



March 25, 2010

Dear Exhibitor:

We at BOMA-Atlanta extend our sincere thanks for choosing to exhibit at the 2010 BOMA Trade Show. Enclosed, please find critical information that will assist you in providing the very best exhibit possible. We ask that you thoroughly read this package of information and be sure to forward the necessary forms to their appropriate locations by the deadlines specified.

**2010 Shepard Exhibitor Service Manual**

This comprehensive guide for all exhibitors is attached and can also be found on the BOMA-Atlanta website by following the link below. This includes important shipping instructions, information on custom furniture orders, and Cobb Galleria's order forms for electrical services (page 25), internet and communications services (page 27), and food and beverage authorization (page 31).

Forms Located: BOMA Website – <http://boma-atlanta.org/events/tradeshows.asp>  
Deadline: Advance orders must be placed by **Wednesday, April 28, 2010**

**2010 BOMA Trade Show Information**

This includes the trade show schedule, list of items included with each booth, exhibitor move-in and move-out guidelines, parking information, directions, and frequently asked questions.

Information Attached On: Pages 3 – 4  
Deadline: **None, but please read all information thoroughly!**

**Exhibitor Personnel Registration Form**

You must register all company personnel who will be working in your booth during the Trade Show. Please note that there is a maximum of 10 booth personnel per company.

Form Attached On: Page 5  
Deadline: Form must be returned by **Friday, May 7, 2010**

**Silent Auction to Benefit Hillside and the BOMA-Atlanta Political Action Committee – Donation Form**

In conjunction with the annual Trade Show, the BOMA-Atlanta Trade Show Committee will sponsor a silent auction to benefit Hillside and the BOMA-Atlanta Political Action Committee. Donated items will be up for bid for the duration of the Trade Show. This is a great way to gain additional exposure for your company. If you are interested in donating an item for this worthy cause, please see the donor form for further instructions.

Form Attached On: Page 6  
Deadline: Form must be returned by **Friday, May 7, 2010**



**BOMA-Atlanta May Luncheon Registration Form**

A BOMA luncheon is scheduled for 11:30am – 1:00pm on Wednesday, May 19, as another means to increase traffic at the show. **Any exhibitor or booth personnel intending to attend the luncheon must register using the enclosed form.** As always, the BOMA luncheon is free for BOMA-Atlanta members and \$55 for non-members.

Form Attached On: Page 7  
Deadline: To avoid late fees, register by **Friday, May 14, 2010**

**Trade Show Guide Advertising**

Advertising opportunities are available in the annual BOMA-Atlanta Trade Show Guide which will be distributed to all attendees visiting the show.

Information Attached On: Page 8  
Deadline: The deadline for **reserving ad space is April 12, 2010**  
The deadline for **submitting artwork and payment is April 19, 2010**

**FREESCAN® Barcode Reading Device**

In accordance with BOMA-Atlanta's policy, Trade Show attendee list are not published. However, our Trade Show registration partner, CSM Association Services, has available reader devices that are used to scan badges of attendees who visit your booth. Information and pricing on this device is enclosed.

Forms Attached On: Page 9  
Deadline: None

Please don't hesitate to call or email should you have any questions about the enclosed materials. We look forward to seeing you at the 2010 BOMA-Atlanta Trade Show on Wednesday, May 19!

*Kelly*

Kelly Schwartz, CMP  
BOMA-Atlanta, Director of Events and Professional Development  
Tel: 404-475-9980  
[kschwartz@boma-atlanta.org](mailto:kschwartz@boma-atlanta.org)

**2010 BOMA Trade Show Information**  
**Schedule**

<b>Tuesday, May 18, 2010</b>		
2:00pm – 8:00pm	Exhibitor Move-In (See specific guidelines below)	Hall A
<b>Wednesday, May 19, 2010</b>		
7:00am – 5:00pm	<i>BOMA Staff Office</i>	<i>Room 120</i>
7:30am	Registration Opens	Concourse A
8:00am – 9:00am	BTO Breakfast (Open to pre-registered building engineers only)	Ballroom A
9:00am – 4:30pm	Silent Auction	Concourse A
9:00am – 11:30am	Trade Show	Hall A
11:30am – 1:00pm	BOMA Luncheon – TRADE SHOW FLOOR CLOSED (Attendees MUST register to attend the luncheon)	Ballroom A/B/E
1:00pm – 4:30pm	Trade Show	Hall A
5:00pm – 8:00pm	Exhibitor Move-Out (See specific guidelines below)	Hall A

**Exhibitor Move-In**

Move-in is scheduled for Tuesday, May 18, 2010, from 2:00pm to 8:00pm. <b>ALL BOOTHS MUST BE FULLY INSTALLED BY 8:00PM ON TUESDAY, MAY 18, 2010.</b>
All service contractor equipment used in the set-up of exhibits, displays, etc. must enter the facility through the loading dock area.
Permanent building carpet must be protected from damage by crates, dollies, hand trucks, equipment, etc. during move-in, show day and move-out. At no time shall the building carpet be exposed to any of these items.
No crates may be stored in any area of the building. No display equipment may be left unattended on the loading dock.
All display equipment must be clearly labeled with booth number and company name.
Signage and decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, columns or fabric and decorated walls.
If you will be using the loading dock, you must have a least two personnel on hand as one person must remain with the vehicle at all times. Vehicles cannot be left unattended in the loading dock area.

