



HSMAI'S
**AFFORDABLE
MEETINGS®**

EXHIBITION AND CONFERENCE

CONNECTING YOU TO A NETWORK OF POSSIBILITIES



MID-AMERICA



WEST



NATIONAL



EVENT TECHNOLOGY EXPO™ (ETE)

Dear Exhibitor:

We look forward to your company's participation in HSMAI's Affordable Meetings® Mid-America Conference and Exposition taking place in Chicago, IL, April 14-15, 2010.

Please direct this Exhibitor Manual to the person who is in charge of your company's display. We ask you to take the time to review the entire manual. Remember, pre-planning will save your company both time and money.

While the Exhibitor Manual addresses many of the requirements you may have, if you have any questions, please do not hesitate to contact the appropriate contractor or Show Management. A list of Key Contacts is available on page 4 of this manual.

Additional show information can be found at:

<https://events.jspargo.com/AMMid10/public/enter.aspx>

We look forward to seeing you in Chicago!

HSMAI's Affordable Meetings® 2010 Exposition Management



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INSTALLATION, EXPOSITION, & DISMANTLE SCHEDULE

EXHIBITS WILL BE HOUSED IN FESTIVAL HALL A AT THE NAVY PIER.

ADDRESS: 600 EAST GRAND AVENUE, CHICAGO, IL 60616

INSTALLATION

ALL EXHIBITS MUST BE SET BY 5:00 PM ON TUESDAY, APRIL 13, 2010.

Tuesday, April 13, 2010

1:00 PM – 5:00 PM*

Wednesday, April 14, 2010

7:30 AM – 10:30 AM* **(ADJUSTMENTS ONLY!)**

Any booths not set by 5:00 pm on Tuesday, April 13, 2010 will be forfeited to Exposition Management to use in a way that will compliment the overall appearance of the exposition. You will have until 10:30 AM on Wednesday, April 14, 2010 to make any last minute adjustments to your display. If you have any scheduling problems with the posted move-in hours, please contact Exposition Management at (800) 564-4220 or (703) 631-6200, or email arina.kravets@jspargo.com to request a variance for set up.

EXPOSITION

Your booth MUST BE staffed during the following hours:

Wednesday, April 14, 2010

12:15 PM – 3:00 PM*

Thursday, April 15, 2010

12:15 PM – 2:30 PM*

DISMANTLE

Thursday, April 15, 2010

2:31 PM – 8:00 PM*

NO EXHIBIT MAY BE DISMANTLED PRIOR TO 2:31 PM ON THURSDAY, APRIL 15, 2010. This rule is in place for the courtesy and safety of other exhibitors and attendees that are in the exhibit hall until the end of the exposition.

*Schedule is tentative and subject to change. Should a change occur, all exhibitors will be notified in writing.



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KEY CONTACTS

<p>Exposition Management, Exhibit Sales, Registration, Housing, and Lead Retrieval: J. Spargo & Associates, Inc. 11208 Waples Mill Road, Ste. 112 Fairfax, VA 22030 Tel: 800-564-4220 or 703-631-6200 Fax: 703-654-6931</p>	<p>Audio Visual, Video & Computer Rentals: Freeman AV 6200 West 51st Street Chicago, IL 60638 Tel: 708-458-4581 Fax: 708-458-8710 Attn: Exhibitor Services – Job #: 14-251213</p>
<p>Drayage & Decorating Contractor: GES Contractors 7050 Lindell Road Las Vegas, NV 89118 Tel: 800-475-2098 Fax: 866-329-1437 www.ges.com</p>	<p>Electricity & Plumbing: Navy Pier FOCUS One 600 East Grand Avenue Chicago, IL 60611 Tel: 312-791-6113 Fax: 312-791-6159 www.navy pier.com</p>
<p>Telecommunications (Phone and Internet): Navy Pier FOCUS One 600 East Grand Avenue Chicago, IL 60611 Tel: 312-791-6113 Fax: 312-791-6159 www.navy pier.com</p>	<p>Plant & Flower Rental: Floral Exhibits, Ltd. 1420 South Rockwell Street Chicago, IL 60608 Tel: 773-277-1888 Fax: 773-277-1919 www.floralexhibits.com</p>
<p>Exhibit Booth Catering: Chicago Signature Services 600 East Grand Avenue Chicago, IL 60611 Tel: 312-595-5130 Fax: 312-595-5079</p>	<p>Cleaning and Porter Service: GES Contractors 7050 Lindell Road Las Vegas, NV 89118 Tel: 800-475-2098 Fax: 866-329-1437 www.ges.com</p>

QUESTIONS:

All questions regarding **exhibit policies** should be addressed to Exposition Management:

[j.spargo & associates](mailto:j.spargo@associates)
 Tel: (800) 564-4220 or (703) 631-6200
 Fax: (703) 654-6931
 E-mail: arina.kravets@jspargo.com

All questions and instructions pertaining to **shipping, storage, labor, utilities, furniture, floor coverings, special decorations, visual aids, sound equipment, floral, etc.** should be addressed to the appropriate firm(s) within this manual.



