



## HD EXPO QUICK FACTS

HD EXPO October

October 29th – 30th, 2008

Burbank Marriott, 2500 Hollywood Way, Burbank, CA 91505

Dear Exhibitors & Sponsors:

Welcome to the HD EXPO October 2008 at the Burbank Marriott in Burbank, CA. On behalf of the HD EXPO staff, I would like to take this opportunity to tell you how thrilled we are that you have chosen to support and be a part of our event. In the hopes of making your stay in Burbank as enjoyable and productive as possible, we have put together this information packet which contains useful facts, forms and guidelines you will need while you are planning your onsite initiatives as well as throughout your stay.

We look forward to having a great experience with you at HD EXPO October 2008.

Included in this packet is the following:

- 1) HD EXPO Staff On Site Contact Information
- 2) Show Schedule Overview
- 3) Venue Information
- 4) Standard Booth Equipment
- 5) Hotel & Transportation Information
- 6) Booth Personnel and Exhibitor VIP Registration
- 7) Electrical & Internet Information
- 8) Insurance Certificate Requirements
- 9) Lead Retrieval Information
- 10) Parking
- 11) Hargrove, Inc. Information
- 12) Shipping & Drayage Information
- 13) Info Depot Information

For questions and further assistance, please call our main offices at 818-842-6611 or email me at [Jennifer@hdexpo.net](mailto:Jennifer@hdexpo.net).

Sincerely,  
Jen Kroo  
Operations Manager

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Thank you for exhibiting at HD EXPO October. This guide will serve as an easy reference for standard exhibitor needs. For additional options and information, please familiarize yourself with the official service manual.

## 1. HD EXPO STAFF ON SITE CONTACT INFORMATION

CEO/Founder: Kristin Petrovich 818-842-6611  
Sales Manager: Brian Henderson 626-319-9479  
Account Executive: Steve Gyuire 323-252-4554  
Account Executive: Correy Stoner 661-904-1534  
Director of Marketing & Communications: Stephanie Cameron 818-842-6611  
Operations Manager: Jen Kroo 818-389-5261  
Marketing & Operations Coordinator: Naomi Rucker 310-242-0420  
Business Manager: Leslie Schimel 818-599-3093  
Public Relations: Christine Purse 818-508-0450

## 2. SHOW SCHEDULE OVERVIEW

### Move-In

Tuesday, October 28<sup>th</sup> 1:00 p.m. - 7:00 p.m.

Wednesday, October 29<sup>th</sup> 8:00 a.m. - 11:00 a.m.

**All exhibits must be fully installed by Wednesday, October 29th, 2008 at 11:00 a.m. This will be strictly enforced.**

### Show Hours

Wednesday October 29<sup>th</sup> 1:00 p.m. - 8:00 p.m.

Thursday, October 30<sup>th</sup> 11:00 a.m. - 4:00 p.m.

### Move-Out

Thursday, October 30<sup>th</sup> 4:01 p.m. - 8:00 p.m.

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### 3. VENUE INFORMATION

Burbank Marriott  
2500 Hollywood Way  
Burbank, CA 91505  
T: 818-843-6000  
F: 818-842-9720  
Web: <http://www.marriottburbankairport.com>

Please note that the Burbank Marriott is a non-smoking facility.

### 4. STANDARD BOOTH EQUIPMENT

HD EXPO features a polished show look incorporating a standard booth design that allows exhibitors to express their company's individuality. Each 8' x 10' booth will be set with the following:

- Black Drape
- 8' High Backdrape
- 3' High Siderail
- (1) 6' Black Draped Table
- (2) Side Chairs
- (1) Wastebasket
- (1) 7" x 44" Identification Sign with Company Name and Booth Number

Drape, table, chair and sign will be placed by official general contractor, Hargrove, Inc., prior to exhibitor load-in.

Note: Show site is carpeted.

