

## MUST KNOW INFO

### EXHIBIT HALL

Georgia World Congress Center  
Hall C1

#### Street Address:

285 Andrew young International Blvd., NW  
Atlanta, GA 30313

#### Shipping Address (showsite):

Exhibiting Company Name & Booth #,  
Training 2008  
c/o Freeman, Georgia World Congress Center  
285 Andrew Young Int'l Blvd, NW  
Atlanta, GA 30313

### EXHIBITOR MOVE-IN DAYS & HOURS

Friday, February 1, 2008	8:00AM – 4:30PM
Saturday, February 2, 2008	8:00AM – 4:30PM
Sunday, February 3, 2008	8:00AM – 4:30PM

All displays are to be completely installed and ready for inspection by Show Management by 4:30PM on Sunday, February 3. It is NOT necessary to have a representative present for the inspection. **SHOW MANAGEMENT WILL CONSIDER ANY BOOTH NOT SET BY 4:30PM VACANT** and appropriate action will be taken. Detailing and last minute adjustments may be made on Monday, February 4 from 8:00AM -11:00AM.

### EXPOSITION OPEN HOURS:

Monday, February 4, 2008	11:45AM – 5:15PM
Tuesday, February 5, 2008	12:30PM – 5:30PM

### EXHIBITOR MOVE-OUT DAYS & HOURS:

Tuesday, February 5, 2008	5:30PM – 10:00PM
Wednesday, February 6, 2008	8:00AM – 12:00PM

### SHOW MANAGEMENT

All general questions regarding exposition operating procedures, contractors, display limitations, and exposition policies should be addressed to the following:

#### Training 2008 Conference & Expo

Nielsen Business Media  
14685 Avion Parkway, Suite 400  
Chantilly, VA 20151

Attn: Exposition Management

**EXHIBITOR HOTLINE (703) 488-2944**

### WEBSITE

For the latest show news and information go to  
[www.trainingconference.com](http://www.trainingconference.com)

### ATTENDEE LISTS (PRE SHOW)

A **Pre-Show & Post Show Attendee Lists** are available upon request. Please see the order forms in the **PROMOTIONAL OPPORTUNITIES** section of this kit.. They will only be provided to Exhibitors that are paid in full. The Pre-Show list is provided complimentary. The Post-show list is available for purchase. The pre-show list contains advance registered attendee names, company and mailing addresses. Phone, fax and email are not provided for privacy reasons.

### BOOTH ITEMS INCLUDED IN THE SPACE CHARGE

- Display space rental
- Standard booth equipment. The standard booth equipment consists of flameproof 8' high draped back wall and 36" high side rails in decorating colors of Black/White/White/White/Black with Black side rails and **Red aisle carpet**. (NOTE: Exhibitors may replace the standard booth equipment with a color and material of their own choosing at the expense of the exhibitor and with prior written permission from Exposition Management.)
- Standard 7" x 44" booth sign for linear booths under 400 square feet. This sign will contain the company name and booth number as specified on your contract for exhibit space. For more extensive copy or special signs you must use the enclosed **"Signs & Graphics"** order form located under the **FURNISHINGS** section of this kit.
- Complimentary Expo Passes for key clients/customers. Each company will be provided with Free Expo Passes to invite your customers and prospects to attend Training 2008. Please complete the **"Free Expo Passes Form"** located under the **PROMOTIONAL OPPORTUNITIES** section.
- Exhibitor registration and name badges. Each company will be provided with unlimited exhibitor badges for full-time company personnel (not EACs). Exhibitor badges permit access to the Exhibit Hall ONLY. **ONE** complimentary full conference registration per 10'x10' booth space. To register your booth personnel, you must do so by visiting the Exhibitor Service Center on the website [www.trainingconference.com](http://www.trainingconference.com) More information is provided in the **GENERAL INFORMATION** section of this kit.
- Free display of media kits in the Press Area

### **Items not included but available are:**

- **Booth spaces are NOT carpeted. Show Management requires all exhibitors to provide carpet/floor covering for their entire contracted visible booth space.** For more information on ordering carpeting and other booth furnishings, please refer to the **FURNISHINGS** section.
- Booth security is not, but twenty-four hour perimeter security service on the exhibit floor. Please refer to the security order form located under the **VENDORS** section.
- If you would like to purchase additional **conference registrations**, please call the Training Registration Center at 508-743-8505 or email [trainingconference@cdsreg.com](mailto:trainingconference@cdsreg.com)
- One time use of the Training 2008 pre-show attendee list. This list is available for purchase. Please see the order form in the **PROMOTIONAL OPPORTUNITIES** section of this kit.
- Discounted hotel room packages.

### EXHIBITOR LISTING, BOOTH # & BUYER'S GUIDE:

Please remember to update your company description and category listings by visiting the exhibitor service center at the website ([www.trainingconference.com](http://www.trainingconference.com)). Updates must be made by **December 14** in order to be included in the printed onsite Buyer's Guide. Simply:

- 1) Go to the Exhibitor Services section of the website
- 2) Select your Company from the drop-down menu
- 3) Enter your Password (we will email, but it may also be found as a 6 digit Customer ID number on the upper left corner of your invoice.
- 4) Click the "Login" button.

Edits will be posted to the website within 24 hours.

Your company name listed in the **Training 2008 Program & Buyer's Guide** will be pulled from the listing on at [www.trainingconference.com](http://www.trainingconference.com). Please update your listing and product categories prior to this date. If you are unable to update your listing by this date, your information will appear in the show guide addendum. If you have any questions please contact the Exhibitor Hotline (703) 488-2944.

