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# 2008 American Public Works Association International Public Works Congress & Exposition

August 17–20, 2008 | New Orleans, LA | New Orleans Convention Center



## **EXHIBITOR SERVICE KIT**

As a reminder, your exhibitor Service Kit will be an On-Line Kit and will be available to you the first week of April. It contains important deadlines, order forms, booth construction guidelines, plus forms for hotel reservations and booth personnel registration. Your company's kit will come to you via email with instructions on how to access the kit anytime, anywhere. Please be sure to read through all of the information thoroughly, paying special attention to the [General Information](#) and [Rules & Regulations](#) sections. Additionally, we strongly encourage you to follow the [Deadlines Checklist](#) as it has all of the important upcoming discount deadlines that will allow you to SAVE A LOT of money. Most of the text sections of the kit and important forms have been made available to you on the [APWA 2008 Congress Website](#).

You can order your GES rentals and services, and download other vendors' forms by going to [GES Online](#). Online ordering for GES products and services is fast, simple and secure. You will need to create a User ID, if you don't already have one (this login will be valid for any future GES shows' online ordering). Online ordering will be available until July 24, 2008. If you have any questions, please contact the GES Servicenter at 800.475.2098.

If you haven't received your Service Kit, please contact Kathleen O'Driscoll at [kodriscoll@ntpsnow.com](mailto:kodriscoll@ntpsnow.com).

## **BOOTH EQUIPMENT & CARPET**

Each exhibit includes the following items, where applicable:

1. Display space rental.
2. Standard booth equipment for 10' deep booths, consisting of flameproof 8' high back drape in alternating panels of White and Orange, with Orange 3' high side drape dividers. The main aisle carpet color will be Blue. NOTE: Each exhibitor must provide carpet or professional flooring for your entire booth space (10' deep in-line booths may use 9' deep carpet to allow for 1' of electrical raceway at the rear of the booth).
3. A standard 7" x 44" booth sign is provided for 10' deep booths. Additional signage may be ordered through the GES "Custom Signs" order form behind Tab 6.

[▶ Forward this email](#)

## **EXHIBITOR HOUSING**

### **HOUSING IS NOW OPEN**

– [CLICK HERE](#) to reserve your room online. To download a reservation form to mail or fax, [click here](#). Please note: only one room may be reserved at a time. Stay at one of the official Congress hotels and save on lodging and transportation to and from Congress activities. APWA has negotiated great rates for all attendees. Complimentary shuttle service will operate from all the official Congress hotels.

[Click Here](#) to see a pdf map of the downtown area for hotel locations. Which hotel is Congress headquarters?

The Hilton New Orleans Riverside is this year's Congress headquarters hotel.

Please note: only one room may be reserved at a time.

1. Hilton New Orleans Riverside  
2 Poydras St.  
\$150  
single/double
2. Embassy Suites  
315 Julia St.

4. General hall lighting and heating/air conditioning.
5. Twenty-four hour perimeter security service in general exhibit areas.
6. Exhibitor registration and identification credentials.

### **UPCOMING DEADLINES**

ASAP	Sponsorship Opportunities
May 23	Submit Exhibitor Showcase Presentation Proposal
May 23	Products & Services Listing
May 23	Submit New Product Promotion Entry
June 8	Ad Space Reservations Due – Congress Program
July 1	Request additional Preferred Customer Passes
July 4	Ad Space Reservations Due – APWA Reporter
July 11	Golf Registration Form
July 15	Advance shipments: 1st Day warehouse accepts
July 17	Exhibit Booth Security Guard
July 18	Liability Insurance Certificate to Show Mgmt.

### **NEW ORLEANS UNION REGULATIONS**

Full-time employees of exhibiting companies may set their own exhibits without assistance from the union. These employees must be prepared to produce some type of company identification when engaged in these activities. We request that all exhibiting company employees have a photo ID displayed while on the showsite floor.

Exhibitors may hand carry what one person can carry in one trip, provided they do not use any material handling equipment. The use of flatbeds, and other mechanical equipment is not permitted by exhibitors.

### **EXHIBITOR INSURANCE**

As in past years, APWA requires each exhibitor to carry commercial general liability insurance in an amount not less than \$1 million bodily injury and property damage combined per occurrence/\$2 million aggregate. APWA requires that exhibitors file a certificate of liability insurance (*APWA does NOT need to be named as additional insured*). All exhibitors **MUST** file a certificate with Show Management no later than **July 18th**. Mail certificate to:

NTP  
Operations Dept.

- \$140  
single/double
- 3. DoubleTree Hotel  
300 Canal St.  
\$145  
single/double
- 4. Marriott  
Convention Center  
859 Convention  
Center Blvd.  
\$135  
single/double
- 5. Marriott on Canal  
555 Canal St.  
\$135  
single/double
- 6. J.W. Marriott  
614 Canal St.  
\$145  
single/double

All rates are per room and are subject to 13% state and local tax, (subject to change) plus an occupancy tax when applicable.

Transportation is available to official congress hotels only.

### **EXHIBITOR REPRESENTATIVE REGISTRATIONS**

Exhibitors receive 4 Exhibitor Passes for booths that are 100-300 sq.ft., with one additional pass for each additional 100 sq.ft. These passes are entitled for full time employees of the exhibiting company only and will grant access all education sessions, the Sunday Get Acquainted Party, the Monday Awards Ceremony, and unlimited access to the exhibit hall.

