

TABLE OF CONTENTS

Exhibitor Essentials

- Exposition Schedule: Move-In & Move-Out Hours, Show Hours
- Key Contacts
- Deadline Checklist
- Items Included With Booth Space
- Items Included With Tabletop Space
- On-Site Contact Information Form
- Patron and Sponsor Opportunities
- Door Drop Sign Up (Diamond and Platinum Level Patrons Only)
- Table Order Form
- Ticket Order Form (Luau and Breakfasts)
- Registration
- Housing Information
- Freight Notice
- Storage Policy
- Security



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 – 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

EXPOSITION SCHEDULE

MOVE-IN

Sunday, November 1
12:00 PM – 5:00 PM

Monday, November 2
8:00 AM – 5:00 PM

ALL EXHIBITS MUST BE SET BY 5:00 PM ON MONDAY, NOVEMBER 2. After this time Show Management reserves the right to use any empty space in a way that will complement the overall appearance of the exposition. If you foresee any difficulty in meeting these set-up time, please email arina.kravets@jspargo.com by 5:00pm (EST) on Monday, October 26, 2009.

SHOW HOURS

Please note the following hours that your booth must be staffed:

Tuesday, November 3
9:30 AM – 5:00 PM

Wednesday, November 4
9:00 AM – 5:30 PM

Thursday, November 5
9:00 AM – 2:30 PM

MOVE-OUT

No booth should be dismantled before 2:30pm on Thursday

Thursday, November 5
2:30 PM – 8:00 PM

EXHIBITOR SERVICE DESK HOURS

In addition to operating an on-site Exhibitor Service Desk, Brede Exposition Services/ATTCO will also have qualified personnel walking the show floor for your assistance.


**This schedule is tentative and subject to change.
Should the schedule change, all exhibitors will be notified in writing.**



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 – 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

KEY CONTACTS

<p>EXPOSITION MANAGEMENT J. Spargo & Associates, Inc. 11208 Waples Mill Road, Suite 112 Fairfax, VA 22030</p> <p><u>Contact:</u> Arina Kravets <u>Telephone:</u> 703-631-6200 <u>Fax:</u> 703-654-6931 <u>E-mail:</u> arina.kravets@jspargo.com</p>	<p>OFFICIAL FREIGHT CARRIER Convention Freight Services, Inc. P.O. Box 4806 Arlington, VA 22303</p> <p><u>Telephone:</u> 703-518-4720 <u>Fax:</u> 703-518-4729</p> <p><u>Web:</u> www.conventionfreightservices.com</p>
<p>OFFICIAL EXPOSITION CONTRACTOR Brede Exposition Services 6801 Mid Cities Avenue Beltsville, MD 20705</p> <p><u>Telephone:</u> 301-937-8600 <u>Fax:</u> 301-937-6513 <u>E-mail:</u> cswashington@brede.com</p>	<p>ELECTRICAL/AUDIO VISUAL ATTCO INC. 2855 Koapaka St Honolulu, HI 96819</p> <p><u>Telephone:</u> 808-836-1191 <u>Fax:</u> 808-834-1046 <u>Web:</u> www.attcoinc.com</p>
<p>REGISTRATION J. Spargo & Associates, Inc. 11208 Waples Mill Road, Suite 112 Fairfax, VA 22030</p> <p><u>Telephone:</u> 703-449-6418 <u>Fax:</u> 703-631-7258 <u>E-mail:</u> hawaiiregistration@jspargo.com</p>	<p>TELECOMMUNICATIONS Sheraton Waikiki Hotel</p> <p><u>Questions:</u> Helena Wu <u>Telephone:</u> 808-931-8332 <u>E-mail:</u> Helena.Wu@starwoodhotels.com</p>
<p>LEAD RETRIEVAL/MAILING LIST J. Spargo & Associates, Inc. 11208 Waples Mill Road, Suite 112 Fairfax, VA 22030</p> <p><u>Telephone:</u> 800-564-4220 <u>Fax:</u> 703-818-9177 <u>E-mail:</u> directlead@jspargo.com</p>	<p>SPECIAL EVENT & ADVERTISING PATRON/SPONSORSHIP OPPORTUNITIES AFCEA Patron/Sponsor Program 4400 Fair Lakes Court Fairfax, VA 22033</p> <p><u>Contact:</u> Maureen Cirrito <u>Telephone:</u> 703-631-6174 <u>Fax:</u> 703-631-6405 <u>E-mail:</u> mcirrito@afcea.org</p>
<p>HOUSING Sheraton Waikiki Hotel</p> <p><u>Telephone:</u> 866-716-8106</p> <p>Reference AFCEA TECHNET ASIA-PACIFIC</p>	



