



2010 TechCon Exhibit Prospectus

April 17–22, 2010 • Orlando World Center Marriott Resort and Convention Center • Orlando, FL



Exhibit in Orlando at the Vacuum Coating Show of the Year!

Reserve Your Booth Space at SVC Today!

We encourage you to act immediately to benefit fully from a myriad of added-value marketing opportunities designed to achieve maximum visibility in the vacuum coating community. The 2010 SVC Exhibit features:

- A special TechCon Sponsorship Program that offers significant marketing opportunities
- Free Wireless Internet throughout the Exhibit Hall
- Vendor Innovators Showcase presentations located in the Exhibit Hall
- Cyber Café for attendees to attract them into the Exhibit Hall
- Reception, lunch, and specialty breaks provided in the Exhibit Hall
- Meet prospective customers in an informal and fun setting at the special Networking Event by the lake on Tuesday evening
- Beer Blast to create a grand finale to the Exhibit on Wednesday



For information on the 53rd Annual
SVC Technical Conference, visit us on-line at

www.svc.org



Reserve Your Exhibit Space at SVC Today...

We encourage you to act immediately to benefit fully from a myriad of added-value marketing opportunities designed to achieve maximum visibility before the vacuum coating community. The Annual SVC Technical Conference and Exhibit is always a unique and memorable event. The flexible schedule of events allows exhibitors, their customers, tutorial attendees, and TechCon registrants to make the most of their conference experience.

- **This Exhibit has sold out for the last 14 years.** That is a signature for success.
- **The SVC TechCon brings new potential customers your way.** 46% of the total registrants at the 2009 TechCon were "First Time Attendees".
- **Special event planning keeps your audience where you want and need them.** The intense TechCon program schedule has been changed to allow attendees to spend more time in the Exhibit Hall.

Popular Events and Features that Relate to the SVC Exhibit

- A special **TechCon Sponsorship Program** that offers significant marketing opportunities.
- **Free Wireless Internet** throughout the Exhibit Hall.
- **Vendor Innovators Showcase presentations** located in the Exhibit Hall.
- **Cyber Café** for attendees to attract them into the Exhibit Hall
- **Reception, lunch, and specialty breaks provided in the Exhibit Hall.**
- **Beer Blast** to create a grand finale to the Exhibit on Wednesday.
- Meet prospective customers in an informal and fun setting at the special Networking Event by the lake on Tuesday evening.

Visit the SVC Web Site and view our slide show of the 2009 Exhibit at <http://www.svc.org/ConferencesExhibits/2010-TechConExhibitEducation-Program.cfm>

Getting Down to Business

The following changes have been made to the SVC policies for exhibiting, based upon requests from exhibiting companies:

- **Maximum number of booths**—Companies may purchase more than three booths. Companies may purchase Island booths consisting of four contiguous booth spaces.
- **Exhibit Height**—Exhibits may be 12 feet high – depending upon location.
- **Bridges**—Bridges will be allowed in

certain locations where they will not block the views of other exhibitors. Please notify SVC if your booth has a Bridge prior to booth assignment.

- **Set-up** is Monday (8:00 a.m. – 8:00 p.m.) and Tuesday morning (7:00 a.m. – 11:00 a.m.) for the new Tuesday and Wednesday popular two-day schedule in 2010.

Save on Exhibit Costs

In 2010 the Exhibit Hall has attractive multi-color carpeting. Since the property is non-union, exhibitors can set up their own booths.

Sneak Preview to Special Events!

- A Golf Tournament is being planned for Sunday, April 18. Save this date!
- A session on "Business Topics" for Exhibitors is being planned for Tuesday morning before the Exhibit opens. Plan to attend this new session organized by exhibitors – for exhibitors.

Enhance Your Company's Visibility at TechCon 2010!

Recognized as THE premier event by engineers, manufacturers, technologists, scientists, and business professionals working in the vacuum coating industry internationally, the SVC TechCon and Exhibit is a wise investment of your conference and marketing dollars.

- Select one of the **TechCon Sponsorships** - see page 17. Sponsors will be widely recognized in all SVC publications and on signage at the TechCon. Please complete the Event Sponsor application section

included on the Exhibit Application and Contract on page 16. Non-exhibiting companies are invited to participate in these sponsorships.