**Exhibitor Move-Out**

Move-out is scheduled for Wednesday, May 19, 2010, from 5:00pm to 8:00pm. <b>ALL EXHIBITOR MATERIALS MUST BE REMOVED FROM THE EXHIBIT FACILITY BY 8:00PM ON WEDNESDAY, MAY 19, 2010.</b>
To respect your fellow exhibitors and attendees, no booth shall be dismantled prior to 4:30pm on Wednesday, May 19.
Refrain from moving your display from the exhibit hall until protective covering has been placed over the aisle carpet.
As with move-in, vehicles in the loading dock area must be attended at all times.

### Standard Items Included In Your Booth

*All Single Booths are 10' x 10' and Double Booths are 20' x 20'*

8' Backwall Drape (Blue/White for Regular Booths; Orange/White for Prize Booths)
3' Sidewall Drape (Blue/White for Regular Booths; Orange/White for Prize Booths)
One 7" x 44" Cardstock Company ID Sign with Company Name and Booth Number
One 6' L x 30" W x 30" H table with blue table skirt
Two Side Chairs
One Wastebasket
Standard booth carpet – Eclipse (blue and black blend)
Complementary registration of no more than 10 company representatives to work in your booth (see page 5 to register)
<b>*** Any additional items, service (electrical, internet, etc.), and custom requests MUST be submitted through Shepard and/or Cobb Galleria using the forms found in the Exhibitor Manual**</b> Exhibitor Manual: <a href="http://boma-atlanta.org/events/tradeshows.asp">http://boma-atlanta.org/events/tradeshows.asp</a>

### Cobb Galleria Centre Parking and Directions

Temporary parking at docks is for loading and unloading only. After loading/unloading, please promptly move your vehicle to one of the many parking lots and parking decks adjacent to the Cobb Galleria Centre.
Do not block dumpsters, fire lanes, or emergency exit doors.
Do not park inside the Cobb Galleria Centre loading dock area or on adjacent streets.
Due to fire codes and move-in/move-out of shows, ANY IMPROPERLY PARKED VEHICLE WILL BE TOWED AT THE OWNER'S EXPENSE WITHOUT NOTICE.
At no time is parking permitted in front of the main (rotunda) entrance to Cobb Galleria Centre.
Detailed directions to Cobb Galleria Centre and a map of the surrounding area: <a href="http://www.cobb Galleria.com/directions.aspx">http://www.cobb Galleria.com/directions.aspx</a>

### Frequently Asked Questions

What is the address, telephone, fax, and website for the Cobb Galleria Centre?	<p>Cobb Galleria Centre Two Galleria Parkway Atlanta, Georgia 30339 Tel: 770-955-8000 Fax: 770-955-7719 Directions/Website: <a href="http://www.cobb Galleria.com">www.cobb Galleria.com</a></p> <p><i>If you are lost on the day of the trade show, please call the Cobb Galleria Centre. The BOMA-Atlanta office will be closed!</i></p>
If I need assistance on the day of the Trade Show, who should I contact?	<p>Should you need assistance, BOMA volunteers will be stationed at each aisle as Aisle Ambassadors and will be easily identifiable by their "I'm a BOMA Volunteer" buttons. You may also speak to:</p> <p>BOMA Staff – Nancy Hodge, Gabriel Eckert, Beth Abbott, Erin Hall, Jacob Wilder</p> <p>BOMA Trade Show Committee – Tim Kearns, Chair; Tina Hester, Vice Chair</p>
Will the Trade Show floor be closed during the BOMA Luncheon?	<p>Yes, the trade show exhibition floor will be closed from 11:30am – 1:00pm during the BOMA May Luncheon in Ballroom A/B/E. Exhibitors can choose to stay at their booth during the luncheon, or may register to attend the luncheon. The luncheon is free for BOMA members and \$55 for non-members. All luncheon attendees MUST register in advance to avoid late fees.</p>



## EXHIBITOR PERSONNEL REGISTRATION FORM

*BOMA-Atlanta Trade Show – Wednesday, May 19, 2010  
Cobb Galleria Centre, Hall A*

To ensure your booth personnel are registered to attend the BOMA-Atlanta Trade Show, we require that the following information be provided. Note that the maximum number of booth personnel is ten.