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 - 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

DEADLINE CHECKLIST

- September 25, 2009 Descriptive Company Paragraph
(Company Information to be included in Show Program)
- September 25, 2009 Hotel Reservations
(For conference rates)
- September 25, 2009 Lead Retrieval Advance Order Rate
- October 2, 2009 Non-Official I&D Contractor Form
- October 16, 2009 Onsite Contact Information Form
- October 16, 2009 Official Show Contractor
Breda Exposition Services Order Forms Discount Deadline
- October 23, 2009 Advance Freight at warehouse cut-off
- October 29, 2009 Advance Registration Form
- November 1, 2009 Direct Freight may begin to arrive at the
Sheraton Waikiki Hotel
- November 2, 2009 Exhibits MUST be set by 5:00 PM

Please refer to all other deadlines from official service contractors on their individual order forms located in the Other Forms section or by contacting the appropriate contractor directly. For a list of Key contacts keep scrolling down in this document.



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 - 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

ITEMS INCLUDED IN BOOTH SPACE CHARGE

- Display Space
- Company Identification sign (7"x44") for booth
- Standard booth equipment – consisting of flameproof 8' high draped back wall and 36" high draped side rails for linear booths.
Drape Colors: Blue and White
- The ballroom and foyer are carpeted; however, if you wish to cover the hotel carpeting, please refer to the Brede Carpet Order Form.
- Complimentary exhibitor registration for booth personnel
- General exhibit hall lighting and heating/air conditioning
- General exhibit hall security service
- Company listing on web site and in final program (limit: 50 words)
- Complimentary admission to **sessions** (food functions will require the purchase of a ticket)



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 - 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

ITEMS INCLUDED IN SPACE CHARGE FOR TABLE TOP EXHIBITS

- Table Top Display Space (this is *not* floor space) You may put a tabletop pop up on your table but there is not an area for a floor display
- One 6' blue draped table per table top space
- Two chairs per table top space
- Company Identification sign for table - 7"x44"
- Pre-carpeted floor
- Complimentary exhibitor registrations for booth personnel
- General exhibit hall lighting and heating/air conditioning
- General exhibit hall security service
- Company listing on web site and in final program (limit: 50 words, see Descriptive Company Information section for more information)
- Complimentary admissions to **sessions** (food functions will require the purchase of a ticket)



ONSITE CONTACT INFORMATION FORM

In the event that we need to contact someone from your company during the AFCEA TechNet Asia-Pacific Exposition we are requesting that you fill out and send us the following information. This information is for emergency use only and is kept confidential.

Company Name: _____

Contact Person at Event: _____

Arrival Date: _____

Departure Date: _____

Phone Number: _____

Contact at Office in the event that the above person is unreachable:

Name: _____

Phone Number: _____

PLEASE RETURN THIS FORM TO:

TechNet Asia-Pacific Exposition Management
c/o J. Spargo & Associates, Inc.
11208 Waples Mill Rd., Suite 112
Fairfax, VA 22030
Fax: 703-654-6931

OR

Email: arina.kravets@jspargo.com

Deadline: October 16, 2009

NO COVER SHEET NECESSARY



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 - 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

SPONSORSHIP AND PATRON OPPORTUNITIES

Sponsorship and Patron Opportunities are available for the upcoming AFCEA TechNet Asia-Pacific conference being held November 2-5, 2009, at the Sheraton Waikiki Hotel and Resort in Honolulu, HI.

