



**Dear Exhibitor:**

It is a pleasure to have you join us at the Visual Studio Live! Redmond Conference & Expo to be held August 6-10 at the Microsoft Conference Center (Building 33) on the Microsoft Campus in Redmond, WA. The show information that follows is provided to help you prepare your onsite presence at the 2012 program. If you have any questions regarding the enclosed information, please feel free to contact me.

We look forward to seeing you in Redmond!

Sincerely,

**Debbie Roberts**  
Director, Event Operations

# 1. General Show Information

## 1.1 Show Management

Show Management will be available throughout the entire show.

<b>National Accounts Manager</b>	<b>Jay Perrotta</b> , <a href="mailto:mperrotta@1105media.com">mperrotta@1105media.com</a> , (207) 751-3564
<b>Event Director</b>	<b>Brent Sutton</b> , <a href="mailto:BSutton@1105Media.com">BSutton@1105Media.com</a> , (415) 518-1962
<b>Event Manager</b>	<b>Danielle Potts</b> , <a href="mailto:dpotts@1105Media.com">dpotts@1105Media.com</a> , (415) 814-0956
<b>Operations Manager</b>	<b>Debbie Roberts</b> , <a href="mailto:droberts@1105media.com">droberts@1105media.com</a> (949) 265-1571
<b>1105 Media, Inc.</b>	<b>Phone:</b> (818) 814-5200 (9:00am – 5:00pm PST)

9201 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311

**Conf URL:** [www.vslive.com/redmond](http://www.vslive.com/redmond)

## 1.2 Contracted Vendors

<b>Show Site:</b>	Microsoft Campus Microsoft Conference Center (Building 33) 16070 N.E. 36th Way Redmond, WA 98052	<b>Business Center Desk:</b> (425) 703-1800
<b>Electrical &amp; Internet:</b>	Please remember, your tabletop display comes with a standard 5 amp/500 watt outlet and access to the wireless internet in the foyer.  A Wired Internet Connection can be added to your package for an additional \$ 65	To arrange for a Wired Internet Connection, contact:  Debbie Roberts <a href="mailto:droberts@1105media.com">droberts@1105media.com</a>
<b>AV:</b>	<a href="http://www.tallen-inc.com">www.tallen-inc.com</a>	<b>Phone: 858-652-3001</b> <b>Fax: 858-952-0230</b> <b>Cell: 858-525-2903</b> <b>Contact: Martin Carrillo</b>
<b>Security:</b>	For more information regarding security.	<b>Phone:</b> (949) 265-1571 <b>Contact:</b> Debbie Roberts <a href="mailto:droberts@1105media.com">droberts@1105media.com</a>

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### 1.3 Scheduled Hours: Move in → Exhibit → Teardown → Move out

Please review the following schedule and note the exhibitor set-up times and show hours.

#### EXHIBIT HOURS:

Exhibits will be set up in the hallways of the Microsoft Conference Center (Building 33). Attendees will pass through and network and mingle in these areas during breakfast, conference breaks, between sessions and during the exhibitor reception on Tuesday evening. We recommend someone hosts your display during the hours listed below to maximize your exhibit experience.

<b>Exhibit Hours:</b>	Tuesday	August 7	7:30 a.m. – 5:45 p.m.	Conference Hours
			7:30 – 8:30 a.m.	Breakfast served in exhibit area
			12:00 – 2:30 p.m.	Lunch break
			3:45 – 4:15 p.m.	Break served in exhibit area
			5:30 – 7:00 p.m.	Exhibitor Reception in exhibit area
	Wednesday	August 8	7:30 a.m. – 4:50 p.m.	Conference Hours
		7:30 – 8:00 a.m.	Breakfast served in exhibit area	
		12:00 – 1:30 p.m.	Lunch break	
		2:45 – 3:15 p.m.	Sponsor Break w/Raffle	

#### MOVE-IN TIMES:

Exhibitors are allowed to come in and set up tabletop display and equipment during the following hours.

<b>Move-in Hours:</b>	Monday	August 6	12:00 – 4:00 p.m.
	Tuesday	August 7	7:00 – 7:30 a.m.

(Exhibits must be show ready by 7:30 a.m.)

#### MOVE-OUT TIMES:

<b>Move-out Hours:</b>	Wednesday	August 8	3:20 – 5:00 p.m.
	Thursday	August 9	8:30 – 10:30 a.m.

