



Date: January 5, 2009

To: Keesler AFB Exhibitors

From: Mark Flemister, FDAE

Re: Exhibitor Instructions for:

Keesler AFB Technology Expo, Tuesday, February 3, 2009
IP Casino Resort Spa
Royal Hall "A", Third Floor
850 Bayview Avenue
Biloxi, MS 39530

SHOW HOURS: 9:30am – 1:30pm

Thank you for exhibiting in Federal Direct Access Exposition's (FDAE) **Keesler AFB Technology Exposition in Biloxi, MS on Tuesday, February 3, 2009 at the IP Casino Resort Spa.** The following information will make your participation in this exciting event very easy.

1. Directions to Keesler Expo Site – IP Casino Resort Spa

From I-10 take Exit 46A to Biloxi. This will be I-110. Take the Bayview exit (first exit over the bridge) and take a left at the traffic light. A left at the next traffic light will take you into the parking garage. Self parking and valet parking are complimentary.

Take elevator to 3rd Floor to Royal Hall A. We will have directional signs placed for you to follow.

2. Hotel – Reserve your Sleeping Room by January 21st for discounted rate!!

We have a block of rooms being held at the Imperial Palace from Monday, February 2 thru Wednesday, February 4th. (See graph below)

Please call 1-888-946-2847 for reservations, identify yourself to be with a room block for Federal Direct Access / Group # S096039 to reserve your room.

The room rate is \$79.99 for single or double occupancy + taxes. You can also book online at www.ipbiloxi.com/accommodations.asp. Whether making reservations online or by phone, please refer to the group reservation code. The rate is good through Jan 21st !!

****All guests are required to post a credit card or a mandatory \$100.00 deposit at check-in. Hotel does not take personal or company check as method of payment at check-in. Credit card or Cash is the only valid form of payment accepted at check-in.**

CHECK-IN/CHECK-OUT

Check-in begins at 4:00 p.m. Check-out time is 11:00 a.m.

Room Type		Mon	Tue	Wed
		02/02/09	02/03/09	02/04/09
Run of House	Agreed	20	10	5
	Rate	\$79.99	\$79.99	\$79.99
Total	Agreed	20	10	5
	Rate	\$79.99	\$79.99	\$79.99

4. Shipping Information- IMPORTANT!

The hotel charges a package handling fee of \$5.00 per box/parcel coming in and \$5.00 for outgoing after the expo. You will be charged for this fee. IF your package is over 100 lbs you must pre-arrange with the Receiving Dock. Contact FDAE for help with any questions.

Please have packages arrive at the IP between Wednesday, January 28th and Friday, January 30th to assure delivery to the exhibit room.

Your shipping label should look like this:

Group Name: Federal Direct Access / Group # S096039/Feb 2-3, 2009
 Attn: Donna Flemister / INSERT YOUR COMPANY NAME
 C/O IP Casino Resort Spa
 850 Bayview Avenue
 Biloxi, MS 39530

5. Set-up

Set-up begins at 7:30am on Tuesday, February 3rd. All exhibits must be set-up by 9:15am the morning of the show. (If you need additional time please call me and see if I can get you in on Monday afternoon) **Your exhibit space (table) is selected by you on a first come, first serve basis at set-up. We do not pre-assign space (except where needed for electrical requirements such as for free standing copiers).** Your exhibit space rental includes:

- One 8 foot table
- One company sign
- Electricity (6amps)
- Complete listing of attendees (approx. 10 days after show)

NOTE: Should you require assistance to and from the meeting rooms to transport equipment, displays, meeting materials, etc, the typical “tip” is \$5.00 per trip per bellman. Please remember tipping is a large part of their pay – Be Kind – TIP YOUR BELLMAN ☺

6. Tear-down

Show closing is 1:30pm. All exhibits must be removed by 3:30pm. We will call Federal Express for a pickup. If you use any other shipper (besides FedEx) you are responsible for making your own pickup arrangements. You are responsible for your account numbers, mailing labels and all other necessary shipping information being completed and affixed to your SEALED packages before leaving the show. An FDAE representative will direct you on where to leave your packages for pickup.

7. Early Tear-down – VERY IMPORTANT

Please note that tearing down early (prior to posted show closing) is strictly prohibited. **Any vendor packing up an exhibit prior to the posted show closing will not receive the show attendee list.** All it takes is one vendor to start packing up and in no time the entire show is tearing down while attendees are still trying to get to the program during posted show hours. While we understand that the majority of attendees come in the first 2-3 hours of a show – many times attendees can not get to a show until the last 15-20 minutes. Many times these are high level people who have busy days. We expect all of the vendors who exhibit with us to be professional and remain with your exhibit until the show is officially closed. **ONLY at the posted show closing may tear-down begin**

8. Promotion

Our promotional campaign is always very thorough. In addition to our promotional efforts we encourage each vendor to do some pre-show promotion of your own to make sure your key contacts know you are participating in the expo. To assist you, we have electronic flyers and expo invitations (limited supply) available for you to use. If you would like to have any of our promo information to send to your contacts please let us know.

Exhibit Guide Insertion
for
Keesler AFB Expo, Biloxi, MS – Tuesday, February 3, 2009

Information Deadline: Monday, January 26, 2009

In order to provide attendees with the most accurate information on your company and your exhibit, please provide us with a brief typed statement on what you will be displaying along with a company description. If this information is not provided by **Deadline: Monday, January 26th**, the exhibit guide will list only your company name, address, and phone number. All entries are subject to editing by FDAE if they exceed 50 words. If we have a listing already on file for your company we will use that description unless you provide something else in the space below.

Please type

Exhibiting Company: _____

Address: _____

City/State/Zip: _____

Contact: _____ **Phone:** _____

Company Description:

Complete and email no later than 1/26/09 to Mark Flemister: markf@fdaexpo.com
Or fax to: 831-603-7874