



designwest

center of the engineering universe

DEAR EXHIBITOR:

Welcome to DESIGN West, the global electronics industry's leading gathering for the design engineering community. With cutting edge product demonstrations, visionary speeches and hundreds of essential technical training classes and accreditation opportunities, DESIGN West is the ideal venue to learn, collaborate and recognize excellence. DESIGN West caters to the extremely technical, higher-learning needs of the world's top engineers while providing an unprecedented forum for the examination of the industry's pressing business challenges. In addition, DESIGN West celebrates decades of unique local electronics industry culture, innovation and Silicon Valley's significant contributions to the global technology industry.

We are excited to have you participating in our upcoming event at the San Jose McEnery Convention Center. The San Jose McEnery Convention Center is conveniently located in the heart of Silicon Valley and is easily accessible via public transportation, including Cal Train and the bus.

This manual includes important deadlines, rules & regulations, and order forms that will help make the event a success for all exhibitors.

WHERE DO I BEGIN?

- **Review the Deadlines and all of the Show Information** - depending on your booth structure this will help determine which items pertain to your booth and this will also give you a brief outline of show hours and information.
- **Read the Frequently Asked Show Management Questions** - This section may answer many of your questions, or direct you to further information.
- **Review the Included in Your Booth Space Information** - You may also need to look on your contract if you have ordered a Turnkey Package. This will help you determine what must be ordered.
- **Read the Shipping, Drayage and Material Handling Information** - This will provide you with deadlines and guidance on receiving your booth on show site.
- **Read through the Frequently Asked Labor Questions** - You will need to decide if you are using GES for labor or if you will be bringing in an Exhibitor Appointed Contractor (EAC).
- **Optional Services such as Audio Visual, Internet and Catering can be found in Additional Show Services. Electrical and Plumbing will be found in the Utilities Section.**
- **Exhibitor Marketing Kit & Exhibitor Invites**

Let us help you simplify and amplify your marketing efforts to promote your participation at DESIGN West and encourage your customers and prospects to visit your booth at the event! Starting in late January 2013, we'll provide you with



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the **Exhibitor Marketing Kit**, which will include pre- and post-show plan suggestions, Exhibitor Invites emails, print and banner ads, DESIGN West logos, the customizable electronic Expo Pass, a unique promo code and more!

- **Exhibitor Invites** is an effective online tool that facilitates email marketing to your own database – at NO COST to you! You will have access to three (3) customizable HTML email templates that allow you to edit text and even upload your own images. Send professional quality emails to your own lists – no list is too big or too small. Plus, your lists are completely secure. They are never shared with anyone, not even Show Management.

Don't forget to bring copies of all your orders, approved booth drawings with the proper official stamps, and proof of payment to the show for reference. If you have any questions about this exhibitor service manual, please contact me at 949-439-0597 or sam.shen@ubm.com. We are excited about the upcoming show and are dedicated to making this year's event successful for everyone! I look forward to seeing you in San Jose!

Sincerely,

Sam Shen
Operations Manager
sam.shen@ubm.com