**Please complete the information below by Friday, May 7, 2010 and return via fax to:**

**Attention:** Event Registrar, CSM Association Services  
**Fax Number:** 800-578-7904

Company Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Trade Show Key Contact Email Address: \_\_\_\_\_

Trade Show Key Contact Telephone: \_\_\_\_\_

Booth Personnel	Full Name	Trade Show Key Contact <i>Please mark an "X" next to the <u>one</u> person that will be your key contact on the day of the trade show.</i>
1		<input type="checkbox"/>
2		<input type="checkbox"/>
3		<input type="checkbox"/>
4		<input type="checkbox"/>
5		<input type="checkbox"/>
6		<input type="checkbox"/>
7		<input type="checkbox"/>
8		<input type="checkbox"/>
9		<input type="checkbox"/>
10		<input type="checkbox"/>

The badges for your booth personnel will be available beginning **Tuesday, May 18, 2010 at 2:00 p.m.** and the morning of **Wednesday, May 19, 2010 at 7:30 a.m.** at the BOMA-Atlanta Exhibitor Registration Desk in the foyer directly outside of Exhibit Hall A.

Should you have changes to your booth personnel, please advise us **no later than noon on Friday, May 14.**



### SILENT AUCTION DONATION FORM

- Yes, I would like to provide an item for the **Silent Auction to Benefit Hillside and the BOMA-Atlanta Political Action Committee (PAC)** at the BOMA-Atlanta Trade Show on **May 19, 2010**.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Description of item(s) to be donated:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- I will deliver items to BOMA office no later than Friday, May 7, 2010.
- Someone will need to pick up my item(s). Please call me to arrange.

**Please return this sheet via fax to the BOMA-Atlanta office at 404-475-9987.**

*About Hillside:* Hillside was founded in 1888 and is Atlanta's oldest organized charity. Originally a shelter for women and children, today Hillside serves emotionally and behaviorally disturbed and abused children and their families from counties throughout Georgia.

*About the BOMA-Atlanta Political Action Committee (PAC):* The BOMA-Atlanta PAC supports candidates for political office on the city and state levels. The PAC annually conducts activities to raise the funds necessary to financially support candidates. A strong PAC is vital to BOMA-Atlanta as it extends the voice of building owners and managers in the political process.

**Thank you for your donation!**



## REGISTER NOW TO ATTEND THE MAY 19 BOMA LUNCHEON Sponsor: EPIC Response

The May 19, 2010, BOMA-Atlanta luncheon will be held from 11:30 a.m. until 1 p.m. at the Cobb Galleria Centre at Two Galleria Parkway Atlanta, GA 30339 (Note: Registration for the luncheon is required even if you plan to attend or exhibit at the 2010 BOMA Trade Show).

### BOMA Members

The luncheon is free for BOMA-Atlanta members who register by the end of the business day on **Friday, May 14**. To register, complete the form below and fax it to BOMA-Atlanta at (404) 475-9987. There is a \$25 late fee for members who register after the cut-off date of May 14. Members who register but do not attend will be charged a \$25 no-show fee.

### BOMA Non-members

There is a fee of \$55 per person for non-members to attend if registration and payment is received by Friday, May 14. To register by credit card, complete the form below and fax it to BOMA-Atlanta at (404) 475-9987. To register by check, complete the form below and mail it with your check to BOMA-Atlanta. There is a \$25 late fee for non-members who register after the cut-off date of May 14. This form serves as your invoice. Individuals are not registered until payment is received.

Name \_\_\_\_\_

Title/Department \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### **Payment Information (Free for members who register by Friday, May 14):**

Member  Non-Member

Credit card:  American Express  Mastercard  Visa  Discover

Check enclosed

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

Fax the above form to 404-475-9987 to register to attend the BOMA-Atlanta Luncheon. The form and payment must be received by the end of the business day on the Friday before the luncheon. If you have any special-needs requirements, call 404-475-9980.

REGISTRATION AND CANCELLATION POLICY: Members may attend a BOMA luncheon at no charge by registering by the registration deadline. Membership is determined by an individual name, not company affiliation. No members will be admitted to the luncheon unless they register on time or payment of the late fee is made prior to the start of the luncheon. Additionally, members who register and do not attend will be billed a \$25 fee. Non-members may register and attend a BOMA luncheon for \$55. Individuals who do not register by the Friday before the luncheon must pay an additional \$25 late fee to attend the event.

## TRADE SHOW GUIDE ADVERTISING OPPORTUNITIES

### Trade Show Directory Ads

Trade Show exhibitors have the distinct opportunity to publish ads in the Trade Show Directory, which is distributed to all Trade Show attendees the day of the show.

