

EXHIBITOR SERVICE MANUAL

20th ANNUAL INTERNATIONAL EXPOSITION ON ANTI-AGING MEDICINE
Marriott World Center, Orlando, FL
Expo Dates: May 17-19, 2012

INTRODUCTION

This Exhibitor Service Manual is intended to assist you in preparing for the Exposition.

We recommend that you simply select and print out the information sections and order forms as required. We strongly recommend that you or your appointed contractor submit all orders as soon as possible to avoid late or overdue charges. Refer to the checklist of important deadlines on the next page.

SPECIAL NOTE: The exhibit hall is already carpeted in a multi-colored ballroom carpet. In effect the carpet is already in place for aisles and all booths. If you wish to install your choice of carpet color on top of the ballroom carpet please contact GES, the Official Decorator.

INFORMATION IN THIS DOCUMENT

Show Schedule
Important Deadlines
Exhibitor Registration (Badges) & Hotel Reservations (Housing)
Important Contacts

OTHER IMPORTANT INFORMATION AND ORDER FORMS **(refer pdf's that can be printed or downloaded)**

Official Show Handbook (AAMN 2012) Exhibitor Guide Listing Form
Official Show handbook (AAMN 2012) Advertising Insertion Order & Media Guide

CTE Lead Retrieval Units – Description and Order Form

Exhibitor Rules and Regulations – Booth Diagram

GES General Contractor and Decorator Information and Service Order Forms
Includes Shipping Info, Furniture, Carpet, Material Handling, Labor, Cleaning
Also includes Marriott World Center Information and Service Order Forms
Audio-Visual, Internet Access, Telephone, Floral, Electrical, Rigging

Food and Beverage Requirements: Please contact the hotel directly
Contact: Bill Adams Tel: (407) 238 8556 email: bill.adams@marriott.com

SHOW SCHEDULE

Exhibitor Move-in

Thursday, May 17, 2012

10:00am – 5:00pm

All exhibits must be set-up by 5:00pm latest on Thursday (Welcome Reception in the Exhibit Hall opens at 5:00pm)

Exhibit Hours

Thursday, May 17, 2012

6:00pm – 7:30pm Welcome Reception

Friday, May 18, 2012

11:00am – 6:00pm

Saturday, May 19, 2012

10:00am – 3:00pm

Exhibitor Move-out

Saturday, May 19, 2012

3:00pm – 8:00pm

Important note: All exhibit materials must be removed from the facility by 8:00pm latest or arrangements made with the Official General Contractor regarding pick-up or to return freight to their warehouse. Freight carriers should be checked in by 4:00pm. If arrangements are not made please note that any freight remaining on the exhibit floor at 7:00pm will be forced to the warehouse and charges incurred for movement and storage. Please advise any carriers collecting goods on your behalf the importance of collecting at the correct time.

** IMPORTANT DEADLINES **

Action	Refer Manual Form	Deadline	☑ When Completed
CTE USA Exhibitor Registration (Badges)	Read below info for links	May 14	☐
CTE USA Hotel Reservations (Housing)	Read below info for links	April 12	☐
Order Lead Retrieval Unit Early Pricing Cutoff	PDF form	April 27	☐
Order Lead Retrieval Unit Pre-show cutoff		May 11	☐
AAMN Submit Show Handbook Exhibitor Listing	PDF form	March 15	☐
AAMN Submit Advertising Insertion Order	PDF form	March 15	☐
Deadline to Make Listing in Late Addendum		April 27	☐
GES - Order Equipment & Labor	PDF forms	April 26 (Discount Deadline)	☐
Shipping Deadlines a) Advance Warehouse Receiving UNTIL		May 11	☐
b) Show Site – Receiving ONLY ON		May 17	☐
Marriott Convention Center Service Orders – Internet Access/Telephone/Rigging Cleaning/Floral/Electrical	PDF forms	April 26 (Discount Deadline)	☐

EXHIBITOR REGISTRATION (BADGES) & HOTEL RESERVATIONS (HOUSING)

A4M INTRODUCES ONLINE EXHIBITOR REGISTRATION & HOUSING with CTE USA

The online system allows you to request badges for your booth personnel, passport, guests and setup registration types. It also allows you to make hotel reservations at any of the hotels offered, using a block set aside for your exhibiting company. We encourage you to use this organizational system to improve accuracy and allow you to manage your own rooms. It also offers one-stop record keeping.

It's easy to use but you will need your USERNAME and PASSWORD. This has been sent via email to the key contact that we have for your company.

If you have not received your username and password or require any assistance with hotels please call Todd Kolpak at 847 759 4215 or email at [HYPERLINK "mailto:todd@cteusa.com"](mailto:todd@cteusa.com)
todd@cteusa.com.

If you have submitted a 'Housing Agreement' and need to change the number of rooms, please fax a written request to 847 759 6970 prior to April 12, 2012.