### 1.4 Tabletop Display Staff Registration: Exhibitor Badges

**REGISTRATION DEADLINE DATE**  
**August 1, 2012**

#### How to Register

To register for your exhibitor badges go to the Visual Studio Live! Redmond website ([www.vslive.com/redmond](http://www.vslive.com/redmond)) and click on the registration link. Select “exhibitor” as the registration type and proceed with the registration process.

Exhibitor Badges are for employees working the exhibit display during show hours. These badges are for admittance to the exhibit area only and are not valid for any of the conference sessions. Please do not register your customers as exhibit staff -- this is for your protection and the security of your display possessions as well as for other exhibitors.

**Please Note:** There is a limit of three (3) Badges per exhibit space. Companies requesting additional Badges will be invoiced \$25 per badge over their allotment.

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## 1.5 Freight Shipments & information

All freight should be scheduled to arrive between July 24<sup>th</sup> -27<sup>th</sup> at the Microsoft Shipping & Receiving department. All shipments and packages will be handled by the Microsoft Shipping and Receiving department.

Freight Type	Address	Due Date
<a href="#">Show Freight</a>	Customer Name (Example: Your Name) Event Name (VSLive Conference 2012) Microsoft Conference Center, Building 33 Attention: Donielle Dougherty, EP One Microsoft Way Redmond, WA 98052 Box _____ of _____	Between July 24 <sup>th</sup> -27 <sup>th</sup> Please ensure you ship any items at least THREE days before you actually need the items as they need to process through our mailing services.
<a href="#">Literature Distribution and Bag Insert Sponsorships ONLY</a>	Customer Name (Debbie Roberts Bag inserts) Event Name (VSLive Conference 2012) Microsoft Conference Center, Building 33 Attention: Donielle Dougherty, EP One Microsoft Way Redmond, WA 98052 Box _____ of _____	Between July 24 <sup>th</sup> -27 <sup>th</sup> Please ensure you ship any items at least THREE days before you actually need the items as they need to process through our mailing services.

\*\*\*Please clearly mark all boxes as bag inserts or literature distribution and email tracking information to Debbie Roberts at [droboterts@1105media.com](mailto:droboterts@1105media.com)

## 2. Show Rules & Regulations

### What You Can and Cannot Do

#### 2.1 Attendee Restrictions

Visual Studio Live! Redmond is open to anyone involved in components, RAD tools, lifecycle management solutions, and other technologies used to build enterprise software applications better and faster. That said, exhibitor badges are for tabletop display staff only. All clients and guests need to register as a show or conference attendee.

#### 2.2 Demonstrations and Tabletop Display Activities

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings or crowd gathering activities of any type must confine such activity within their specific tabletop display area and during show hours only.

#### 2.3 Handouts and Literature Distribution

Literature, samples or other promotional materials may only be handed out within the confines of contracted tabletop display space. Show management will discard any materials placed elsewhere. Literature distribution sponsorship opportunities are available to exhibitors.

Please contact your Brent Sutton at (415) 518-1962 or [bsutton@1105media.com](mailto:bsutton@1105media.com) for more information.

#### 2.4 Photography

Taking of pictures or recordings within the exhibit area or meeting rooms is prohibited. Show Management and accredited members of the press are exempt from this rule. Picture taking or video recordings of an exhibitor's own tabletop display is permitted with approval from Show Management.

#### 2.5 Smoking Policy

Microsoft has a NO SMOKING policy in the conference and exhibit space. Thank you for your cooperation.

## 2.6 Sound Systems / Presentations / Demos

Show Management reserves the right to restrict exhibits which because of noise, method of operation, materials or any other reason become objectionable. The sound level from an exhibitor's tabletop display shall not intrude nor violate the rights of any and all adjacent areas. Sound, to whatever degree possible, should be confined to the exhibitor's tabletop display.

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## 2.7 Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. Said activity is actionable under law. In such case, the offender will be immediately removed from the Visual Studio Live! Redmond exhibit area at his/her expense and will be restricted from future participation.

