



# Show Information

## AFCEA / USNI West 2007

San Diego Convention Center • January 31 - February 2, 2007

### Official Service Contractor

PDC/GES Exposition Services 7050 Lindell Road Las Vegas, NV 89118-4702	Phone (in USA): 800.475.2098 FAX (in USA): 866.329.1437 Contact us Online: <a href="http://www.ges.com/contact">www.ges.com/contact</a>	International Calls: 702.515.5970 International Faxes: 702.263.1520
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### Show Information

Backwall Drape:	Blue / White
Sidewall Drape:	Blue
Exhibit Hall Carpet Color:	Hall is Not Carpeted
Aisle Carpet Color:	Blue
Booth Size:	10' x 10'
One-line ID Sign (7" x 44") Provided Automatically	

### Important Dates *Be sure to check all order forms for additional deadlines.*

<b>Monday, January 8</b>	Discount Deadline for orders received with payment, 14 days prior to exhibitor move-in
<b>Tuesday, January 2</b>	Advance Shipments may begin arriving at Warehouse
<b>Wednesday, January 24</b>	Last day for Advance Shipments to arrive at Warehouse without surcharges
<b>Monday, January 29</b>	Direct Shipments may begin arriving at Exhibit Site; 1:00 pm – 6:00 pm
<b>Tuesday, January 30</b>	Last day for Direct Shipments to arrive at Exhibit Site; 6:00 pm
<b>Monday, January 29</b>	Installation 1:00 pm – 6:00 pm
<b>Tuesday, January 30</b>	8:00 am – 6:00 pm
<b>Wednesday, January 31</b>	Show Hours 9:00 am – 4:00 pm
<b>Thursday, February 1</b>	9:00 am – 5:30 pm
<b>Friday, February 2</b>	9:00 am – 2:30 pm
<b>Friday, February 2</b>	Dismantle 2:30 pm – 8:30 pm
<b>Saturday, February 3</b>	8:00 am – 12 noon
<b>Saturday, February 3</b>	Carriers must be checked in by 8:00 am
<b>Saturday, February 3</b>	All exhibitor materials must be removed by 12 noon

### Shipping Addresses

<b>Advance Shipments to Warehouse</b>	c/o PDC/GES Exposition Services 491 'C' Street Chula Vista, CA 91910	<b>Shipments should arrive on or before:</b> January 24, 2007
<b>Direct Shipments to Exhibit Site</b>	c/o PDC/GES Exposition Services San Diego Convention Center 111 West Harbor Dr. San Diego, CA 92101	<b>Shipments will be accepted beginning:</b> January 29, 2007; 1pm-6pm

### PDC/GES Servicer<sup>®</sup>

PDC/GES is here to take care of your on-site needs. All contractors and production personnel will be available, along with any services you might desire such as Furniture and Material Handling.



## Trade Show Tips

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As your tradeshow partner, our goal is to provide you with hassle-free service so you can get on with your show. Even if you use an Exhibitor Appointed Contractor (EAC), you should have a basic working knowledge of the Exhibitor Service Manual contents and information.

By following the information below, you will enjoy a smooth trade show experience.

#### Ordering Trade Show Services.

- Please include your complete customer information on each order form including address with zip code, phone and fax numbers, e-mail addresses, contact name, and, most importantly, booth number. If you have multiple booth locations, please complete separate order forms for each location (booth, meeting room, etc.).
- Please ensure that the credit card information is complete and correct: including the expiration date.
- When ordering carpet, draped tables or counters remember to select the colors you desire.
- Please make sure that the size of the carpet you order is appropriate for your booth space (e.g.: do not order a 9' x 20' carpet for a 10' x 10' booth).
- Keep the total square footage of your booth space in mind when you order your decorating items, don't order more than will comfortably fit in your booth and still allow you to do business.

#### Inbound - Move In.

- Confirm your furnishings orders with the PDC/GES National Servicenter<sup>SM</sup>. You should receive a confirmation of your order within 3-5 days of placement.
- Confirm target dates with PDC/GES and communicate them to your carrier. Refer to the Special Handling brochure enclosed to ensure that you do not incur special handling charges. You may want to share this brochure with your carrier.
- Keep the phone number of your carrier with you, including weekend contact.
- Have your hotel information available, including phone number, address etc.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your number is on each label.

#### Showsite.

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water

#### Outbound - Move out.

- Keep in mind, the return of empty containers can take from 2 to 12 hours (depending on the size of the show), so coordinate your outbound flight to accommodate this.



# General Information

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We have designed this form to help you better understand the role of the official services contractor, the services we offer and provide tips to maximize your cost savings.

### What is a General Services Contractor?

GES® has been selected as the official services contractor by the show organizer to design and produce your show. Because of the many areas that PDC/GES is involved in at the show, we are familiar with the key individuals managing your event. If at any time during the planning process you are unsure where to turn, just ask us – we're at your service.

Many exhibitors are not aware of the depth and breadth of products and services offered by PDC/GES. Because we have insight into and control of the entire show process, we can generally save you time and money by assisting in your pre-show planning.

### PDC/GES Show Services

#### Booth Furniture & Accessories

The booth furniture & accessories brochure showcases a wide variety of both standard and specialty furniture. All items rented from PDC/GES will automatically be delivered to your booth and picked up at the close of the show, with no material handling charges incurred by you.

#### Booth Carpet

PDC/GES offers a wide variety of carpet selections. The booth carpet brochure covers carpet choices from standard to custom color, size, and grade, padding and booth cleaning. All carpet packages are available with no hidden costs or handling charges.

#### Custom Exhibits

Let PDC/GES design and build an extraordinary custom exhibit that will deliver your marketing message. For information, please call 866.481.9722 or visit our design gallery at [www.ges.com](http://www.ges.com).

#### Rental Exhibits

Our hassle-free rental program gives you a customized look without the long-term commitment of purchasing an exhibit. For more information, please call 800.475.2098 or visit our design gallery at [www.ges.com](http://www.ges.com).

#### Installation & Dismantle Services

If you already own an exhibit, or plan to purchase one, you will need to arrange for installation and dismantling of your booth. As the official service contractor on this show, PDC/GES provides you with the best labor and on-site personnel from move-in to move-out.

#### Graphics

Give visitors to your exhibit a great first impression by displaying captivating graphics and signs.

#### Shipping

PDC/GES can manage your transportation without a hassle. We offer simplified rates, online tracking, and single invoicing. Call 888.454.4437 to have your "shipping made easy".

#### Lighting & Rigging

A great way to maximize your visibility on the show floor is by creating mood and movement in your booth through lighting.

### How Can I Order My Show Services?

#### 1. PDC/GES National Servicer<sup>SM</sup>

The PDC/GES National Servicer<sup>SM</sup> provides consistency and continuity of customer service for all PDC/GES exhibitors at all PDC/GES shows, offering the following services:

- Single point of contact for all PDC/GES shows
- Coast to coast time zone coverage
- Personalized exhibitor service for all pre- and post-show orders

7050 E. Lindell Road  
Las Vegas NV, 89118  
Phone: 800.475.2098  
Fax: 866.FAX.1GES (866.329.1437)  
International Phone: 702.515.5970 / Fax: 702.263.1520

#### 2. PDC/GES Servicer<sup>®</sup>

Once you are at the show, the PDC/GES Servicer<sup>®</sup> is on site to place any last minute orders and provide show information.

### Exhibitor Services

Our Exhibitor Services organization is the service team responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, operations and your exhibiting needs. Regardless of your request, you can contact them for advice and information about the show – if they don't know the answer, they will find it!