Set your company apart and maximize your immediate impact at the Trade Show by reserving a four-color ad in the directory. Advertising rates are as follows:

**Half-page, four-color ad: \$350**

**Full-page, four-color ad: \$500**

The BOMA Trade Show Directory is distributed to all trade show attendees the day of the show. Maximize your company's impact at the trade show by reserving a four-color ad in the directory.

### Deadline for Ad Submission

The deadline for **reserving ad space is April 12, 2010.**

The deadline for **submitting artwork and payment is April 19, 2010.** Note that your ad will not run if payment is not received by BOMA-Atlanta by April 19, even if you placed an ad reservation.

To advertise or for additional information, contact:

Jacob Wilder  
Communications Coordinator  
[jwilder@boma-atlanta.org](mailto:jwilder@boma-atlanta.org)  
Tel: 404-475-9980 ext. 6  
Fax: 404-475-9987



# ORDERING FREESCAN® FOR THE 2010 BOMA ATLANTA TRADE SHOW

You will receive with your order:

- FREESCAN® bar code scanner with new batteries
- Instruction sheet
- Lead annotation sheet
- CSM WILL DONATE \$25.00 TO BOMA FOR EACH SCANNER ORDERED

Each FREESCAN® Lead annotation sheet will have the 4 built in qualifiers - HOT LEAD!, HAVE REP CALL, SEND LITERATURE and ADD TO MAILING LIST. These may be modified or up to 8 additional qualifiers (total of 12) may be added. Please submit requested verbiage for changes or additions on a separate sheet and include with this order.

ORDER PRICE: \$125.00 QUANTITY: \_\_\_\_\_ TOTAL ORDER: \$ \_\_\_\_\_

Email \_\_\_\_\_ Mail \_\_\_\_\_ my leads to me in MSEXcel format.

Please include payment with completed order form. NO INVOICES will be sent. Check, Money Order, VISA, MasterCard, American Express or Discover. Sorry, no Purchase Orders. Make checks or Money Orders payable to CSM Association Services, Inc.

COMPANY: \_\_\_\_\_ BOOTH#(s): \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

If paying by credit or debit card, please complete the following:

VISA/MC/AMEX/DISCOVER/DEBIT CARD ACCT #: \_\_\_\_\_ EXP DATE: MM \_\_\_\_ YY \_\_\_\_

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS (include zip code): \_\_\_\_\_

CARDHOLDER OR AUTHORIZED SIGNATURE\*: \_\_\_\_\_

\*By signing, you certify that you are an authorized signer on the account shown and authorize CSM, or its representative, to charge the credit or debit card account listed above for the total amount of fees as selected. You also agree to abide by the terms and conditions set forth in your credit or debit card account agreement and accept this form in lieu of an imprinted sales order form.

### MAIL COMPLETED FORM WITH PAYMENT TO:

CSM Association Services, Inc.  
11585 Jones Bridge Road, Suite 420155  
Alpharetta, GA 30022

OR FAX COMPLETED FORM WITH PAYMENT INFO TO: 1-800-578-7904

QUESTIONS/INFORMATION: TEL: 770-475-9870 , EMAIL: csmasi@csmreg.com

You may pick up your scanner package at the Lead Retrieval counter located in the Registration Area from 2:00pm through 5:00pm Tuesday, May 18, 2010 and from 8:00am through 12:00pm Wednesday, May 19, 2010. **Scanners will NOT be delivered to booths unless the delivery is requested in writing.** All scanners must be returned to the Lead Retrieval counter not later than 5:30pm Wednesday, May 19, 2010. By acknowledging receipt of the FREESCAN® above, you assume total and complete responsibility for the security and care of the FREESCAN® unit you are issued. Missing components or damaged units are the responsibility of the exhibiting company. **ANY COMPANY FAILING TO RETURN THEIR COMPLETE UNIT(S) IN THE SAME CONDITION THEY WERE ISSUED WILL BE CHARGED \$500.00 FOR REPLACEMENT!** As each unit is returned it will be inspected and a receipt will be issued to the person returning the unit. Please note any visible damage or missing components on this form when the unit is picked up. **DO NOT MISPLACE THE RECEIPT! THIS IS YOUR PROOF OF THE RETURN OF THE UNIT!** You may cancel this order and receive a full refund up until Monday, May 3, 2010. Your refund request must be in writing and be received in our offices by 5:00pm Eastern Time, Monday, May 3, 2010. **NO REFUNDS (FULL OR PARTIAL) WILL BE ISSUED AFTER Monday, May 3, 2010. FAILURE TO PICK UP YOUR SCANNER IS NOT GROUNDS FOR A REFUND.**

ON SITE USE ONLY

P/U DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ PICKED UP BY: \_\_\_\_\_ SER #: \_\_\_\_\_

RETURN DATE: \_\_\_\_\_ RETURNED BY: \_\_\_\_\_ NOTE VISIBLE DAMAGE/MISSING PARTS ON REVERSE