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## 2.8 Insurance

### 1105 Conferences Statement

Exhibitors must carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per, \$1,000,000 aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming **1105 Media and Visual Studio Live! Conferences**, a division of **1105 Media** and Show Management as additional insured at least 30 days before the proposed exhibit date. It is strongly recommended that the Exhibitors also carry insurance to cover the loss of or damage to their exhibits and/or other personal property while such property is located at or is in transit to or from the exhibit site. **Visual Studio Live! Conferences**, a division of **1105 Media**, and Management assume no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors whether attributable to accident, fire, water, theft or any other cause whatsoever. Neither the Management nor the owners or lessees of the exhibition premises will assume any responsibility for exhibitor's property against damage, loss and or theft.

### Microsoft Conference Center (Building 33) Statement

The exhibitor assumes all responsibility for any loss, theft or damage to exhibitor's displays, equipment and/or property while on Microsoft premises and hereby waives any claim or demand it may have against the Microsoft Conference Center arising from such loss, theft and/or damage.

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## 2.9 Security

### **DO NOT ASSUME THE BUILDING IS SECURE. IT IS NOT!**

**Each exhibitor must take responsibility for the security of all items in his or her display. Show Management assumes no liability for loss or damage to exhibitors' property.** Show Management is not liable and cannot assume responsibility for loss or damage to exhibitor's materials. Exhibitors are responsible for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from and during the show.

### Security Tips

1. DO NOT mark the outside of your shipping cartons with the contents; instead use a code. A label that reads "Sony 26 Color Monitor" is an open invitation to thieves.
  2. Furnish your shipping company with an accurate and complete bill of lading.
  3. DO NOT leave materials in containers to be stored with empties.
  4. When the show closes, pack as quickly as possible and do not leave your display unattended.
  5. During move-out remain with your display and equipment until it has been packed and is ready to ship. Do not leave your tabletop display unattended during the hectic and heavily populated move-in and move-out times.
  6. Business tools such as tape recorders, pocket calculators and give-away items are the things most often stolen. They should be guarded and stored safely at night.
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## 2.10 Show Terms and Conditions

*Additional terms and conditions are listed on the back of the exhibit sales contract. Please review them carefully.*

## 3. Booth Set-Up

**Each 6' table-top booth space includes the following items:**

- 6' skirted table with two chairs
- 5 amp electrical outlet
- Wireless Internet access
- 22x28 company logo sign & easel

Due to limited space, we ask that all sponsors limit their booth set-up to a table-top display and/or signs to be displayed behind their table (maximum width of six feet). We will not be able to accommodate full pop-up booths.

## 4. Housing & Travel Arrangements

### Hotel Information

**For Hotel Accommodations:**

**Hyatt Regency Bellevue**  
900 Bellevue Way N.E.  
Bellevue, WA 98004

**You must mention Visual Studio Live! to receive this special attendee rate of \$199/night.\***

Rooms at the Hyatt Regency Bellevue in the Visual Studio Live! Room Block also includes the following:

- Complimentary in-room internet connectivity
- Complimentary access to the Hyatt Stay Fit gym and heated lap pool

Reservations can be made [online](#). Rooms are subject to availability.

### Air Travel Discounts

American Airlines, the official airline for Visual Studio Live! Redmond, is offering a five percent (5%) discount to all Visual Studio Live attendees. The discount can be booked online at [www.aa.com](http://www.aa.com), or by calling 800.433.1790. (Ticketing fee will apply if reservation is made by call in.) Use authorization number A5282AW as the discount code when booking online or calling directly.

### Car Rental Discounts

Avis is the official car rental company for Visual Studio Live! Redmond 2012. For reservations, call 800.331-1212 and use the AVIS worldwide discount code is G027999, or [book online](#).

### Shuttle Service to and from the Microsoft Campus

Visual Studio Live! will be providing daily complimentary shuttle transportation between the Hyatt Regency Bellevue and the Microsoft Conference Center. This shuttle service will be available to all exhibitors with a valid conference badge.

### Airport Transportation

Area hotels do not provide airport transportation, but there are several options:

**Shuttle Express** - (206) 622.1424

From SeaTac Airport: guests can dial 48 at the information center in baggage claim to arrange for transportation. Two hours advance reservation is required. 1st Adult: \$26.00; 2nd Adult: \$4.00; Additional Adults: \$5.00

### Taxi or Town Car

One way fare averages \$55-\$65.

### Parking at the Microsoft Conference Center (Building 33)

Parking is available in the parking garages below and adjacent to the Microsoft Conference Center (Building 33). You will need to know your license number for registration.