**Registrations** are due no later than July 25, 2008.

**TIME TO HIT THE LINKS**

Attn: Kathleen O'Driscoll  
313 S. Patrick Street  
Alexandria, VA 22314

Contact your company's insurance provider to obtain a certificate. In the unlikely event your company does not have liability insurance which covers your presence in trade shows, you can obtain it through many insurance carriers, including [John Buttine, Inc.](#) ph: 800-964-4454 or 212-697-1010) and [K&K Insurance](#) (Trade Show Exhibitor Insurance - Form 1018B; ph: 866-554-4636). APWA must have a copy of your liability insurance certificate prior to setting up your exhibit.

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### **EXHIBITOR MARKETING TIPS**

Make sure you get the ROI you want out of your exhibiting dollars. Use the following tips to maximize your exhibiting experience:

1. Differentiate Your Products and Services – stand out from the crowd. Memory is an important part of an attendee's experience, so looking different will help your prospects remember you after the show.
2. Use Your Booth – this is your most important marketing tool at the show, remember to have staff fully trained to answer any question that may come up and make a strong visual statement with your booth's appearance.
3. Have Giveaways That Work – not only are you giving the attendees a reason to visit your booth, but you can also make the experience memorable by giving away a creative promotional item. Think about how the gift relates to your target audience and how it may help their daily job easier.

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### **PREFERRED CUSTOMER PASSES**

In our efforts to "go green" an electronic version of the Preferred Customer Pass (free exhibit only passes) will be sent to all exhibitors for use in promoting the exhibit to your potential clients. Each exhibitor will receive a coded electronic pass this spring to share with all of your potential customers via email or through your website. We encourage use of the electronic version as much as possible, however, if you require paper tickets, Preferred Customer passes will be available for distribution to each exhibitor this spring. You are encouraged to send these to your customers and prospects or give them to your sales force for distribution to your key customers in advance of the show. Please order the paper tickets using the form in your Service Kit. If you need leads for pre-show marketing

### **TIME TO HIT THE LINKS**

Anyone for a round of golf? Don't miss out on the opportunity to play 18 holes at The Stonebridge Golf Club of New Orleans on Saturday, August 16th at 12:00pm. This is a four-person scramble with a shogun start, so don't miss out on this fun afternoon, open to the first 144 registrants. Deadline ends July 11, 2008. [Click here](#) for details on how to register.

### **BOOTH SPACE PAYMENTS**

Per your contract with APWA, as of February 8, 2008, all exhibitors are liable for payment on 100% of your booth space. If you have not yet paid for 100% of your exhibit space, please do so as soon as possible. Note - exhibitors who have not paid prior to the show's move-in will not be allowed to set up.

### **EXHIBITOR FAQ's**

New to exhibiting at Congress? New to exhibiting period? Take a look at the [Exhibitor FAQ's](#), even if you have been doing this for years. If you still have questions, please don't hesitate to contact [Jenny Kamalian](#) at 703.706.8227.

### **VITAL CONTACTS**

*NTP SHOW  
MANAGEMENT:*  
[Jenny Kamalian](#)  
Director of Customer  
Relations  
800-687-7469, x227

your Service Kit. If you need leads for pre-show marketing, consider ordering a list of Congress attendees. Forms for ordering both 2007 show attendees and 2008 pre-registrants are located the Service Kit.

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### **TAKE ADVANTAGE OF THE CONGRESS PRESS LOUNGE**

Placement in the trade press is an important element of your marketing strategy. At the 2008 show we will staff a press lounge. This service will be available to all exhibitors and information on how you can take advantage of this opportunity will be forthcoming as the show approaches.

Adjacent to the exhibitor's lounge, the press lounge will provide a convenient location for the press to pick up your press kits and will serve as a quiet, easily accessible location to meet for interviews.

Registration for all trade press is complimentary and following the successful debut of the press room at last year's show, we anticipate a positive showing this year.

Contact Becky Wickstrom for more information – [bwickstrom@apwa.net](mailto:bwickstrom@apwa.net).

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### **WHILE IN NEW ORLEANS...**

Lagniappe that something extra you'll experience in New Orleans, where European traditions blend with Caribbean influences. Hear sweet jazz and upbeat zydeco; sample Cajun cuisine with that extra little flavor; experience first-hand the excitement and fascination of the French Quarter, Faubourg Marigny, and the Central Business District. Beignets and gumbo, boudin and jambalaya – the food is as authentic and eclectic as the place. Experience it all in the Crescent City.

#### ***Weather***

Average daily maximum temperature for August is 90°F.  
Average daily minimum temperature for August is 73°F.

Average relative humidity is 63%.  
Average rainfall for August is 6".  
Visit [weather.com](http://www.weather.com) for local New Orleans conditions.

Visit the New Orleans Convention & Visitors Bureau  
<http://www.neworleanscvb.com/>.

Visit the New Orleans Convention Center  
<http://www.mccno.com/>.

1-703-683-8500, x227

#### **Jennifer Hardee**

Director of Operations  
800-687-7469, x205  
1-703-836-8500, x205

#### **Kathleen O'Driscoll**

Operations Assistant  
800-687-7469, x220  
1-703-836-8500, x220

APWA:

#### **Peter King**

Executive Director  
1-202-218-6700

#### **Dana Priddy**

Director of Meetings  
1-816-595-5241

#### **David Dancy**

Director of Marketing  
1-816-595-5250

#### **Becky Wickstrom**

Media Affairs Manager  
1-202-218-6736

### **SUGGESTIONS?**

In producing Congress, APWA and NTP consider you, the exhibitor, to be our valued partner. We value your comments, ideas and suggestions -- please contact us! ([dpriddy@apwa.net](mailto:dpriddy@apwa.net))

**[Unsubscribe or update your email address.](#)**

313 S. Patrick Street | Alexandria, VA 22314

