

# 2011 Vendor Fair Information

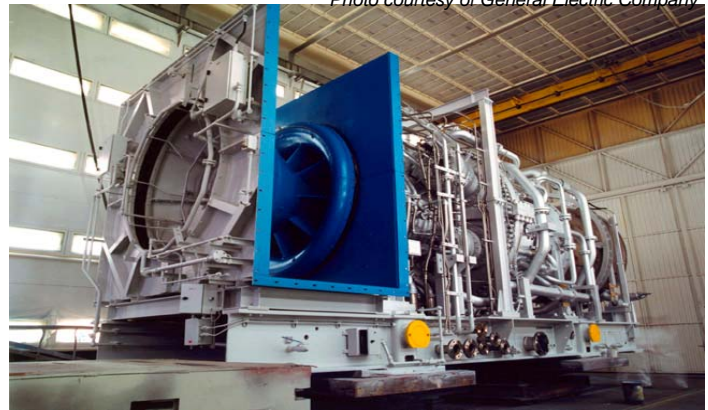


Photo courtesy of General Electric Company

The Frame 6 Users Group 2011 Conference will be held at The DoubleTree Paradise Valley Resort, Scottsdale, June 6-9, 2011. The Vendor Fair will be held Tuesday, June 7, from 5:00 – 8:30 PM. The Vendor Fair is open to vendors who provide products or services for the Frame 6.

## USER ACTIVITIES

Two and one half days of meeting will be kicked off with a Vendor-Optional Welcome Reception and Dinner on Monday, June 6th. Breakfast will be served to the Users every morning (Tuesday through Thursday) from 7 to 8 AM. The Users-only meetings will begin at 8 AM every morning. Lunch will be served to the Users from noon until 1 PM Tuesday through Thursday. (Sponsorships are available.) The Vendor Fair and Reception will be on Tuesday evening from 5 PM until 8:30 PM.

## ROOM BLOCK — HOTEL RESERVATIONS

<i>Table of Contents</i>	<i>Page</i>
User Activities	1
Room Block — Hotel Reservations	
Vendor Participation	2
Booth Space	
Choosing Your Booth	
Beverage Tickets	
Conference Program Book — Ads	
Sponsorships	
Frame 6 Users Group Dinner	3
Confirmation	
Shipments	
Electrical Requirements	
Restrictions	
Vendor Schedule	4
Airport & Driving Directions	
Cancellation	
Sponsorship Opportunities	
Booth Layout	5
Vendor Participation Application	6

The Frame 6 Users Group has reserved a block of hotel rooms at a special Group rate of \$89.00 (plus tax) per night. Free in-room internet access is included for all Frame 6 Users Group reservations. The hotel will extend the rate from three nights before the conference to three nights after the conference IF rooms are available. Reservations are subject to availability and must be made no later than May 9th to get the group rate. Registering in the Group block helps the Group keep meeting costs down. **Please go to the website [www.Frame6UsersGroup.org](http://www.Frame6UsersGroup.org) to connect to the online group hotel reservation in the Users Group Block.**

## VENDOR PARTICIPATION

Apply for space in the Vendor Fair by April 15, 2011, by completing the Vendor Applica-

---

tion Form (page 6 herein) and faxing it to the number on the form. The form may also be mailed (after faxing) with a check to arrive by May 15, 2011 to the address on the form. No vendor will be allowed to participate who has not paid the requisite fees.

### BOOTH SPACE

All booths are 10X8 (10 feet wide and 8 feet deep). Each booth is \$1,600.00 (USD). Each booth space includes participation in the trade show by two representatives. Each booth is piped and draped and comes with a 6 ft draped table, a sign and two chairs. There is carpet on the floor. Standard 120V electrical is also included **IF** you require it AND only if you order it at the time of booth application (check the appropriate block) .

### CHOOSING YOUR BOOTH

Choose your booth space by referring to the Booth layout diagram shown on page 5 herein or by viewing the latest booth assignments at [www.frame6usersgroup.org](http://www.frame6usersgroup.org). Decide on your top three preferred areas. Indicate your first through third location preference by number on the Vendor Application Form, page 6 herein. Note that no guarantee is made as to availability of any area. **Spaces are assigned on a first come, first served basis.** Booth layout and placement is approximate. Your space number assignment will be on your emailed invoice/confirmation. If your space choices are already assigned, you will be contacted for additional options.

### MONDAY DINNER OPTION

Vendors may attend the Welcome Reception and Dinner with the Users. Reservations must be made at time of booth application. Cost is \$125.00 for each representative.

### BEVERAGE TICKETS

Although the booth space fee helps to pay for the reception during the Vendor Fair, it does not begin to cover beverage service. If you

care to purchase beverage tickets to distribute to the Vendor Fair attendees, each ticket is \$7.00 prior to May 15th 2011. After May 15th and on-site, they are \$7.50 each. **On-site, only cash or checks will be accepted.** Tickets are non refundable. Beverage tickets are a wonderful way to help draw the user to visit your booth. Attendees must have a beverage ticket to get any beverage — tickets can only be obtained from the exhibitors.



### CONFERENCE PROGRAM BOOK — ADS

The Conference Program Book is wire bound and includes conference information such as the agenda, questions submitted in advance, and *the attendee list*. The back of the book is devoted to vendor advertisements. Placing an ad is one way to guarantee that an attendee will remember that you were a participant. Ad pricing: 1/4 Page is \$450.00; 1/2 page is \$850.00; Full page is \$1,250.00. The outside back cover is \$3000.00.