For more information, please contact:

Maureen Cirrito

Phone: (703) 631-6174

E-mail: mcirrito@afcea.org





DOOR DROPS

Diamond and Platinum Patrons only may distribute literature to hotel rooms.

AFCEA must approve the door drop collateral before the hotel will proceed with any requests. The literature drops may be arranged through the hotel once approved by AFCEA. The costs associated with the door drop will be the responsibility of the Patron.

If you are interested please email Maureen Cirrito at mcirrito@afcea.org or call 703-631-6174.

******There is a \$3,000 fee to **Platinum Patrons** to participate in this valuable promotion. ******



TECHNET ASIA-PACIFIC 2009
AFCEA's 24th ANNUAL
CONFERENCE AND
EXPOSITION
November 2-5, 2009
Table Order Form



Each table seats 10 people. A minimum of 4 seats should be returned. AFCEA will then invite the appropriate number of military/government guests to fill all seats. (Note that due to DoD ethics guidelines, all military/government guests must be invited and assigned by AFCEA) The Breakfasts will take place in the Monarch Room, Royal Hawaiian Hotel; the Luau will be held at the Hale Koa Hotel.

DATE: _____

NAME: _____

COMPANY: _____

POSITION: _____

ADDRESS: _____

SUITE/MAIL CODE _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

E-MAIL: _____

NOTE: Platinum, Gold and Silver Patrons receive a 10% discount on their breakfast and lunch table orders. For information on the Patron Program – contact Maureen Cirrito at 703/631-6174 or mcirrito@afcea.org

Make check payable to AFCEA: Amount Enclosed \$ _____

Mail to: AFCEA - Events Department
4400 Fair Lakes Court
Fairfax, VA 22033-3899

Phone: (703) 631-6238

Fax: (703) 631-6133

Email: trogers@afcea.org

MasterCard American Express VISA Diners Club

Amount Charged: \$ _____

Card Number: _____ Exp. Date _____

Signature: _____

Name on card: _____

PROGRAM SUBJECT TO CHANGE – please check our website, www.afcea.org for program/speaker updates.

Tuesday Breakfast

____Table(s) \$550 per table Seats retained by company

Tues, Nov 3, 8:00 – 9:15 a.m.

Number of seats to be
Assigned by AFCEA

1.

Tuesday Luncheon

____Table(s) \$650 per table Seats retained by company

Tues, Nov 3, 11:30 a.m. – 1:15 p.m.

Number of seats to be
Assigned by AFCEA

1.

Authentic Luau

____Table(s) \$1100 per table Seats retained by company

Tues, Nov 3, 6:30 – 9:00 p.m.

Number of seats to be
Assigned by AFCEA

1.

Wednesday Breakfast

____Table(s) \$550 per table Seats retained by company

Wed, Nov 4, 8:00 – 9:15 a.m.

Number of seats to be
Assigned by AFCEA

1.

Thursday Breakfast

____Table(s) \$550 per table Seats retained by company

Thurs, Nov 5, 8:00 – 9:15 a.m.

Number of seats to be
Assigned by AFCEA

1.

Thursday Luncheon

____Table(s) \$650 per table Seats retained by company

Thu, Nov 5, 11:30 a.m. – 1:15 p.m.

Number of seats to be
Assigned by AFCEA

1.