- Place the SVC **TechCon Exhibitor icon** on your Web Site and link the icon to the SVC Web Site at <http://www.svc.org>. You can add your booth number to this icon when the booth assignments are made. Exhibitors will be sent the Exhibitor icon by E-mail.
- SVC publishes a 50-word profile for each exhibiting company in the **TechCon Exhibit Guide (TEG)**, which will be mailed to prospective TechCon and Exhibit attendees in early March 2010. The exhibitor profiles are posted on the SVC Web Site from January 2010 until the fall of 2010.
- **Highlight your company profile** on the SVC Web Site with a logo and link to your company's Site.
- Participate in the **Vendor Innovators Showcase**. This format allows you to address the technical community and other vendors by making a 10-minute presentation about new products, new equipment, or a new process. Presenters in the Vendor Innovators Showcase do not need to pay a TechCon presenter registration fee. Go to www.svc.org and submit your abstract using the On-line Abstract Submission page (see page 12).
- Place an ad in the **TechCon Exhibit Guide (TEG)**.

Questions?

SVC Exhibit Administrator:
Jacque Matanis: 505/897-7743 (direct)
505/401-8043 (cell)

SVC Administrative Office:
505/856-7188; Fax 505/856-6716
E-mail: svcinfo@svc.org

SVC Exhibit Committee Chair:
Cathi Baker: 970/227-1723 (cell)
E-mail: cathiacbaker@msn.com

Why Exhibit at SVC 2010?

The SVC TechCon Exhibit is the only exhibition dedicated to the Vacuum Coating and Technology Industry. Every year SVC invites industry experts to speak at numerous events throughout the conference and plans events such as a full complement of technical sessions and short courses aimed at enhancing the exhibition. We help draw attendees to the Exhibit Hall and keep them coming back. Past attendance proves that TechCon attendees are influential as decision makers when it comes to purchasing decisions.

Nearly 200 manufacturers and suppliers exhibited at TechCon 2009!

Reserve Your Booth Today for the 53rd Annual SVC TechCon Exhibit

Orlando World Center Marriott Resort and Convention Center, Orlando, FL • April 20–21, 2010

