



June 22-24, 2008  
George R. Brown Convention Center  
Houston, TX

#### **A. GENERAL INFORMATION**

- Checklist & Deadline Calendar
- Show Dates & Hours
- General Information
- Service Contractors
- Exhibitor-Appointed Contractors
- Right-To-Work Policies / Labor Jurisdictions
- Facility and Booth Equipment Specifics
- Fire, Health and Alcohol Rules
- Fire Department Regulations
- TABC Letter
- Guidelines for Food Handling at Temporary Events
- Exhibitor Display Guidelines, Rules and Regulations
- Contract Rules and Regulations
- Floor Plan

#### **B. REGISTRATION / LEAD RETRIEVAL**

- Attendee Registration Information
- Badge Holder Color Guide
- Exhibitor Badge Order Form
- Exhibitor Badge "Online" Order Information
- Lead Retrieval Information & Order Form

#### **C. BOOTH FURNISHINGS / MATERIAL HANDLING**

- Security / Shipping / Product Storage Information
- Bioterrorism Act
- Freeman Information
- Freeman Method of Payment
- Freeman Furnishings
- Freeman Accessories
- Carpet & Cleaning
- Signs & Graphics
- Installation / Dismantle Labor
- Freeman Labor Order Form
- Hanging Signs
- Third Party Billing
- Freeman Transportation
- Freeman Freight
- Material Handling Order Form
- Warehouse / Show Site Shipping Labels
- Directions to Loading Docks
- Frozen / Refrigerated Storage Order Form
- RE Rogers Freight Forwarder

#### **D. SPECIAL PACKAGE PRICING**

- Fire Extinguisher Requirements
- Special Packaging
- Shipping and Material Handling
- POV Cart Service

#### **E. PROMOTIONAL / MARKETING MATERIALS**

- Successful Tradeshow Marketing Tips
- Exhibitor Marketing Opportunities
- 2008 Premier Product Showcase Form
- FREE Passes and Stickers
- Product Promotion Stage
- Expo Sponsorship Opportunities
- Expo Logo Usage
- Expo Attendee Marketing List Information Order Form
- Expo Program & Directory Opportunities

#### **F. UTILITIES / ADDITIONAL SERVICES**

- Services and Utilities Information
- Audio Visual / Computer Rental
- Booth Cleaning Order Form
- Electrical Order Form
- Food Bank Information
- Ice Order
- Internet Service / Telephone Service Order Form
- Lowe Refrigeration Order Form
- Convention Center Parking
- Photography Order Form
- Plant / Floral Order Form
- Plumbing / Natural Gas / Water
- Restaurant Reservation Information
- Security Order Form

#### **G. HOTEL & TRAVEL**

- Hotel Information
- Map of Hotels
- Airline Transportation Information
- Car Rental Information
- Directions to the George R. Brown Convention Center
- Ground Transportation
- Shuttle Service

**CONTENTS BY TAB**