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DEADLINE CHECKLIST

- March 3, 2010** Company information to be included in the show program due to Exposition Management
- March 15, 2010** Utility, Plumbing, Phone, and Internet Discount Price Deadline
- March 23, 2010** Intent to Use a Non-Official Contractor form due
- March 23, 2010** GES Contractors Discount Price Deadline
- March 23, 2010** Booth Cleaning Discount Deadline
- March 24, 2010** Hotel Group Rate Reservation Deadline
- March 26, 2010** Early Bird price deadline for marketing package (includes mailing list, lead retrieval, and virtual booth/featured exhibit upgrade)
- March, 26, 2010** Freeman AV Discount Deadline
- March 31, 2010** Catering Order Form Due
- March 31, 2010** Contact form due to Exposition Management
- April 8, 2010** Last day for advance shipments to arrive at the warehouse without surcharge
- April 13, 2010** Direct shipments to exhibit site may begin arriving at 11:00 AM
- April 14, 2010** ALL EXHIBITS MUST BE SET BY 10:30 AM; Exhibits Open at 12:15
- April 15, 2010** ALL EXHIBITOR MATERIALS MUST BE REMOVED BY 8:00 PM



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ITEMS INCLUDED IN SPACE CHARGE

Each 10x10 booth includes the following:

- Display Space
- Standard Booth Equipment, consisting of flameproof 8' draped back wall (Blue, Silver, and White) and 36" draped side rails (Blue)
- Booth carpeting (Blue)
- Standard 7" x 44" company ID sign
- Standard 6' draped table (White) and one wastebasket
- General exhibit hall lighting and heating/air conditioning
- General exhibit hall security service
- Allotment of Exhibitor Registrations based on booth size.
- Daily AISLE cleaning
- Post Show Attendee List
- Listing in the Final Convention Program (***if submitted by March 3, 2010 deadline***)

PLEASE NOTE: *Standard equipment is provided as listed above. Any changes or additions to the above booth package are the financial responsibility of each exhibitor. Please contact GES regarding additional furnishings or to change your carpet or table drape color.*



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ONSITE CONTACT INFORMATION

In the event that Exposition Management may need to contact someone from your company during the exposition, set-up, or move-out, we request that you provide the following information. **Please return this form by March 31, 2010. This information can also be sent by e-mail to: arina.kravets@jspargo.com.** This information is treated as confidential.

Company: _____

Contact at Show: _____

Date of Arrival/Departure: _____

Phone number: _____

Contact at the "home office" in the event the above person is unreachable:

Name: _____

Phone: _____

Please return this form to:

HSMAI's Affordable Meetings® Exposition Management

c/o [j.spargo & associates](http://www.jspargo.com)

11208 Waples Mill Rd, Ste, 112, Fairfax, VA 22030

Fax: (703) 654-6931

E-mail: arina.kravets@jspargo.com

NO COVER SHEET NEEDED



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COMPANY DESCRIPTIVE PARAGRAPH FOR PROGRAM & WEBSITE

DEADLINE: March 3, 2010

YOUR COMPANY'S 50 WORD DESCRIPTIVE PARAGRAPH WILL BE PUBLISHED ON THE WEB IN ADDITION TO BEING PRINTED IN THE SHOW PROGRAM.

Information has previously been sent to you regarding the posting of your 50-word paragraph. You have the opportunity to enter a description of your company directly onto the website. If you want to make a change, you can go in directly and edit your entry.

Simply log onto:

https://events.jspargo.com/AMMid10/public/e_Login.aspx

You will be required to enter the password which was previously sent to the contact listed on your application for exhibit space. The password was within the message body of the confirmation letter the contact was emailed.

Information submitted after **March 3, 2010** will not be published in the Program, but WILL be published on the web.

If you have any questions, please contact J. Spargo & Associates Exhibits Administration.
Jennifer Sfreddo - Email: jsfreddo@jspargo.com.