When you have your USERNAME and PASSWORD proceed as follows:

GETTING STARTED

-Login to internet and go to hyperlink

<https://www.cteusa.com/a4m14e>

- Click 'Continue'
 - Enter Username & Password as shown above.
 - Click 'Continue'
 - If login and password are incorrect, click 'Send Email' and the key contact will be emailed their login and password.
 - If you have not requested rooms, please fill out the Housing Agreement and fax to 847-759-6970
- Once we receive that and assign your rooms you will be able to proceed.

ADDING EXHIBITOR PERSONNEL (BADGES)

- In the Exhibitor Personnel box click 'Add Person'
- Enter the fields (First Name, Last Name, Email) (Company, City, & State will default).
- Select 'Badge Type'
- Click 'Continue'
- To add more people click 'Add Another' and repeat the above steps.
- When you are finished, click 'Confirm Add'

EDITING EXISTING BADGES

- Select the person from the 'Select' pull down menu and click mouse.
- Click 'View/Edit Person'
- Make the necessary changes and click 'Change'
- If you need to delete a person click 'Delete'

MAKING HOTEL RESERVATIONS FOR PERSON WITH A BADGE

- In the Hotel Reservations box click on 'New Reservation'
- Select the Hotel Block. If your company has been assigned more than one, all will be listed here.
- Select Check In Date
- Select Check Out Date
- Select Room Type
- Select Smoking Preference (Default = No)
- Type in any special needs (If Applicable)
- Select 'Room Occupant'
- Click 'Continue'
- If all information is correct, click 'Confirm'
- Click 'Modify' if you need to make changes.
- If everything is correct and/or changes have been made, proceed to the next reservation and repeat the above steps.
- Once all reservations are made, click 'Reservation List or Occupant List' and print.

MAKING HOTEL RESERVATIONS FOR PERSON WITHOUT A BADGE

- In the Exhibitor Personnel box click 'Add Person'
- Enter the fields (First Name, Last Name, Email) (Company, City, & State will default).
- Select 'Badge Type'
- Click 'Continue'
- When you are finished, click 'Confirm Add'
- In the Hotel Reservations box click on 'New Reservation'
- Select the Hotel Block. If your company has been assigned more than one, all will be listed here.
- Select Check In Date - Select Check Out Date
- Select Room Type - Type in any special needs (If Applicable)
- Select 'Room Occupants'- Click 'Continue'
- If all information is correct, click 'Confirm'
- Click 'Correct' if you need to make changes.
- If everything is correct and/or changes have been made, proceed to the next reservation and repeat the above steps.
- Once all reservations are made, click 'Reservation List' or 'Occupant List' and print.

MAKING CHANGES TO HOTEL RESERVATIONS

- In the Hotel Reservations box select room occupant.
- Click 'View/Edit Reservation'
- If just changing the name of the occupant, but no other pertinent information click 'Change' and Select the new person.
- If deleting a person, click 'Remove'
- For either of the above steps, click, 'Update' and 'Confirm'
- Once all reservations are changed, click 'Reservation List' or 'Occupant List' and print.
- If changing hotel block, in/out date, room type, or smoking preference click on the appropriate box and make changes.
- Once finished click 'Update'

IMPORTANT CONTACTS

Hotel Reservations - refer to CTE USA instructions above

CTE Housing

<https://www.cteusa.com/a4m14e>

Get your password from Todd

Todd Kolpak todd@cteusa.com

Phone: (847) 759-4215

Fax: (847) 759-6790

Lead Retrieval Units:

CTE Lead Retrieval

981 Busse Road

Elk Grove Village, IL 60007

Phone: (847) 759-4242

Fax: (847) 759-6942

<http://www.cteusa.com/LG/A4M14>

Official & General Contractor:

**Standard Furnishings,
Labor, Material Handling
Signage, Cleaning**

GES Exposition Services

Customer Services

Phone: 800 475 2098

Fax: 866 329 1437

Refer to the GES Exhibitor Services Manual link for all order forms, also includes forms for Marriott Services

Marriott Convention Center Info & Services

Internet Access, Audio-Visual, Electrical, Catering

Marriott Food & Beverage Contact:

Bill Adams, Tel: (407) 238 8556

Email: Bill.Adams@marriott.com

Please contact Bill directly to discuss your menu requirements.

OFFICIAL SHOW HANDBOOK (AAMN) EXHIBITOR GUIDE LISTING

Each exhibitor is entitled to:

Basic company listing and description (max 360 characters) in “*List of Exhibitors*” section of the Official Show Handbook, Anti-Aging Medical News.

Please complete and submit the form on line (see PDF form) **no later than March 15** to receive your listing.

Adverts are also available in AAMN, please refer to “Ad Insertion Order” (see PDF form) and return **no later than March 15**.

LEAD RETRIEVAL UNITS

CTE offers hand-held portable Lead Retrieval systems with scanner and LCD display to capture leads.

You can also add-on a wired printer (note that this requires a 110v electrical outlet).