4Wave, Inc.	Fraunhofer IST	Metallurgical High Vacuum Corporation	SOLVIX SA
Academy Group	Fraunhofer USA CCL	MEWASA North America, Inc.	Sprimag
AccuVac Technology	GENCOA LTD	Micos USA, LLC	Sputtering Components
Advanced Chemical Co.	General Plasma, Inc.	Micromatter (AAPS)	Stoltz Metals, Inc.
Advanced Energy Industries, Inc.	GENERAL Vacuum Equipment Ltd.	Midwest Tungsten Service, Inc.	Sub-One Technology
Advanced Technology & Materials Co., Ltd.	GfE Materials Technology, Inc.	MKS Instruments, Inc.	Sumitomo (SHI) Cryogenics of America, Inc.
Alcatel Vacuum Products, Inc.	GNB Corporation	MPF Products, Inc.	Super Conductor Materials, Inc.
Alicat Scientific, Inc.	H.C. Starck	Mustang Vacuum Systems	Superior Technical Ceramics Corp.
Ambios Technology, Inc.	Hauzer Techno Coating BV	Myers Vacuum	Surface Modification Systems, Inc.
Ametek, Inc.	HeatWave Labs, Inc.	NAGY Instruments	SVC Foundation
Anatech USA	Heræus Incorporated	Nano-Master, Inc.	Sycon Instruments, Inc.
Angstrom Sciences, Inc.	HHV Ltd.	Niles Electronics, Inc.	Synergy Vacuum, Inc.
Applied Materials	Hidden Analytical, Inc.	Nor-Cal Products, Inc.	System Control Technologies
Applied Multilayers Limited	HORIBA Scientific	Oerlikon Leybold Vacuum USA Inc.	Tecport Optics, Inc.
ARI Industries, Inc.	Huettinger Electronic, Inc.	OptiLayer, Ltd.	Ted Pella, Inc.
Atlas Technologies	HullVac Pump Corporation	Osaka Vacuum USA, INC.	Telemark
Austin Scientific, an Oxford Instruments Company	Huntington Mechanical Laboratories, Inc.	Pfeiffer Vacuum	Temescal, A Part of Edwards Vacuum, Inc.
Bekaert Advanced Coatings N.V.	HVA, LLC	Physics Today	Thermal Conductive Bonding, Inc.
Beneq Oy	Illinois Instruments, Inc.	Pi Scientific, LLC	Thermionics Vacuum Products
Brooks Automation, Inc.	Impedans Ltd.	Plasma Process Group, Inc.	Torr International, Inc.
Brooks Instrument	INFICON	Plasma Technology Systems, LLC	Transfer Engineering and Manufacturing, LLC
Busch LLC	Inland Vacuum Industries, Inc.	Plasmaterials, Inc.	TRIBOTechnic
Carl Zeiss Microimaging, Inc.	InstruTech, Inc.	Precision Metal Works Ltd.	Trinos Vacuum Systems, Inc.
Center for Tribology, Inc.	Intelligence Ltd	Precision Plus Vacuum Parts Inc.	UC Components, Inc.
Chengdu Ultra Pure Applied Materials Co., Ltd.	Intlvac	Process Materials, Inc.	UCM AG
Coastal Instruments, Inc.	InVacuo, Inc.	ProTech Materials	Ulvac Technologies, Inc.
Coating Materials a Div of Tico Titanium, Co.	Ion Coat Ltd.	Provac AG/Ricmar Sales & Service	Umicore Thin Film Products
COTEC GmbH	IonBond LLC	PTB Sales, Inc.	Vacuum Engineering & Materials Co., Inc.
CSM Instruments, Inc.	IPT Ionen- und Plasmatechnik GmbH	PVT Plasma und Vakuum Technik GmbH	Vacuum Innovations
Dark Field Technologies, Inc.	J.A. Woollam Co., Inc.	R.D. Mathis Company	Vacuum Process Technology, LLC
Darby Custom Technology, Inc.	Jori Resources Corporation	Reactive NanoTechnologies, Inc.	Vacuum Research Corporation
Denton Vacuum, LLC / Denton Solar	Kashiyama USA, Inc.	Reldan Metals, Co./Division of Abington	Vapor Technologies, Inc.
Dexter Magnetic Technologies, Inc.	Kaufman & Robinson	Reldan Metals LLC	Varian, Inc.
DHF Technical Products	KDF	Rigaku Vacuum Products	VAT, Inc.
Duniway Stockroom Corporation	Kolzer	Rocky Brook Associates, Inc.	Veeco Instruments, Inc.
DynaVac	Korea Vac-Tec Co., Ltd.	SAGE industrial sales, inc.	Vergason Technology, Inc.
EB Sources	KSM Corporation	Sapphire Automation	Verity Instruments, Inc.
EBARA Technologies, Inc.	Kurdex Corporation	SCI Engineered Materials	VON ARDENNE Anlagentechnik GmbH
Edwards	Kurt J. Lesker Company	Semicore Equipment, Inc.	VV. Theiss Hard-and Software
Evatec	Leybold Optics	Shimadzu Precision Instruments	Williams Advanced Materials
Exotech, Inc.	Lintelle Engineering	Sidrabe, Inc.	XEI Scientific, Inc.
Fil-Tech, Inc.	Materials Science, Inc.	Sierra Applied Sciences, Inc.	Xiamen Advanced High-Tech Material Co., Ltd.
Filmetrics, Inc.	MC Power Systems	Sigma Technologies International, Inc.	Zpulser, LLC
Fraunhofer FEP	MDC Vacuum Products, LLC	Soleras Ltd.	
	Meivac Inc	Solid Sealing Technology	

Color indicates the exhibitor was a 2009 TechCon Sponsor.

Tight Budget for Exhibiting and Conferences? SVC helps by providing:

- Free Wireless Internet
- Vendor Innovators Showcase
- Exhibit Hall Reception, Lunch, and Beer Blast

Our New Exhibit Days (Tuesday and Wednesday) and special networking events ensure even more attendees at the 2010 TechCon Exhibit in Orlando!

SVC Exhibit Application and Contract

Please type or print clearly.