We thank you for your participation and we look forward to seeing you in Chicago!



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EXHIBITOR PRIZE DRAWINGS

Would you like to give away a prize at the upcoming HSMAl's Affordable Meetings® Mid America conference? Take advantage of this opportunity to advertise to hundreds of meeting planners and get your company recognized. Donate a prize (minimum value \$50) and you will receive the following benefits:

- Special recognition by name on signage in the exhibit hall and at registration.
- Announcement in the Festival Hall foyer in the afternoon, at the end of the daily educational sessions, where you will present your prize to the winners.

Company: _____ Booth Number: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email: _____

Prize: _____

Estimated Value: _____ Quantity: _____

Rules and Regulations: *All prizes are subject to show management approval. Show management reserves the right to bundle prizes together to create "Grand Prize Packages." All sponsors will receive recognition on signage and via announcements. Participation is limited to qualified meeting planners. Vendors of HSMAl's Affordable Meetings® Mid-America are excluded from this contest.*

Please return this form to:

HSMAl's Affordable Meetings® Exposition Management
 c/o J. Spargo & Associates
 11208 Waples Mill Rd, Ste, 112, Fairfax, VA 22030
Phone: (703) 631-6200
Fax: (703) 654-6931
E-mail: arina.kravets@jspargo.com



BIG TRIP GIVEAWAY!

Sponsor a trip for two – to come and visit you!

Sponsor a two-night stay for two at a hotel/resort of your choosing to be given away during exhibit hall hours on April 14 and 15 to qualified meeting planners for HSMAI's Affordable Meetings® Big Trip Giveaway! Sponsorship opportunities are limited, so **ACT FAST** to take advantage of this great marketing opportunity! A maximum of **8** trips will be given away.

Sponsorship Benefits Include:

- In booth recognition via signage
- Recognition by name in the official conference program *(if submitted by March 1, 2010)*
- Special recognition by name on prominent exhibit hall signage
- Announcement in the exhibit hall describing the trip and announcing the winner

Company: _____ Booth Number: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email: _____

Prize: Two (2) night stay at _____
(insert facility)

Estimated Prize Value: _____

Rules and Regulations: Sponsor must provide a copy of the award/gift certificate to Show Management within two weeks of receipt of this sign up form. Sponsors will be accommodated on a first-come, first serve basis.

Please return this form to:

HSMAI's Affordable Meetings® Exposition Management
 c/o J. Spargo & Associates, Inc.
 11208 Waples Mill Rd, Ste, 112, Fairfax, VA 22030
Phone: (703) 631-6200
Fax: (703) 654-6931
E-mail: arina.kravets@jspargo.com



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EXHIBITOR SPONSORED AUXILIARY EVENT REQUEST

Exhibitors are invited to host auxiliary events at HSMAI's Affordable Meetings® Mid-America. **Events may not be hosted (inside or outside of the conference facility) during official conference hours.** All auxiliary events must be approved by Show Management prior to booking. Please return this completed form to Arina Kravets for authorization. Exhibitors will receive confirmation within 48 hours of receipt.

Company: _____ Booth Number: _____

Main Contact: _____

Phone Number: _____ Email: _____

Type of Event: _____

Location: _____

Date: _____ Start Time: _____

Anticipated Attendees: (exhibitors, meetings planners, etc.) _____

Anticipated Number of Attendees: _____

Please return this form to:

HSMAI's Affordable Meetings® Exposition Management
c/o J. Spargo & Associates, Inc.
11208 Waples Mill Rd, Ste, 112, Fairfax, VA 22030
Fax: (703) 654-6931
E-mail: arina.kravets@jspargo.com

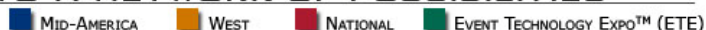
NO COVER SHEET NEEDED



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HOUSING AND TRAVEL INFORMATION

Please make your housing reservations at the following link.

