

October 17-21, 2011 • Microsoft Commons • Redmond, WA

Dear Exhibitor:

It is a pleasure to have you join us at the Visual Studio Live! Redmond Conference & Exhibition to be held October 17-21 at The Commons on the Microsoft Campus in Redmond, WA. The show information that follows is provided to help you prepare your onsite presence at the 2011 program. If you have any questions regarding the enclosed information, please feel free to contact me.

We look forward to seeing you in Redmond!

Sincerely,  
Diane Fultz  
Manager of Event Operations

# 1. General Show Information

## 1.1 Show Management

Show Management will be available throughout the entire show.

**Event Director**

**Brent Sutton**, [BSutton@1105Media.com](mailto:BSutton@1105Media.com), (415) 518-1962

**Event Manager**

**Danielle Potts**, [dpotts@1105Media.com](mailto:dpotts@1105Media.com), (415) 814-0956

**Operations Manager**

**Diane Fultz**, [dfultz@1105media.com](mailto:dfultz@1105media.com), (425) 277-9158

**1105 Media, Inc.**

**Phone:** (818) 814-5200 (9:00am – 5:00pm PST)

9201 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311

**Conf URL:** <http://www.visualstudio.live.com>

## 1.2 Contracted Vendors

<b>Show Site:</b>	Microsoft Campus Microsoft Commons Mixer Building 15255 NE 40th St. Redmond, WA 98052 Second Floor
<b>Electrical &amp; Internet:</b>	Please remember, your tabletop display comes with a standard 5 amp/500 watt outlet and access to the wireless internet in the foyer.
<b>AV:</b>	SmartSource Rentals <a href="http://www.smartsourcerentals.com">www.smartsourcerentals.com</a> <b>Phone:</b> (858) 278-9666 Contact: Rory Nocon
<b>Security:</b>	Contact the Event Operations Manager, Diane Fultz, at (425) 277-9158, or <a href="mailto:dfultz@1105media.com">dfultz@1105media.com</a> for more information regarding security. <b>Phone:</b> (425) 277-9158 Contact: Diane Fultz

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### 1.3 Scheduled Hours: Move in → Exhibit → Teardown → Move out

Please review the following schedule and note the exhibitor set-up times and show hours.

#### EXHIBIT HOURS:

Exhibits will be set up in the foyer area on the second floor of the Mixer building near the keynote/breakout session rooms. Attendees will pass through and network and mingle in this area during breakfast, conference breaks, between sessions and during the sponsor reception on Wednesday evening. We recommend someone hosts your display during the hours listed below to maximize your exhibit experience. In addition to the exhibit hours listed below, we encourage you to take advantage of the time in between sessions and evening receptions for additional networking opportunities with the conference attendees.

<b>Exhibit Hours:</b>	Tuesday	October 18	7:30 a.m. – 5:45 p.m. – Conference Hours
			<ul style="list-style-type: none"> <li>▪ 7:30 – 8:30 a.m. – breakfast served in exhibit foyer</li> <li>▪ 12:40 – 2:30 p.m. – lunch break</li> <li>▪ 3:45 – 4:40 p.m. – break served in exhibit foyer</li> </ul>
	Wednesday	October 19	7:30 a.m. – 4:50 p.m. – Conference Hours
			<ul style="list-style-type: none"> <li>▪ 7:30 – 8:30 a.m. – breakfast served in exhibit foyer</li> <li>▪ 12:40 – 2:00 p.m. – lunch break</li> <li>▪ 5:00 – 5:45 p.m. – Sponsor Reception</li> <li>▪ 6:00 – 8:00 p.m. – Wild Wednesday participation recommended</li> </ul>
	Thursday	October 20	7:30 a.m. – 5:00 p.m. – Conference Hours
			<ul style="list-style-type: none"> <li>▪ 7:30 – 8:30 a.m. – breakfast served in exhibit foyer</li> <li>▪ 12:55 – 2:10 p.m. – lunch break</li> </ul>

#### MOVE-IN TIMES:

Exhibitors are allowed to come in and set up tabletop display and equipment during the following hours.