April 20-21, 2010 Orlando, FL *This Form MUST be completed, signed and returned even if payment has been made.*

Exhibiting Company Name (Provide as upper and lower case) _____

(Provide as all caps) _____

Exhibit Contact Name _____

Exhibit Contact Mailing Information

Company Name _____

(Complete above & below, if different from Exhibiting company)

MS/Building/Street _____

City _____ State _____

Zip _____ Country _____

Phone _____ Fax _____

E-mail _____

Exhibit Company Mailing Information

Web Address _____

(Web address to be printed in the TechCon Exhibit Guide & Web Site)

MS/Building/Street _____

City _____ State _____

Zip _____ Country _____

Phone _____ Fax _____

E-mail _____

Complete Items 1–8 in full

1. **Booth Fee:** 10-foot wide booth space (10-foot deep) fee (\$1,650). Number of booths _____ x booth fee (\$1,650) \$ _____

2. **Advertise in the SVC TechCon Exhibit Guide.**

Deadline for advertising materials is February 15, 2010.

The TechCon Exhibit Guide, which includes the 50-word paragraphs will be mailed in March to an extensive mailing list to promote the TechCon & Exhibit.

	Black/White	4 Color	
<input type="checkbox"/> Covers Full page - circle one: IFC OIFC OBC	not available	\$2,495	\$ _____
<input type="checkbox"/> Full page - circle one: IBC OIBC	not available	\$2,350	
<input type="checkbox"/> Full page	\$1,775	\$2,050	
<input type="checkbox"/> Half page	\$1,295	\$1,685	
<input type="checkbox"/> Quarter Page	\$865	\$1,200	

3. **Advertisement on the SVC Web Site** (check boxes below)

W-1a VISIT US! link (includes company name with web link (\$475) • W-1b Logo (\$80) \$ _____

Would you like to provide a reciprocal link from your Web Site to the SVC Web Site? Yes No If yes, we will send an SVC logo and linking information

4. **Company Profile for TechCon Exhibit Guide & Web Site:** Use 2009 Profile Yes No If no, send 50 word description to svcinfo@svc.org

5. **Promotional Partner with SVC:** Are you willing to distribute electronically designed files created by SVC to your customer database? Yes No

6. **Will you be one of our Sponsors?** See opportunities listed on page 17.

Yes No

If Yes, indicate your choice(s) below and enter the total at the right \$ _____

Bronze \$600 Silver \$1,200 Gold \$2,700 Platinum \$4,000 Tote Bags \$2,000 Badge Lanyards \$2,000

Hotel Web Splash Page \$600 On-line Registration Web Splash Page \$2,000 Bottled Water \$2,000 Cookie Station \$450

Specialty Coffee Station \$2,000 Entertainment Sponsor for Tuesday eve Networking Event \$1,500

E-mail your company logo (high resolution vector file preferred; TIF, EPS or JPEG format) to svcinfo@svc.org Total Fee Enclosed \$ _____

Payment method: Check VISA MasterCard Discover American Express • Card # _____

Exp. Date _____ 3-digit Security Code _____ Signature _____ Zip Code _____

7. **Companies you do NOT wish to be near:** (see #4 under Assignment of Booths - page 18) _____

Exhibit Space Location

Booth choices are indicated below. (If purchasing two or three booth spaces, you must choose adjoining spaces—see Exhibit Hall layout)

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____

Exhibitor Rules and Agreement

- Exhibitor agrees to accept relocation if it becomes necessary or advisable in the sole judgement of Exhibit Management. The words "Exhibit Management" as used herein refers to the Society of Vacuum Coaters (SVC) and its management contractors. Exhibit space shall be assigned by Exhibit Management in the best interests of the Exhibit as a whole.
- Exhibitor agrees to indemnify and hold harmless SVC, the hotel or other facility housing the Exhibit, and their respective agents, servants, and employees from any loss, damage, liability, costs, attorney's fees, or other of whatsoever nature arising from exhibitor's participation in the event, including but not limited to claims due to the injury, damage or loss to exhibitor's displays, equipment and other property brought upon the premises of the exhibit facility, except for claims solely resulting from the gross negligence of Exhibit Management and/or the hotel/exhibit facility. The exhibitor understands that neither SVC nor the hotel/exhibit facility maintains insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.
- Exhibitor agrees to obtain Commercial General Liability and Property insurance to be in effect during the dates of the event, including move-in and move-out days, and will furnish a certificate of insurance to SVC. Said limits of insurance will be in an amount not less than \$1 million per occurrence and \$2 million in the aggregate. Exhibitor's insurance will list SVC Exhibit Management and the Orlando World Center Marriott as additional co-insureds for the period of the Exhibit, including move-in and move-out periods. Exhibitor agrees to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property.
- Exhibitor agrees to ensure that the booth does not exceed the height rule—i.e., no portion of the booth may exceed 3 feet in height, when more than 4 feet out from the backline of the booth space, and the booth must fit into the contracted booth width of 10 feet.
- No Exhibiting company shall assign, sublet, or apportion the whole or any part of the contracted booth space.
- Exhibitor agrees to not dismantle the booth before 5:00 p.m., Wednesday, April 21, 2010.
- Exhibitor agrees to abide by all SVC's rules and regulations, including but not limited to, its Code of Ethics and to conduct itself and its business with fairness and honesty, loyalty to its associates, employees, clients, customers and employees, and fidelity to the needs of the public. SVC reserves the right to deny participation in its programs and activities to individuals and organizations that violate its rules or whose participation, in SVC's sole discretion, is deemed detrimental to the interests and purposes of SVC.