<https://reg.jspargo.com/hsmmai10midamerica/Default.aspx>

<p>W Chicago Lakeshore 644 N Lakeshore Drive Chicago, IL 60611 312-943-9200 \$179 (single occupancy) plus taxes</p>	<p>Sheraton Chicago Hotel and Towers 301 East North Water Street Chicago, IL 60610 312-464-1000 \$179 (single occupancy) plus taxes</p>
<p>Embassy Suites Chicago Downtown/Lakefront 511 N Columbus Drive Chicago, IL 60611 312-836-5900 \$179 (single occupancy) plus taxes</p>	<p>All hotel reservations should be made through the HSMAI Housing Center. Housing Deadline to receive the special HSMAI rates is March 24, 2010. After March 24, 2010 availability and rates are not guaranteed.</p>

Housing Change/Cancellation Information

All changes and cancellations must be submitted in writing via email to affordablemeetingshousing@jspargo.com or online. Changes and cancellation requests must be received by Friday, April 2, 2010. After Friday, April 2, 2010, please contact your hotel directly. If a reservation is cancelled less than 48 hours from the confirmed arrival date or not at all (no-show), the reservation may be subject to a penalty equal to one night of room and tax charges. A confirmation will be sent after each reservation modification and/or change. REVIEW CAREFULLY. If you do not receive a confirmation via email **within 5 days** please contact the HSMAI Housing Center at affordablemeetingshousing@jspargo.com.

AIRPORT INFORMATION

Midway International Airport (MDW)	(12.7 miles; 20 minutes)
O'Hare International Airport (ORD)	(18.9 miles; 30 minutes)
Gary-Chicago International Airport (GY)	(27.4 miles; 40 minutes)

Shuttles and taxis at the airport are available on a first come- first served basis.

For more information, please contact HSMAI's Affordable Meetings® Housing Center

11208 Waples Mill Road, Suite 112

Fairfax, VA 22030

Phone: 866-470-6605 or 703-449-6418

Fax: 703-631-1167

E-mail: affordablemeetingshousing@jspargo.com



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DRIVING, PARKING, AND PUBLIC TRANSPORTATION

BY CAR

- From the north, take Lake Shore Drive (US 41) to the Grand Avenue exit.
- From the northwest, take the Kennedy Expressway (I-90/94) to the Ohio Street Exit, south on Orleans to Illinois Street and proceed east.
- From the west, take the Eisenhower Expressway (I-290) to Columbus Drive, north to Illinois Street and proceed east.
- From the southwest, take the Stevenson Expressway (I-55) to Lake Shore Drive (US 41), north to Illinois Street and proceed east.
- From the south, take the Dan Ryan Expressway (I-90/94) east to the Stevenson Expressway (I-55) to Lake Shore Drive (US 41), north to Illinois Street and proceed east.
- From the southeast, take Lake Shore Drive (US 41) north to the Illinois Street exit.

PARKING

Standard Parking operates on-site parking garages accommodating 1,600 cars at Navy Pier.

- Current rates:
 - Monday through Thursday - a flat rate of \$20.00 per day*
 - Friday through Sunday - a flat rate of \$24.00 per day*
 - Holidays - a flat \$24 fee per day*

For more information, contact Standard Parking directly at 312-595-5072.

**Prices Subject to Change.*

NEW AUTOMATED PARKING PAY STATIONS!

For your convenience, Navy Pier has installed parking pay stations at various locations throughout the Pier. Pay for parking in advance anytime during your visit.

Navy Pier on site parking garages affords convenience to all our attractions and venues.

When electronic signage and traffic aides inform you that Navy Pier lots are full, there are ample alternate parking sites near Navy Pier.



DRIVING, PARKING, AND PUBLIC TRANSPORTATION CONT'D

Illinois Lot Entrance

456 East Illinois

(Located one block west of Navy Pier and along the free trolley route located at Pestigo and Illinois Street and are serviced by the free Navy Pier trolley).

Grand Ave. Lot Entrance

403 East Grand

(Located one block west of Navy Pier and along the free trolley route located at McClurg and Grand Street)

The Free Navy Pier trolley stops conveniently at each of these lots to pick you up and drop you back off at the lot during Navy Pier operating hours seven days a week. The free Navy Pier trolley provides convenient transportation to and from remote lots. This Navy Pier trolley runs from Navy Pier down Grand Street West to Grand and State. The Trolley then travels east up Illinois street back to Navy Pier.

Hours of operation are Sunday - Thursday 10am - 11pm and Friday and Saturday 10am to 1am.

BY TAXI

Navy Pier has three convenient taxi drop-off and pick-up points. One is at the west end of Navy Pier, serving Dock Street and the Family Pavilion. At the mid-point, Entrance 1 serves the west end of Festival Hall, RIVA, and WBEZ Radio. Entrance 2 serves the east end of Festival Hall, the Grand Ballroom and the Navy Pier Beer Garden.