Please refer to the order forms in this section or go on line to order single (or additional) units:

<http://www.cteusa.com/LG/A4M14>

RULES & REGULATIONS

Please note that in addition to the terms and conditions on the event booking contract we have strict rules concerning booth sight lines.

Please refer to the PDF entitled “Exhibitor Terms and Conditions”.

CTE LEAD RETRIEVAL ORDER FORM FOR:



20th World Congress on Anti-Aging Medicine
World Center Marriott
Orlando, FL
05/17/2012 - 05/19/2012

Fax order to: 847-759-6942
Mail order to: CTE Inc.
981 Busse Road
Elk Grove Village, IL 60007
Questions? Call 847-759-4242
Place order in advance to guarantee order

Company:		
Contact:	Booth#:	
Address:		
City:	State:	Zip:
Phone:	Fax:	
Invoice Email:		
Lead Data Email:		

Rental Terms and Conditions
****NO REFUNDS AFTER 04/27/2012****
A charge of \$2,500 will be made for any unit lost or damaged. \$50 Cancellation fee applies. Unit(s) not picked up within 4 hours after the start of the show may be re-rented without refund. Units must be returned within 1 hour of close of show. Units picked up by lead staff subject to a \$100 fee. Unreturned units will be billed at \$100 per day until the replacement fee of \$2,500 is accrued.

Order Online at <http://www.cteusa.com/lg/A4M14>

Rover System

A hand-held portable system with scanner and LCD display. No electrical needed.

Price Per Unit Before 04/27/2012: \$285.00 After 04/27/2012: \$310.00

Qty: _____

Add-On Wired Printer for Rover Scanning Unit

****NOTE: This Printer REQUIRES 110V Electrical Outlet**

Price: \$75.00

Qty: _____

Custom Follow Up Codes

Price: \$60.00

Qty: _____

Payment Information: Federal Tax ID# 31-1811430 Your order cannot be accepted without payment.

Card Number:

Exp. Date:

Cardholder Signature:

VISA: [] MasterCard: [] American Express: [] Check Payable to: CTE Lead Retrieval: []

20th World Congress on Anti-Aging Medicine

Fax or mail order to: CTE

981 Busse Road, Elk Grove Village, IL 60007

Fax: 847-759-6942 Phone: 847-759-4242

View package descriptions and pictures at www.cteusa.com/rover

To order on line go to (<http://www.cteusa.com/lg/A4M14>)

PACKAGE DESCRIPTION and INFORMATION

Your show management has chosen to produce a 2D bar code on each name badge for this event. This will allow you, as an exhibitor, immediate access to valuable data on your potential customers. The 2D bar code provides access to demographic information as provided by the attendee (and approved by show sponsor).

Rover: A handheld portable data collection system with LCD display. No electrical needed. Unit will be downloaded and the data will be emailed in Excel format at the end of show (The data will also be available in other formats on a web site which will be on the return receipt). The exhibitor simply scans the attendee 2D Barcode and the Rover reads and stores all of your sales leads and displays them on the LCD screen.

*No electrical needed.



Pick up your equipment at the LEAD RETRIEVAL BOOTH and bring it back at the end of the show. Our staff will instruct and show you how to use the equipment.

Create a custom response. Designate up to 20 standard single item responses (E.G. "Send Literature", "Call", etc.) Indicate appropriate follow-up with the attendee. See custom code response sheet.

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20 Standard Scan Codes Are Provided With All Lead Retrieval Packages

CTE will provide you with a standard scan code sheet onsite when you obtain your lead retrieval package.

How do we use it?

When a prospect enters your booth, first you scan the prospect's badge. Then, you take the standard scan code sheet which has the 20 bar codes organized on one sheet of paper and scan however many of the 20 standard codes that apply to actions for your prospect.

How is the information captured?

The scan codes will be printed out on thermal paper and/or captured on the diskette in an ASCII comma delimited format depending on the unit selected.

The 20 standard codes are:

1. Send Literature
2. Send Samples
3. Send Pricing
4. Add to Mailing List
5. Technical Info Required
6. Detail Specs Required
7. Provide Quote
8. Product Demo Required
9. Immediate Contact Required
10. Have Salesperson Call
11. Recommends
12. Final Say
13. Makes Purchase Decision
14. Partial Interest
15. Purchase in 30 Days
16. Purchase in 3 Months
17. Purchase in 6 Months
18. Ready to Purchase
19. Immediate Need
20. Order Placed at Show

You may also have 20 codes customized for your company's use. Each customized code can be 24 characters in length. There is a \$60.00 fee for the creation of each customized code sheet of 20 codes. To order customized codes, please complete the Scan Customization Sheet on next page.

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CTE Scan Customization Order Form

For the creation of custom lead codes, complete this form and submit it with your Lead Retrieval Order Form.

You may have up to 20 customized codes.
Each code can be up to 24 characters in length.
Single response items only, no multiple choice or fill in the blank.
The fee per customized code sheet is \$60.00 USD

Exhibitor Name:	
Exhibitor Contact:	
Phone Number:	
1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.