Special Events/Individual Ticket Order Form
TechNet Asia-Pacific 2009
November 2-5, 2009

Orders will not be processed without payment

PLEASE PRINT

*TODAY'S DATE: _____

*REGISTRATION CONFIRMATION NUMBER: _____

(Found in the registration confirmation email sent by J. Spargo & Associates)

*NAME: _____

* ADDRESS: _____

* PHONE: _____

*E-MAIL: _____

*** Required field**

I would like to purchase tickets for the following events:

Breakfast Tickets

- AFCEA Members
 - Tuesday \$55
 - Wednesday \$55
 - Thursday \$55
- AFCEA Non-Members
 - Tuesday \$65
 - Wednesday \$65
 - Thursday \$65
- Military/Government/Academia
 - Tuesday \$50
 - Wednesday \$50
 - Thursday \$50

Lunch Tickets

- AFCEA Members
 - Tuesday \$65
 - Thursday \$65
- AFCEA Non-Members
 - Tuesday \$75
 - Thursday \$75
- Military/Government/Academia
 - Tuesday \$60
 - Thursday \$60

Authentic Luau – Nov 3

- AFCEA Members \$110
- AFCEA Non-Members \$130
- Military/Government/Academia \$95

Please note: Luau attendees must be 18 or older.

To receive the AFCEA Member discount, you must be a current individual member of AFCEA. If you sign up at the member rate and are found to be a non-member, your card will be charged the correct price.



REGISTRATION

All exhibitor personnel who are full-time employees of an exhibiting company will be required to wear an exhibitor badge at all times within the Exhibit Hall including move-in, move-out and show open hours. Complimentary exhibitor badges are included with your exhibit space. Badges must be presented to gain admittance to the Exhibit Hall. Please refer to the Exhibitor Badge Request Form immediately following this page.

Complete and return the Exhibitor Badge Request Form to:

Attn: AFCEA TechNet Asia-Pacific Registration Center

Fax: 703-631-7258

Deadline: October 29, 2009

YOU MAY ALSO REGISTER ON-LINE AT

[HTTPS://REG.JSPARGO.COM/HAWAII09/REG/DEFAULT.ASP](https://reg.jspargo.com/hawaii09/reg/default.asp)

Registration Desk Hours

Sunday, November 1	1:00pm – 4:00pm
Monday, November 2	7:00am – 5:00pm
Tuesday, November 3	7:00am – 5:00pm
Wednesday, November 4	7:30am – 5:30pm
Thursday, November 5	7:30am – 2:30pm



EXHIBITOR ADVANCE REGISTRATION FORM

TechNet Asia-Pacific 2009

November 2-5, 2009

Sheraton Waikiki, Honolulu, Hawaii

Register online at www.afcea.org or fill out the form below

ADVANCE REGISTRATION BY FORM DEADLINE: OCTOBER 29, 2009

Exhibiting Company Name _____

Mailing Address _____

City _____ State _____ Zip _____

Main Phone _____ Main Fax _____

Contact Name _____

Contact's Email _____ Booth Number _____

Please list all booth personnel below. **If the contact listed above needs a badge, please list below.** In addition to each person's name and email, the mailing address, phone and fax number listed above will be encoded on the back of their badge. Booth personnel badges will not be mailed in advance; they must be picked up at the Self-Badging computers during published registration hours. Booth personnel badges ARE NOT TRANSFERABLE.

Name: _____

Name: _____

Email: _____

Email: _____

Name: _____

Name: _____

Email: _____

Email: _____

Name: _____

Name: _____

Email: _____

Email: _____

Name: _____

Name: _____

Email: _____

Email: _____

Return Completed Form To:

Mail: TechNet Asia-Pacific Registration Center
11208 Waples Mill Road, Suite 112
Fairfax, VA 22030

Fax: 703-631-7258

For more information, call 703-449-6418 or email hawaiiregistration@jspargo.com



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 - 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

HOTEL AND TRAVEL INFORMATION

Sheraton Waikiki Hotel

2255 Kalakaua Avenue
Honolulu, HI 96815
(808) 922-4422

Reservations: (866) 716-8109 (reference AFCEA TechNet Asia-Pacific for the conference rate) or [BOOK ONLINE!](#)

Conference rates are available until September 25, 2009.

