign next to the CASE Hospitality booth). Winners collect prizes from the exhibitors directly. If a prize isn't collected, it may be left with a CASE staff member, providing the name of the winner is included.

Q. Who do I talk to if I have any questions or problems during the Convention?

- A. We want to be sure your Convention experience is a positive one. CASE staff member Susan Schoenthal is your main point of contact and will be primarily at the Hospitality Booth on the 3rd floor foyer and also in the exhibit areas during Convention. You may also talk to any CASE staff member to ask for assistance.

Q. Do I need to check-in when I arrive?

- A. There is no need to check-in, your exhibitor packet will be on the table in your booth, but there will be a CASE staff member available to assist you.

Thank you for your involvement in our 41st Annual CASE Convention! We look forward to seeing you in Breckenridge in July and very much appreciate your support of our professional association.