<b>Move-in Hours:</b>	Monday	October 17	3:30pm – 5:30pm
	Tuesday	October 18	7:00am – 7:30am

#### MOVE-OUT TIMES:

<b>Move-out Hrs:</b>	Thursday	October 20	2:00 – 5:00 p.m.
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### 1.4 Tabletop Display Staff Registration: Exhibitor Badges

**REGISTRATION DEADLINE DATE**  
**October 7, 2011**

#### How to Register

To register for your exhibitor badges and complimentary conference passes included with your sponsorship, please email Diane Fultz (dfultz@1105media.com) the following information for each badge needed:

- First Name
- Last Name
- Company
- Title
- City, State
- Type of badge – exhibitor or conference

Exhibitor Badges are for employees working the tabletop display during show hours. These badges are for admittance to the exhibit area only and are not valid for any of the conference sessions. Please do not register your customers as tabletop display staff -- this is for your protection and the security of your tabletop display possessions as well as for other exhibitors.

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**Please Note:** There is a limit of three (3) exhibitor badges per tabletop display space. Companies requesting additional badges will be invoiced \$25 per badge over their allotment.

## 1.5 Freight Shipments & information

All freight should be scheduled to arrive between October 10<sup>th</sup> and 12<sup>th</sup> at the Microsoft Shipping & Receiving department. All shipments and packages will be handled by the Microsoft Shipping and Receiving department.

Freight Type	Address	Due Date
<b>Show Freight</b>	Microsoft Commons Mixer Building 15255 NE 40th St. Redmond, WA 98052 <a href="#">Second Floor, Capitol Hill Room</a> (Visual Studio Live! Redmond, <company name, booth #>) Box _____ of _____	Between October 10 <sup>th</sup> & 12 <sup>th</sup>
<b>Literature Distribution and Bag Insert Sponsorships ONLY</b>	Microsoft Commons Mixer Building 15255 NE 40th St. Redmond, WA 98052 Redmond, WA 98052 <a href="#">Second Floor, Capitol Hill Room</a> (Visual Studio Live! Redmond, BAG INSERT, <company name>) Box _____ of _____	Between October 10 <sup>th</sup> & 12 <sup>th</sup>

**\*\*\*Please clearly mark all boxes as bag inserts or literature distribution and email tracking information to Diane Fultz at [dfultz@1105media.com](mailto:dfultz@1105media.com)**

## 2. Show Rules & Regulations

### What You Can and Cannot Do

#### 2.1 Attendee Restrictions

Visual Studio Live! Redmond is open to anyone involved in components, RAD tools, lifecycle management solutions, and other technologies used to build enterprise software applications better and faster. That said, exhibitor badges are for tabletop display staff only. All clients and guests need to register as a show or conference attendee.

#### 2.2 Demonstrations and Tabletop Display Activities

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings or crowd gathering activities of any type must confine such activity within their specific tabletop display area and during show hours only.

#### 2.3 Handouts and Literature Distribution

Literature, samples or other promotional materials may only be handed out within the confines of contracted tabletop display space. Show management will discard any materials placed elsewhere. Literature distribution sponsorship opportunities are available to exhibitors.

Please contact your Brent Sutton at (415) 518-1962 or [bsutton@1105media.com](mailto:bsutton@1105media.com) for more information.

#### 2.4 Photography

Taking of pictures or recordings within the exhibit area or meeting rooms is prohibited. Show Management and accredited members of the press are exempt from this rule. Picture taking or video recordings of an exhibitor's own tabletop display is permitted with approval from Show Management.

## 2.5 Smoking Policy

Microsoft has a NO SMOKING policy in the conference and exhibit space. Thank you for your cooperation.

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## 2.6 Sound Systems / Presentations / Demos

Show Management reserves the right to restrict exhibits which because of noise, method of operation, materials or any other reason become objectionable. The sound level from an exhibitor's tabletop display shall not intrude nor violate the rights of any and all adjacent areas. Sound, to whatever degree possible, should be confined to the exhibitor's tabletop display.

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## 2.7 Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. Said activity is actionable under law. In such case, the offender will be immediately removed from the Visual Studio Live! Redmond exhibit area at his/her expense and will be restricted from future participation.