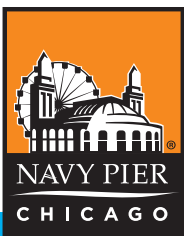
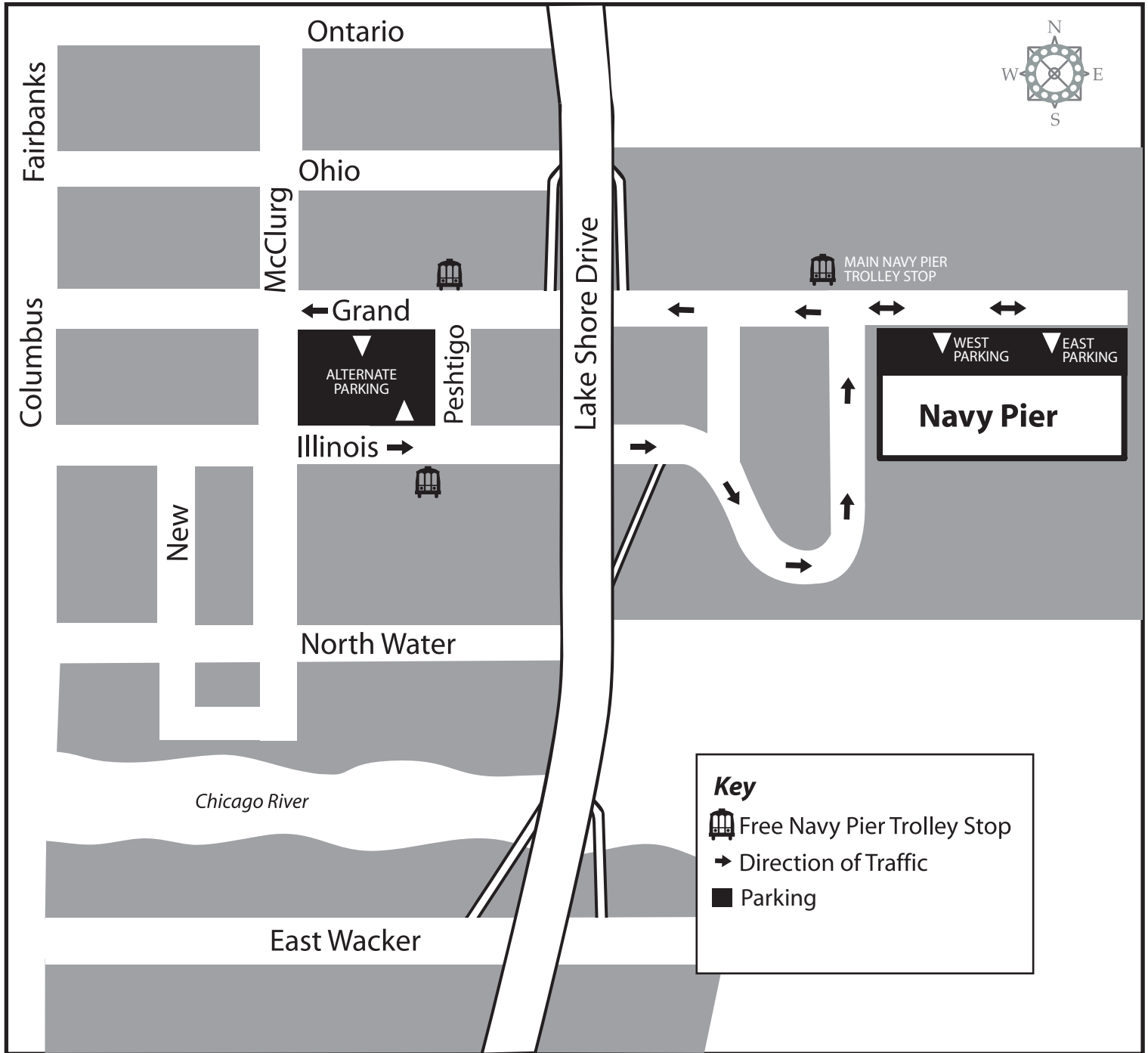
BY CITY BUS

The CTA provides seven bus lines with more than 200 buses serving Navy Pier daily. These are #29 State St, #65 Grand Ave, #66 Chicago Ave. and the #124 Navy Pier Express (serving METRA lines, Millenium Park/Randolph St., Ogilvie and Union Stations). During weekday rush hours, the #2 Hyde Park Express (stops running at 9:10pm), #120 Northwestern/Wacker Express (serving the Ogilvie Transportation Center), and the #121 Union/Wacker Express (serving Union Station) run every fifteen minutes from 9 am to 12am throughout the summer and 9am to 10pm the rest of the year. All buses are equipped with bike racks and are ADA accessible.