My company agrees to the Exhibitor Rules described and the SVC Exhibit Policy.

Signature _____ Date _____

Send registration form and payment to: Society of Vacuum Coaters, 71 Pinon Hill Place NE, Albuquerque, NM 87122-1914 USA • Fax 505/856-6716 • E-mail svcinfo@svc.org

Sponsorship Opportunities at the 2010 TechCon

Become a TechCon Sponsor! Choose from one of our Level Sponsorships or a special program sponsorship to raise company awareness, promote new products and services and enhance exhibit participation. Official sponsors are recognized during their sponsored event, and also with prominent on-site signage, recognition on the SVC Web Site, in the SVC *Bulletin*, the Preliminary and Final Technical Programs, and TechCon Exhibit Guide.

Choose the Sponsorship That Fits Your Budget...

**Enter your Sponsorship Choices
on Line 6 of the Exhibit Application
on Page 16**

Bronze Sponsor - \$600

- Acknowledgement on the SVC Web Site
- Acknowledgement in the SVC *Bulletin*, the Preliminary and Final Technical Programs, and TechCon Exhibit Guide
- Acknowledgement on SVC TechCon signage

Silver Sponsor - \$1,200

Bronze Level Benefits PLUS:

- Break Sponsor for all refreshment breaks
- Refreshments during the Beer Blast – Wednesday afternoon in the Exhibit Hall
- Technology Forum Breakfast Sponsor (Monday and Tuesday morning)

Gold Sponsor - \$2,700

- Acknowledgement on the SVC Web Site and Logo Link
- Acknowledgement in the SVC *Bulletin*, the Preliminary and Final Technical Programs, and TechCon Exhibit Guide
- Acknowledgement on special signage in high traffic areas
- Sponsor of the Wireless Internet – Including the Cyber Café during the Exhibit Open Hours on Tuesday and Wednesday
- Sponsor of the Tuesday Evening Networking Event featuring a buffet dinner and live entertainment. Includes two (2) complimentary tickets to the event
- Exhibit Reception Sponsor: This Monday Evening event sponsorship includes special recognition on signage

Platinum Sponsor - \$4,000

Gold Level Benefits PLUS:

- Heuréka! Session Refreshment Sponsor
- Sponsor two (2) raffle tickets for the “Spa Treatment” Raffle (valued at \$150/each). Every TechCon attendee will be asked to visit 15 booths to get a Platinum sponsor card signed in order to enter the Raffle.

More Sponsorship Opportunities

Registration Tote Bags \$2,000

(4 Sponsors) Tote bags with the SVC logo on one side and four (4) company logos on the reverse side will be distributed to all TechCon attendees.

Badge Lanyards \$2,000

(1 Sponsor) Badge lanyards containing your logo and the SVC logo will be distributed to all attendees. (Price includes cost of the lanyard, production and shipping)

Hotel Reservation Web Splash Page \$600

(1 Sponsor) Put your company in front of every attendee who makes their hotel reservation using our On-line Registration system (December 2009-May 2010).

On-line Registration Web Splash Page \$2,000

(1 Sponsor) Put your company in front of every attendee who registers for the TechCon using our On-line Registration system (December 2009 - April 2010).

Logo Bottled Water \$2,000

(1 Sponsor) Bottled water with your logo will be supplied at all breaks during the TechCon.

Specialty Coffee Station \$2,000

(6 half-day Sponsorships) Sponsor coffee stations (includes coffee cups with your logo).