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## 2.8 Insurance

### 1105 Conferences Statement

Exhibitors must carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per, \$1,000,000 aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming **1105 Media and Visual Studio Live! Conferences**, a division of **1105 Media** and Show Management as additional insured at least 30 days before the proposed exhibit date. It is strongly recommended that the Exhibitors also carry insurance to cover the loss of or damage to their exhibits and or other personal property while such property is located at or is in transit to or from the exhibit site. **Visual Studio Live! Conferences**, a division of **1105 Media**, and Management assume no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors whether attributable to accident, fire, water, theft or any other cause whatsoever. Neither the Management nor the owners or lessees of the exhibition premises will assume any responsibility for exhibitor's property against damage, loss and or theft.

### Microsoft Commons/Mixer Statement

The exhibitor assumes all responsibility for any loss, theft or damage to exhibitor's displays, equipment and or property while on Microsoft premises and hereby waives any claim or demand it may have against the Microsoft Commons arising from such loss, theft and or damage.

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## 2.9 Security

### **DO NOT ASSUME THE BUILDING IS SECURE. IT IS NOT!**

**Each exhibitor must take responsibility for the security of all items in his or her display. Show Management assumes no liability for loss or damage to exhibitors' property.** While Show Management will provide security for the exhibit area during move-in, move-out and over-night, Show Management is not liable and cannot assume responsibility for loss or damage to exhibitor's materials. Exhibitors are responsible for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from and during the show.

### Security Tips

1. DO NOT mark the outside of your shipping cartons with the contents; instead use a code. A label that reads "Sony 26 Color Monitor" is an open invitation to thieves.
2. Furnish your shipping company with an accurate and complete bill of lading.
3. DO NOT leave materials in containers to be stored with empties.

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4. When the show closes, pack as quickly as possible and do not leave your display unattended.
5. During move-out remain with your display and equipment until it has been packed and is ready to ship. Do not leave your tabletop display unattended during the hectic and heavily populated move-in and move-out times.
6. Business tools such as tape recorders, pocket calculators and give-away items are the things most often stolen. They should be guarded and stored safely at night.

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## 2.10 Show Terms and Conditions

*Additional terms and conditions are listed on the back of the exhibit sales contract. Please review them carefully.*

## 3. Booth Set-Up

**Each 5' table-top booth space includes the following items:**

- 5' skirted table with two chairs and a wastebasket
- 5 amp electrical outlet
- Wireless Internet access
- 22x28 company sign & easel

Due to limited space, we ask that all sponsors limit their booth set-up to a table-top display and/or signs to be displayed behind their table (maximum width of five feet). We will not be able to accommodate full pop-up booths.

## 4. Housing & Travel Arrangements

### Hotel Information

A block of rooms have been reserved at the Bellevue Hilton for a reduced rate of \$169 plus tax for single/double occupancy which will be available through September 14th. Reservations may be booked online at: [http://www.hilton.com/en/hi/groups/personalized/L/LION-HF-VSL-20111014/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/L/LION-HF-VSL-20111014/index.jhtml?WT.mc_id=POG) or you may contact the hotel directly for room reservations. Please be sure to reference "Visual Studio Live Redmond" to get the conference rate. Rooms are limited so make your reservations early. If you need special facilities or services notify the hotel when you make your reservation.

### HILTON BELLEVUE HOTEL

300 112th Avenue SE,  
Bellevue, WA - 98004  
Tel: 425-455-1300

### Air Travel Discounts

American Airlines, the official airline for Visual Studio Live! Redmond, is offering a 5 percent discount to all Visual Studio Live attendees. The discount can be booked online at [www.aa.com](http://www.aa.com), or by calling 800.433.1790. (*Ticketing fee will apply if reservation is made by phone.*) Use authorization number **A83H1BE** as the discount code when booking online and authorization number **83H1BE** as the discount code if calling directly.

This special offer applies to travel from all markets where American Airlines, American Eagle, American Connection Service and all Oneworld carriers provide service. Discounts apply to discountable fares where American Airlines, American Airlines code share or Oneworld alliance partners are involved. American Airlines must be the governing carrier.

### Car Rental Discounts

AVIS is the official car rental company for the 2011 Visual Studio Live! Redmond Conference. For reservations, call 800.331.1212 and use the AVIS worldwide discount code is **D005872**, or book online at [https://www.avis.com/AvisWeb/reservation/ReservationsInitializer?&AWD\\_NUMBER=D005872](https://www.avis.com/AvisWeb/reservation/ReservationsInitializer?&AWD_NUMBER=D005872).

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