### 5. HOTEL & TRANSPORTATION INFORMATION

#### Host Hotel:

Burbank Marriott Airport Hotel & Convention Center  
2500 Hollywood Way  
Burbank, CA 91505  
T: 818-843-6000  
F: 818-842-9720

Room Rate: \$129.00 per night

Room Block Code: HGEHGEA ([Online](#)) or HDE (Phone) (818) 843-6000

**Room Block Reservation Cut Off Date: Friday, October 17<sup>th</sup>, 2008.**

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## 6. BOOTH PERSONNEL & EXHIBITOR VIP REGISTRATION

To expedite the check-in process, we request that exhibitors register all booth personnel through our easy on-line registration form at <https://www.speedbadge.com/sreg2.php?s=hdb&tu=9>

Once completed, a unique barcode page will appear. Please print this page and bring it with you to the exhibitor registration area at the show site to claim your badge. Each exhibitor is entitled to register up to five booth personnel per 8' x 10' booth.

Exhibitors may also register their VIP guests through this on-line registration. Please make sure the designated VIP guest is aware that their badge will be available for pick up at the VIP/Press area of registration. Your guest will receive a notification of their registration as well as directions to the event and parking instructions.

Exhibitor registration will be open from 1:00 p.m. – 7 p.m. on Tuesday, October 28<sup>th</sup> and from 7:00 am – 10:00 a.m. on Wednesday, October 29<sup>th</sup> to pick up official HD EXPO Exhibitor Badges. Temporary move-in badges will be provided during load-in until Exhibitor Registration opens.

The deadline for online FREE registration is Monday, October 27<sup>th</sup> at 5:00 PM PST.

## 7. ELECTRIC & INTERNET INFORMATION

Platinum Sponsors will automatically receive (1) basic electrical drop per 8'x10' booth. Any additional power must be purchased. Exhibitors who are not Platinum Sponsors must order all electric through HD EXPO.

Please refer to the electrical order form for options and pricing, available for download at <http://www.hdexpo.net/services/octoberexposources.html>. Completed order forms can be faxed or emailed to Naomi Rucker at 818-842-6624 or [naomi@hdexpo.net](mailto:naomi@hdexpo.net).

Be sure to specify the preferred location of your drops within your booth layout upon submitting your order.

**Deadline for all electrical orders is Wednesday, October 15, 2008.**

Internet service is available in the exhibit area. Please refer to the Hargrove Exhibitor Manual for options and pricing on Internet & Phone Orders. **Deadline for advance internet orders is Thursday, October 14<sup>th</sup>, 2008. NO EXCEPTIONS.**

Wireless internet is available in Burbank Marriott lobby for \$9.95 for 24 hours and for free in the Business Lounge.

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## 8. INSURANCE CERTIFICATE REQUIREMENTS

All exhibitors must have a Certificate of Liability, including contractual liability covering both HD EXPO and the expo site. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage.

In the Description of Operations/Locations box include event site as additionally insured on such policy, effective the day of move-in through move-out, and venue as listed below.

Please name High Def Expo, Inc as the Certificate Holder including our address listed below.

Additionally insured information is as follows:

Please submit your certificate via email at [naomi@hdexpo.net](mailto:naomi@hdexpo.net) or via fax at 818-842-6624. **Deadline to submit your Certificate of Liability Insurance is Friday, October 17th, 2008.**

Should have any questions regarding this topic, please contact Naomi Rucker at 818-842-6611.

## 9. LEAD RETRIEVAL INFORMATION

In order to fulfill exhibitor requests, HD EXPO has chosen The Seminar Group as the official registration and lead retrieval contractor for this year's EXPO. Order your hand-held lead retrieval units through Dennis Murphy and capitalize on valuable attendee information. Refer to the LEAD RETRIEVAL ORDER FORM for more pricing and order information, available for download at <http://www.hdexpo.net/services/octoberexporesources.html>. **Early bird rates apply for orders placed before October 15th, 2008.**

## 10. PARKING

Parking at the Burbank Marriott is on a first come first serve basis at a \$10/day flat rate. If main parking lot is full, maps will be distributed to alternate lots and complimentary shuttle service provided. Maps, directions to venue, and additional transportation options can be found at [http://www.hdexpo.net/october/oct\\_directions.html](http://www.hdexpo.net/october/oct_directions.html)

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## 11. HARGROVE, INC.