### **EXHIBITOR REGISTRATION**

All exhibitor personnel who are full-time employees of the exhibiting firms will be required to register and wear an **exhibitor badge** at all times within the Exhibit Hall during move-in, exposition open hours and move-out. This badge must be presented to gain admittance to the Exhibit Hall. The attendee badge will admit individuals to the Exhibit Halls during open hours only.

In order to register for your badges, you must visit the Exhibitor Service Center on the official conference website. Visit the Exhibitor Service Center on the website at [www.trainingconference.com](http://www.trainingconference.com) to complete the registration process. You will find more information located as an individual page in the **GENERAL INFORMATION** section of this kit. The deadline for advance registration (in order to have your badges mailed) is **January 15, 2007**.

Each exhibiting company will be provided with unlimited, complimentary exhibitor badges for full-time company personnel only (not EACs). In addition, each exhibiting company will be provided with **ONE** complimentary full conference registration **per 10'x10' booth space**. If you would like to purchase additional conference registrations, please call the Training 2008 Registration Center at (508) 743-8505 or visit the Exhibitor Service Center on the web at [www.trainingconference.com](http://www.trainingconference.com), or via email at [trainingconference@cdsreg.com](mailto:trainingconference@cdsreg.com). Discounted registrations for exhibitors are available at a 50% discount.

Exhibitor badges will be pre-mailed to the contact listed on the registration form approximately 2 weeks prior to the event. Exhibit space fee must be paid in full in order to receive badges. Exhibitor badges requested after the deadline will be available at the Exhibitor Registration Desk in the Registration Area (Hall C1) at the Georgia World Congress Center during the published operating hours on the following page.

All edits and additions made after exhibitor badge mailings occur must be printed on-site at the Exhibitor Registration Desk.

### **Registration Hours:**

Friday, February 1, 2008	8:00am - 4:30pm
Saturday, February 2, 2008	8:00am - 4:30pm
Sunday, February 3, 2008	8:00am - 4:30pm
Monday, February 4, 2008	6:30am - 5:15pm
Tuesday, February 5, 2008	7:00am - 5:15pm
Wednesday, February 6, 2008	8:00am - 12:00pm

### **HOUSING**

Specially rated blocks of rooms are being held at select hotels within close distance to the Georgia World Congress Center. Discounted rooms are available while blocks last, so reserve your stay today! All reservations must be made by January 11, 2008 to receive the discounted rates. Reservations are accepted on a first-come, first-served basis. To reserve your room visiting the website and click on the Hotel & Travel section or call 866-229-2386 or email [training2008@experient-inc.com](mailto:training2008@experient-inc.com) and identify yourself as being with Training 2008.

**Hotel Property** (& distance to center)      **Room Rates**

### **Embassy Suites Centennial Park**

267 Marietta Street, NW	Single \$199 /
Adjacent (4 blocks to event side)	Double \$209

### **Holiday Inn Atlanta**

101 Andrew Young International Blvd.	Single \$159 /
6 blocks	Double \$169

### **Omni CNN Center**

100 CNN Center	Single \$205/
Adjacent (3 blocks to event side)	Double \$225

### **Westin Peachtree Plaza**

210 Peachtree NW	Single \$169 /
7 blocks	Double \$169

### **LEAD RETRIEVAL**

Convention Data Services (CDS) will be providing several options for lead retrieval equipment. Refer to the **PROMOTIONAL OPPORTUNITIES** section.

### **PARKING**

The Georgia World Congress Center offers convenient parking. The nearest parking lots are lots 4 – 5. See that Campus & Parking Map in the **GENERAL INFORMATION** section of this kit.

### **PRIZE DRAWING**

If your company plans on conducting a prize drawing for your booth, please complete the **"Prize Drawing Form"** located under the **PROMOTIONAL OPPORTUNITIES** section. Show management will post forms as a courtesy only; announcements will not be made on-site. Exhibitors and prize winners will be solely responsible for any fees, taxes, shipping or drayage associated with claiming their prize. Forms will be posted in a prominent area. It is not mandatory to submit this form.

### **SECURITY SERVICE**

Guard service will cover the exhibit areas during installation, show open/closed hours and move-out. Exhibitors will be responsible for the security and protection of their displays and other materials at all times. Because of the need for facility and utility personnel to have access to the Exhibit Halls at various times, it is not possible for Show Management to guarantee full security, regardless of the number of guards used. Exhibitors are urged to take whatever precautions they feel necessary to protect valuable materials and equipment, including insurance coverage as well as special guard service. Neither Show Management (Nielsen Business Media), the Georgia World Congress Center, Freeman, nor any of the Official Contractors can be held responsible for theft, vandalism, fire or water damage. **If you require in booth security or secured storage, please contact Dupree Security Services at 404-350-8355** or see the order form under the **VENDOR** section of the service kit.

### **SERVICE DESK HOURS:**

An Exhibitor Service Desk will be operated in the Exhibit Hall throughout installation, show periods and move-out.

Operating Hours for the Exhibitor Service Desk:

Friday, February 1, 2008	8:00AM – 4:30PM
Saturday, February 2, 2008	8:00AM – 4:30PM
Sunday, February 3, 2008	8:00AM – 4:30PM
Monday, February 4, 2008	8:00AM – 4:30PM
Tuesday, February 5, 2008	11:30AM – 10:00PM
Wednesday, February 6, 2008	8:00AM – 12:00PM