**If** you place an ad, you will receive a copy of the book **AT** the meeting. Copies of the Conference Program Book (which include the attendee lists) are available only to Frame 6 Users Group conference attendees and advertisers. Additional copies are \$100.00 each and are available ONLY to advertisers. Ad copy must be sent in by May 15, 2011. Ad copy must be in PC graphic file format, (e.g., .png, .bmp, .jpeg, .tif, or .pdf). Finished sizes are: **1/4 Page**: 3 3/8" wide by 4 3/4" tall — orientation is Portrait; **1/2 Page**: 7" wide by 4 3/4" tall —Landscape orientation; and **Full Page**: 7" wide by 9 3/4" tall—Portrait orientation.

Please note: You will **not** be provided with a separate attendee list. The only way to know who is there (other than to try to collect business cards) is to place an Ad so that you may then get a Conference Program Book.

Ads should be sent to Wickey Elmo at [Wcky.Elmo@Frame6UsersGroup.org](mailto:Wcky.Elmo@Frame6UsersGroup.org)

---

## SPONSORSHIPS

The Group greatly appreciates past sponsors and encourages your participation as a sponsor. You may sponsor a bar, a lunch, break, or breakfast during the two and 1/2 meeting days. You may have up to 4 representatives attend the function you sponsor without additional cost. You may place literature on the tables and you may place a sign at the entrance to the function area stating that you are sponsoring the function. A Flat fee is charged for each event sponsorship. See the listing of Available Opportunities on page 4 herein.

## CONFIRMATION

Once you have faxed in your participation application, you should receive email confirmation within 5 business days. If you do not receive confirmation with a booth number assignment, please call 704-753-5377 to inquire.

## SHIPMENTS

Shipment information will be emailed to your administrative point of contact within one month of the show.

**Be sure that your on-site representative has the appropriate labels (preferably prepaid) for return shipment.**

## ELECTRICAL REQUIREMENTS

If you need an electrical outlet (standard 120v), please so indicate on the Vendor Application form. Vendors who order electrical on the vendor application will get it free. If you order it on-site, your rep will have to pay for it. If you require a special electrical hookup (more than the standard 120v) please call 704-753-5377 and let us know your requirements. You will incur a fee for special requirements.

## RESTRICTIONS

Exhibitors are restricted from applying anything to the walls of the facility. Exhibitors are liable for any damage to the hotel caused by their actions. Exhibitors shall not extend their booths into the aisle or outside their confirmed spaces. Pop-up

displays are allowed as long as they fit into the assigned space. Exhibitors shall not block another exhibitor's booth

**By making application to exhibit at the Frame 6 Users Group Vendor Fair, exhibitor acknowledges that it has the necessary insurance to cover its liability and agrees to keep harmless the Frame 6 Users Group, GCSI, The Double-Tree Paradise Valley Resort, and their employees and agents from any and all claims, losses, and damages to persons or property, governmental charges or fines, attorneys' fees arising out of or caused by exhibitor's use of the exhibition premises.**

## VENDOR SCHEDULE

The following is the schedule of events for pre-approved vendors:

Monday—June 6, 2011—Optional

6:00 PM —Welcome Reception and Dinner with the users (Additional \$125 each representative).

Tuesday, June 7, 2011:

1:00 PM—Vendor Badge Pickup and Registration— Outside Ballroom

1:00 PM—Registered Vendors may set-up.

5:00 — 8:30 PM — Frame 6 Vendor Fair and Reception

## AIRPORT & DRIVING DIRECTIONS

The nearest airport is Phoenix Sky Harbor Airport (PHX). The hotel is just 12 miles from the airport. From the Airport, go East on 202 (Take the Scottsdale Road Exit); go North 5 miles. Double-Tree Paradise Valley Resort is located on the right (East) side of Scottsdale Road between Jackrabbit and Vista. (5401 No. Scottsdale Rd., Scottsdale, AZ 85250)

## QUESTIONS

Call Wickey Elmo at 704-753-5377 or send email to: [Wickey.Elmo@Frame6UsersGroup.org](mailto:Wickey.Elmo@Frame6UsersGroup.org)

---

## CANCELLATION

By submitting application to be a vendor and having a booth number attributed to you, you are signing a contract. You are therefore obligated to pay the associated fees and they must be paid prior to your participation. Registration fees will be refunded if cancelled prior to May 1st, less a 10% cancellation fee. Fees are non refundable after May 1st.



## FRAME 6 USERS GROUP AVAILABLE SPONSORSHIP OPPORTUNITIES

Shirts for Steering Committee: \$50.00 each— 24 sponsorships available.

Raffle items during sessions: \$100.00 each—3 sponsorships available.

Frame 6 Bags for the Users: Your logo and the Frame 6 Logo screen printed— \$750.00

Just the Frame 6 logo: \$500.00

### Food Event Sponsorships:

One Hour Hosted Bar Monday reception/dinner: \$1,750.00 (2 hours available)

Breakfast: \$3,000.00—3 Available

All Day Beverage Service: \$1,500.00 —2 available\*

Half Day Beverage Service—\$ 850.00 one available\*

### Lunches:

Tuesday: \$3,900—(1/2 sponsorship = \$1,950.00)

Wednesday: \$3,000— (1/2 sponsorship = \$1,550.00)

Thursday: \$2,700— (1/2 sponsorship= \$1,350.00)

Afternoon Breaks: \$1,200—(1 available)

Your sponsorships will be announced during the conference, highlighted in the Conference Book, and added to the Frame 6 Users Group web site. If you sponsor the full food function, you may send up to 4 reps without additional cost. Half sponsor of a food function allows you to send 2 reps without additional cost.

\*= Not Considered a Food Function