ON METRA

Metra commuter rail is a convenient travel alternative. On weekends and select holidays, up to 3 children under 12 travel free when accompanied by a fare-paying adult. The CTA's #124 bus provides convenient and direct service from Ogilvie Transportation Center and Union Station to Navy Pier. For Metra fare and schedule information visit www.metrarail.com or call 312-836-7000.

Navy Pier® On-Site and Alternate Parking



- Alternative parking is available at 456 E. Illinois and 403 E. Grand (one block from Navy Pier).
- Free Navy Pier trolley service will run from alternate parking lot to Navy Pier along Illinois & Grand. Please check navypier.com for trolley operating hours.



SHIPPING ADDRESSES

Advance Shipments

Shipments should arrive to the advance warehouse between March 15, 2010 and April 8, 2010 to avoid any surcharges.

Exhibitor Name/Booth Number
HSMAI's Affordable Meetings® Mid-America
c/o GES Exposition Services
2350 South Wood Street
Chicago, IL 60608

Direct Shipments

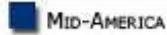
Shipments will only be accepted at the facility beginning on April 13, 2010 at 11:00 AM.

Exhibitor Name/Booth Number
HSMAI's Affordable Meetings® Mid-America
c/o GES Exposition Services
Navy Pier, Festival Hall A
600 E. Grand Ave.
Chicago, IL 60611



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IMPORTANT EXHIBITOR REMINDERS

****PLEASE SHARE THESE REMINDERS WITH ALL STAFF
WHO WILL BE MANNING YOUR BOOTH****

1. **ALL EXHIBITS MUST BE FULLY SET BY 5:00 PM, ON TUESDAY, APRIL 13, 2010.** After this time, Exposition Management reserves the right to use any empty space in a way that will compliment the overall appearance of the exposition. Exhibitors may lose their right to exhibit if they do not adhere to this schedule. If you foresee any difficulty in meeting this deadline, please call Exposition Management at (800) 564-4220 or (703) 631-6200 **AT LEAST** forty-eight hours prior to move-in or e-mail arina.kravets@jspargo.com to request a variance.
2. **LABOR RULES** - If you require labor to set up your booth, please contact the Official Decorator, GES, for information. Please refer to the page entitled "Show Site Work Rules", in the contractor section of this manual, so that you fully understand the rules of the Chicago Navy Pier. **REMEMBER THAT UNION RULES VARY FROM CITY TO CITY.**
3. **DURING NON-EXHIBIT HOURS** - Exhibitors should stay in their own exhibit areas, NOT IN OTHER NON-STAFFED EXHIBITS.
4. **NO EXHIBIT MAY BE DISMANTLED PRIOR TO 2:31 PM, ON APRIL 15, 2010** - Exhibitors may lose their right to exhibit at other HSMIA events if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until closing time.
5. **BOOTH ETIQUETTE** - Vendors should not ask other vendors for giveaways. While we encourage exhibitor interaction, it is the attendee that the exhibiting companies provide giveaways for.



SECURITY

HSMIAI will provide perimeter security and roving security personnel throughout the exposition area in Festival Hall A at the Chicago Navy Pier. Even though 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.

HSMIAI, J. Spargo & Associates, the Chicago Navy Pier, and all organizations and individuals who are employed by or associated with the convention and exposition, will not 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:

1. NEVER leave small electronic equipment such as laptop computers, cell phones, personal electronic equipment, etc. unattended in your booth. This rule should apply to personal items such as briefcases, purses, etc. "Hiding" them under a draped table does not work.
2. Do not ship VCR's, PC's and other electronic equipment in the manufacturer's cartons.
3. Empty cartons and crates are not stored in a secure area. Some of the "empties" are stored off-site. Do not store valuables in them.
4. For those exhibits featuring theft-prone products, some thought should be given to displaying a replica or bringing "extras."
5. Use locking display cases and expose the locks and obvious security measures.
6. Cover your products before and after show hours. Use Velcro or grommets to secure the fabric over the products. Sometimes out of sight is out of mind!
7. Use lighting or other highlighting techniques to accent the product within the exhibit. When attention is drawn to a product, it is less likely to disappear during show hours.
8. At the close of the exposition and after your materials are packed, turn in your bills of lading at the Exhibitor Service Center. Do not leave them in your booth or attached to crates. Stay with your equipment, if possible.