Special conference rates plus current taxes (single occupancy) are:

City View: \$175.00

Mountain View: \$195.00

Partial Ocean View: \$205.00

Ocean View: \$230.00

Kamaaina rates available to local attendees with proper identification.



CYBER OPERATIONS: A MULTINATIONAL CHALLENGE

November 2 - 5, 2009 • Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu, HI

FREIGHT NOTICE

Due to the lack of storage space for holding advance freight at the Sheraton Waikiki Hotel, **DO NOT** ship directly to the Hotel until the first day of Exhibitor move-in, **Sunday, November 1, 2009.**

Any freight arriving at the Sheraton Waikiki Hotel prior to this date will not be rerouted to ATTCO but will be refused and returned.

If any freight is accepted by chance prior to the move in date by the hotel there will be a charge of \$200.00 + 4.712 tax, (or current tax rate), per package regardless of size per day.

Do not compromise your company's participation by not receiving your freight.

We thank you in advance for your cooperation!

SHERATON WAIKIKI

Waikiki Beach Resort

EXHIBITOR MATERIAL STORAGE POLICY

1. All exhibit materials for a convention should be sent to the official assigned exhibit decorator. Should the exhibit material be sent to the hotel:
 - a) The hotel reserves the right to refuse any exhibit material
 - b) The hotel reserves the right to enforce a drayage and storage/holding fee should materials be unrefusable and needs to be retained at the hotel. The following charges will apply: \$200.00 + 4.712% tax (or current tax rate), per box (regardless of size), per day for storage/holding prior to the convention.
2. For outbound exhibit freight from the hotel, all exhibit materials will be sent through the assigned and/or designated exhibit freight company.
3. Hotel will not be responsible for any lost, stolen, misplaced, or incorrect air bills.
4. Hotel will not be responsible for any payment to designated freight company for any inbound/outbound freight to/from hotel.
5. If an Exhibitor's freight is received at the hotel and is requested to be moved from the "hotel holding area" to an exhibit booth it is the exhibitor's responsibility to have this arranged with the decorator. Due to liability purposes, the hotel will not be responsible for moving any exhibit materials from holding area to exhibit booth.

NOTE:

THESE CHARGES ARE IN ADDITION TO YOUR MATERIAL HANDLING CHARGES.



SECURITY TIPS

Security will be provided at the front entrance to the exhibit hall, perimeter security and roving security personnel. Although security will be provided during installation, show days and dismantling, it is always the exhibitor's responsibility to ensure the security of his/her exhibit and its contents.

The Security firm, AFCEA, Exposition Management, Sheraton Waikiki Hotel, and all organizations and individuals who are employed by, or associated with the exposition, will neither be responsible for injury that may occur to an exhibitor, his/her employees, or agents, nor for the safety of an exhibit or other property against theft, fire, accident or any other destructive causes. Exhibitors should check their insurance coverage.

The following security tips are offered:

- Always remove your badge once you leave the facility.
- Never leave small electronic equipment such as laptop computers, cell phones, personal hand-held electronic devices unattended in your booth, ESPECIALLY OVERNIGHT. This rule should also apply to personal items such as briefcases, purses etc.
- Shipping cartons should not identify contents. Use coded labels.
- Do not ship VCR's, PC's and other electronic equipment in the manufacture's cartons. Consolidate shipments of several boxes into one large crate or carton if possible.
- Empty cartons and crates are not stored in a "secure" area. Do not store valuables in them.
- For those exhibits featuring theft-prone products some thought should be given to displaying a replica or bringing "extras".
- Cover your products before and after show hours. Use Velcro or grommets to secure the fabric over the products.
- Mark all crates and cartons with your company's name and address.
- When your crates have been returned to your booth for move-out, make certain all items are accounted for.
- At the close of the exposition and after your materials are packed, turn in your bills of lading at the Exhibitor Service Desk. Do not leave them in your booth or attached to crates. Stay with your equipment if possible.
- Report any loss or damaged cartons to Show Management and to the Security Supervisor immediately.