

July 7, 2010

Dear IBEX Exhibitor:

Welcome to the IBEX 2010 show being held September 28-30 at the Kentucky Exposition Center!

This purpose of this Exhibitor Service Manual is to aid in your preparation of a successful show. We're pleased to announce that Champion Exposition Services is once again the Official Service Contractor for this year's show and they are also looking forward to providing you with the services needed to make your show experience a prosperous one. We realize there's a lot of material here but **reviewing this manual thoroughly will save you time and \$money\$** as there are many other service suppliers, display rules, guidelines and important details that you should familiarize yourself with.

Please adhere to the deadline dates and **get your orders in early to receive the "Advance" discount pricing** (up to 40% in some instances) and see substantial savings for your company, as specified on many of the show contractor forms. A discount deadline checklist is included in this manual for your use. All of the IBEX service suppliers included in this manual are eager to provide you with the highest customer service and we encourage you to contact them and get the best possible rental services.

For Champion Exposition orders, to qualify for discount prices, full payment must be included with your orders and received at least two weeks prior to show opening or as otherwise indicated. Orders without payment will be processed at the "Standard price" as listed on most of the enclosed forms. Please include 6% Sales & Use tax for rental items ordered through Champion. All orders and services (including labor and material handling) must be paid in full prior to the close of the show. For your convenience, Champion accepts Visa, MasterCard, and American Express, as well as company checks and cash. A credit card charge authorization form is included in this manual and must accompany ALL ORDERS regardless of preferred method of payment before goods and services will be rendered. Remember, Champion Exposition also offers on-line ordering at www.championexpo.com by the following the instructions on the "On-Line Ordering" form included in this manual.

If at any time you need help with your planning efforts or further explanation on any of the information included in this manual, we're all here to assist you and ensure that you have a smooth and successful experience from start to finish while at IBEX 2010.

We appreciate your continued partnership and support, and look forward to seeing you in Louisville!

Best regards,

The IBEX 2010 Operations Team

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IBEX 2010 EVENT SCHEDULE

All-Day Pre-Conference Workshops

Monday, September 27, 9:00 a.m.- 3:00 p.m.

Exhibit Hall

Tuesday, September 28, 10:00 a.m. – 6:00 p.m.

Wednesday, September 29, 10:00 a.m. – 6:00 p.m.

Thursday, September 30, 10:00 a.m. – 4:00 p.m.

Seminar Series

Tuesday-Wednesday, September 28-29, 8:30 a.m. – 5:00 p.m.

Thursday, September 30, 8:30 a.m. – 4:00 p.m.

Exhibitors' Workshops

Tuesday-Wednesday, September 28-29, 1:00 p.m. – 2:00 p.m.

Outdoor Demonstrations

Monday-Wednesday, September 28-30

Ongoing during exhibit hall hours.

IBEX Special Events

Industry Awards Breakfast

Tuesday, September 28, 7:30 a.m. – 9:30 a.m.

Using Market Intelligence for Market Growth

Wednesday, September 29, 8:00 a.m. – 12:00 p.m.

For updated information visit: www.ibexshow.com

Booth Information

Booth Drape Colors:	Royal blue, silver & beige
Booth Package Includes:	8' high back drape 3' high side drape Exhibitor ID sign
Aisle Carpet Color:	Blue jay

Exhibit Hall Hours

Exhibitor Installation:	Saturday, September 25	8:00 a.m. - 4:30 p.m.
	Sunday, September 26	8:00 a.m. - 4:30 p.m.
	Monday, September 27	8:00 a.m. - 4:30 p.m.
Show Hours:	Tuesday, September 28	10:00 a.m. - 6:00 p.m.
	Wednesday, September 29	10:00 a.m. - 6:00 p.m.
	Thursday, September 30	10:00 a.m. - 4:00 p.m.
Exhibitor Dismantle:	Thursday, September 30	4:00 p.m. - 8:00 p.m.
	Friday, October 1	8:00 a.m. - 4:30 p.m.
	Saturday, October 2	8:00 a.m. - 12 Noon
All Out By:	Saturday, October 2	12 Noon

All carriers (trucking companies) must check in no later than **10:00 a.m. on Saturday, October 2, 2010** for freight pickup.

Shipping Information

To Advance Warehouse:

All materials shipped in advance to the warehouse must arrive by September 21, 2010.

c/o Champion Exposition Services

UPS Freight

9828 E Bluegrass Parkway

Louisville, KY 40299

Direct to Show Site:

The first day for direct freight acceptance is September 25, 2010.

c/o Champion Exposition Services

Kentucky Exposition Center South Wing

937 Phillips Lane

Louisville, KY 40209

Online Ordering

You can order online at www.championexpo.com by following the instructions on the "Online Ordering Instructions" page included in this manual.