## **5. Order Forms & Additional Information**

The attached forms follow:

- **Lead Retrieval Order Form**
- **AV Order Form**

## Lead Retrieval Order Form

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Last day to order: July 27, 2012

Terminal Description	Early Rate Through July 13	Standard Rate After July 13	Quantity	Total
<b>1. Expo Leads2Go</b> <i>Handheld portable lead tracking device. Features ability to record voice and text notes. Data is automatically stored onto an SD card and transferred to a USB drive at the end of the show.</i>	\$320	\$360		\$
<b>2. Expo Standard Terminal</b> <i>Pre-programmed terminal to read and capture attendee badge information. Data is automatically stored onto an SD card and transferred to a USB drive at the end of the show. Leads are also printed.</i>	\$290	\$330		\$
<b>3. Customized Questions</b> <i>Capture more information than contained on attendee badges. Submit up to 16 custom qualifying questions. Submission details will be issued upon receipt of order form.</i>	\$50 for first unit; \$10 per additional unit	\$50 for first unit; \$10 per additional unit		\$
<b>4. Wireless Printer</b> <i>Bluetooth connected wireless printer compatible with the Leads2Go unit. Prints leads as they are scanned. Allows for the ease and portability of the handheld Leads2Go, but with the benefits of a hard-copy receipt.</i>	\$100	\$125		\$
<b>Total Amount</b>				<b>\$ _____</b>

**Payment Method:**  **Check**—Payable to: **UOCS**, 1277 University of Oregon, Eugene, OR 97403  
 **VISA**     **Mastercard**     **American Express**

Credit Card Number: \_\_\_\_\_ CW# \_\_\_\_\_ Exp. Date (MM/YY): \_\_\_\_\_  
 Cardholder's Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

\*Credit card charges will be from UOCS University of Oregon. Please inform the cardholder how the charge will appear.

By signing below, I am stating that I am authorized to place this order on behalf of my company. I further agree to perform the obligations set forth in the cardholder's agreement with the issuer of the credit card listed above. The unit reservation will only be effective after payment has been received.

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date



**OFFICIAL AUDIO VISUAL CONTRACTOR FOR VISUAL STUDIO LIVE**  
**Audio Video & Lighting Rentals Form**

**ADVANCED SHOW RATE BEFORE July 30, 2012, REGULAR RATES WILL APPLY AFTER**

Touch Screen Display		Qty	Advanced Rate	Show Rate	Totals
23" Toch Screen LCD			\$450.00	\$550.00	
32" Toch Screen LCD			\$870.00	\$970.00	
46" Touch Screen LCD			\$1,279.00	\$1,400.00	
65" Touch Screen LCD			\$2,300.00	\$2,500.00	
For Bigger Touch Screens			Call	Call	
Plasma Dual Post Stand			\$125.00	\$150.00	
HI DEF LED 1080p SMART TV		Qty	Advanced Rate	Show Rate	Totals
32" HD LED 1080p Video			\$500.00	\$650.00	
46" HD LED 1080p Video			\$700.00	\$850.00	
55" HD LED 1080p Video			\$800.00	\$950.00	
65" HD LED 1080p Video			\$1,000.00	\$1,150.00	
70" HD LED 1080p Video			\$1,400.00	\$1,550.00	
For Bigger HD LED Walls ( Please Call)			Call	Call	
Plasma Dual Post Stand		\$125.00	\$150.00		
LCD Monitor		Qty	Advanced Rate	Show Rate	Totals
32" HD LCD 1080p Video & PC			\$400.00	\$550.00	
46" HD LCD 1080p Video & PC			\$600.00	\$750.00	
52" HD LCD 1080p Video & PC			\$700.00	\$850.00	
65" HD LCD 1080p Video & PC			\$800.00	\$1,000.00	
Plasma Dual Post Stand			\$125.00	\$150.00	
AUDIO EQUIPMENT		Qty	Advanced Rate	Show Rate	Totals
UHF Wireless Microphone Combo:( ) Hand Held ( ) Head Set ( ) Lavalier			\$175.00	\$225.00	
Professional Audio System: 125 watts Speaker			\$125.00	\$175.00	
Professional Audio System: 225 watts Speaker			\$150.00	\$200.00	
Professional Audio System: 330 watts Speaker			\$175.00	\$225.00	
12 Channel Mixer			\$45.00	\$65.00	
DATA VIDEO INTERFACE		Qty	Advanced Rate	Show Rate	Totals
Video Distribution Amplifier - 1 x 6			\$75.00	\$100.00	
VGA Distribution Amplifier ( 1 x 2 )			\$50.00	\$75.00	
VGA Switcher ( 4 x 1)			\$25.00	\$50.00	
DVD Stand			\$45.00	\$55.00	
BLU RAY HD DVD			\$50.00	\$70.00	
DVD ( ) or VCR ( )			\$35.00	\$45.00	
DVD Recorder			\$75.00	\$100.00	
Scan Converter Sony 1024 HD			\$225.00	\$275.00	
Folsom Presentation Pro			\$395.00	\$475.00	