Hargrove, Inc. is the exclusive material handling company for HD EXPO on the floor. Hargrove services may include material handling, shipping & drayage, décor, labor, and furniture/custom rentals. Please refer to the Hargrove Exhibitor Manual for all of the above services mentioned.

The deadline for early discount orders of Hargrove services:

**Carpet, Custom Exhibit/Special Signage Orders – October 7th, 2008**

**Furniture, Labor, Floral, etc – October 7th, 2008**

Hargrove's Exhibitor Manual is currently available on the HD EXPO website in the Exhibitor/Sponsor Services section.

<http://www.hdexpo.net/services/octoberexporesources.html>

## 12. SHIPPING & DRAYAGE INFORMATION

**Advance shipping begins Thursday, September 25<sup>th</sup> at 8:00am and ends Thursday, October 23<sup>rd</sup> at 4:00pm.**

\*PLEASE NOTE: Shipments to the warehouse (advance) or to show site (direct) must arrive between 8:00am and 2:30pm Monday-Friday to be guaranteed unloading on straight time. Shipments arriving after 2:30pm cannot be guaranteed straight-time unloading. Any shipment arriving before 8:00am, after 4:30pm or anytime Saturday, Sunday or holiday will be unloaded on overtime.

**Direct Shipping will begin on Tuesday, October 28<sup>th</sup> at 1:00pm**

\*Should you have any questions regarding utilizing Hargrove's shipping services please contact their direct customer service number at (301) 306-4627

## OUTBOUND SHIPMENTS

All outbound shipments – whether common carrier, van line, airfreight or company vehicle – must be written up on Hargrove Inc. bill of lading and returned to the freight desk when shipment is ready to move out. These shipments should be addressed to your company's name and next location for delivery. All outbound bills of lading must specify which type and specific carrier is to be used, or one will automatically be assigned. It is the exhibitor's responsibility to contact the carrier to whom shipment has been assigned if other than Hargrove. All carriers

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(trucking companies) must check-in no later than 7:00 pm on October 30th, 2008 for freight pickup.

All exhibit materials must be dismantled, packed and ready for shipment by 6:00 pm on Thursday, October 30th, 2008. Material not removed by this time, material incorrectly labeled for reforwarding, or materials without completed bills of lading will be removed by Hargrove at the risk and expense of the exhibitor.

**PLEASE CAREFULLY READ THE SHIPPING & DRAYAGE INFORMATION AND THE HARGROVE EXHIBITOR MANUAL UNION GUIDELINES**, available for download from [hdexpo.net](http://hdexpo.net) October Exhibitor/Sponsor Services pages.

For questions, call Jen Kroo at (o) 818-842-6611 (c) 818-389-5261 or the Hargrove Exhibitor Service Department at (301-306-4627).

#### **Advance Shipping Address**

Company, Booth #  
To: HD EXPO October  
c/o: Hargrove, Inc.  
Yellow Freight Systems  
11300 Peoria  
Sun Valley, CA 91352  
Show: HD EXPO  
Piece # of Total #

#### **Direct Shipping Address**

Company, Booth #  
To: HD EXPO OCTOBER  
c/o: Hargrove Inc.  
Burbank Marriott Airport Hotel & Convention Center  
Academy Ballroom  
2500 Hollywood Way  
Burbank, CA 91505  
Piece # of Total #

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### 13. INFO DEPOT - SHOW DIRECTORY & RESOURCE BOOK

The HD EXPO INFO DEPOT, a combination show director and resource book, will be an 8.5" x 11" publication containing all pertinent information about the expo, white papers, interviews, spec/product sheets and other information for expo attendees. This complimentary book will be given to all expo and education attendees. Print run projected to be 4,000 for October. This book is 4/color throughout.

This guide lives long after the show as part of Virtual Expo online, where the interviews, white papers, product sheets and more can be easily accessed by visitors to [hdexpo.net/virtual](http://hdexpo.net/virtual) for six months.

**Event Directory Space Reservation October 15, 2008**

**Event Directory Materials Closing October 17, 2008**

Contact Correy Stoner at 818-842-6611 or [correy@hdexpo.net](mailto:correy@hdexpo.net) for more information and to reserve your spot.

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