Inventory is updated regularly. If you do not see what you are looking for please call.

Tallen Technology Rentals 4444 Mission Blvd., San Diego CA. 92109

[carrillo@tallen-inc.com](mailto:carrillo@tallen-inc.com) Cell(858)525-2903 Fax(858)952-0230





## Audio Video & Lighting Rentals

Computers,I-PADS,Internet,Printers & Copiers	Qty	Advanced Rate	Show rate	Totals
Laptop P4 2.8Ghz 40 Gig HD DVD/CDRW		\$175.00	\$225.00	
Laptop Dual Core 2.0 Ghz 2GB Ram 100 Gig HD DVD/RW		\$200.00	\$250.00	
I-Pads ( Content/ configuration not included)		\$125.00	\$175.00	
Internet to go 3g ( Connect Up To 4 Users )		\$750.00	\$750.00	
Internet to go 4g ( Connect Up To 4 Users)		\$850.00	\$950.00	
Wireless Internet Card ( 1 User)		\$250.00	\$250.00	
Laser All in one Fax/Printer/Copier		\$225.00	\$225.00	
Desktop Copier 24 page per minute		\$195.00	\$195.00	
HP LaserJet		\$195.00	\$195.00	
HP LaserJet Color HP 2600N		\$375.00	\$375.00	
Projector, Screens, Lighting, & Booth Design	Qty	Advanced Rate	Show Rate	Totals
Projector 3000 Lumens (Higher Lumens Projectors Please Call)		\$250.00	\$350.00	
Tripod Screen ( ) 6', ( ) 7' or ( ) 8' ( For Bigger Screen Please Call)		\$75.00	\$75.00	
Lighting Packages		Please Call	Please Call	
Booth Design and Set Up		Please Call	Please Call	
IMPORTANT INFORMATION		ORDER SUMMARY		TOTALS
Payment :Tallen Technology Rentals requires pre payment on all orders.		Equipment Charges		\$ -
Delivery/Labor/Set-up Charge 25% of equipment total or (\$75 Minimum Charge). Which ever is greater.				\$
		<b>GRAND TOTAL</b>		<b>\$ -</b>
<b>TERMS AND CONDITIONS</b>				
<p>CANCELLATIONS: Written cancellation of ordered equipment must be received 72 hours prior to delivery. Failure to do so will result in a 50% charge. On site cancellation, 100% of original charges will be applied. Customer agrees to be liable for replacement cost of damaged or missing equipment</p> <p>Does Not Include Applicable Taxes</p> <p>Facility, Drayage &amp; Forced Union fees if applicable are not included</p> <p>Requested delivery times are subject to change based on drayage schedules.</p>				
<b>OPERATIONAL LABOR</b>				
Labor, if required, is subject to prevailing rate at \$60.00 an hour with a 4 hour minimum (call for OT/DBL rates).				
COMPANY INFORMATION			Method of Payment	
Company name		Type of Card		
Address		Credit Card #		
City, State, Zip		Exp.	Name	
Phone Number		Billing Address		
Fax Number		City, State, Zip		
By signing below, you agree to allow SGP to use the indicated credit card number for all audio visual charges for this event				
Email		Authorized Signatu		
<b>TRADE SHOW INFORMATION</b>				
Delivery Date and Time:		Pick Up Date and Time:		
Booth # and Hall:		On-Site Contact name and Number (Fill out below)		
Order Comments:				

Inventory is updated regularly. If you do not see what you are looking for please call.

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[carrillo@tallen-inc.com](mailto:carrillo@tallen-inc.com) Cell(858)525-2903 Fax(858)952-0230