Entertainment Sponsor \$1,500

(1 Sponsor) for entertainment at the Tuesday evening Networking event.

Otis Spunkmeyer Cookie Sponsor \$450

(2 Sponsors) Delight attendees with freshly baked cookies.

“The Gold Sponsorship that we had chosen played a crucial role in our successful marketing strategy at the SVC 2009 Event. Along with our technical presentations, the sponsorship program helped General Plasma get the most from our presence at the TechCon Exhibit. Prior to and over the course of the show, it helped raise awareness, promote our products and services, and direct traffic to our booth.”

—Ngoc Can, Marketing Manager, General Plasma, Inc.

SVC Exhibit Policy TechCon 2010

The Basics

1. Exhibitors may not change the booth drape arrangement nor extend their exhibit past the booth side arms into the aisles. Exhibits may not exceed 12 feet in height, and portions above 3 feet in height may not extend more than 4 feet out from the back line of the booth space. Bridges will be allowed in certain locations where they will not obstruct the views of other exhibitors. (SVC will review each request prior to booth assignment.)
 - Any portion of the exhibit facing or bordering another exhibitor's booth must have the back portion finished and cannot display identification signs, logos or other materials that would detract from the neighboring exhibitor's booth.
 - Island booths must have adequate line of sight so that the surrounding area can be viewed through the booth and neighboring booths are not obstructed. Booth blocking (walls or drapes that may contribute to obstructed views of neighboring exhibitors) is prohibited.
 - Exhibitors who violate these rules will be required to modify their booth on site.
2. The purpose of each exhibit is scientific and educational. Sales during the Exhibit are prohibited.
3. Exhibitors who cancel their booth space on or before December 28, 2009, forfeit 10% of the rental fee. There is no refund for cancellations after December 28, 2009. (If an exhibiting company sends a written request to SVC to cancel their booth registration after December 28, 2009, and if SVC is able to resell the booth, then the exhibiting company will receive a refund of 75% of its booth fee.)
4. An exhibiting company shall not assign, sublet, or apportion the whole or any part of the contracted booth space.
5. Exhibitors may not dismantle the booth before the Exhibit closes without incurring a penalty.
6. Every individual from an exhibiting company must register using the On-line Registration system that will open in mid December, 2009.
 - Personnel, who wish to attend all the presentations in the technical sessions and functions that are part of the Tech-Con program, or who are presenters in the technical sessions, must register for the TechCon as a conference registrant or presenter respectively.

- Individual exhibit booth persons must register using the same registration system, and may request a Final Program and complimentary daily Exhibitor Pass on-site to attend papers in the technical sessions. **AVOID** having to stand in line to obtain your Exhibitor badge at On-Site Registration by registering in advance! There is no charge to do this and saves you time and frustration – especially if we have long lines of unexpected Exhibit Visitors who also did not register in advance!
7. Only bona fide exhibit personnel are allowed in the Exhibit Hall during set-up.
 8. 2010 SVC Exhibitors and Corporate Sponsors may request the mailing list of the TechCon attendees after the TechCon at no charge after they sign the SVC Exhibitor List Rental Agreement.
 9. No alcohol may be served in booths by exhibiting companies. Hospitalitys hosted by individual exhibiting companies for attendees cannot be held in parallel with SVC programs without prior approval.

SVC Exhibit Point System

The SVC Point System provides exhibiting companies and Corporate Sponsors with a preference in selecting booth locations.

Points are accrued based on the number of years each company has exhibited and/or been a Corporate Sponsor, and if exhibit personnel stay in the SVC Headquarters hotel. Points are accumulated as follows:

1. Companies receive one point for each booth rented for each year they have exhibited since 1989. Corporate Sponsors receive one point for each year that they have been a sponsor.
2. If Company A has 'x' points and is purchased by Company B, which has 'y' points, then Company B will have either 'x' or 'y' points, whichever is the greater amount. SVC must be notified in writing of the purchase prior to December 1 of the year before the TechCon.
3. Exhibiting companies who reserve sleeping rooms for all of their personnel in the Orlando World Center Marriott Resort and Convention Center prior to **February 16, 2010** will receive **THREE** additional points towards future booth location preference. Exhibiting companies who have the majority of their personnel registered in the Marriott, but have not done so on or before February 16, 2010

will receive **ONE** additional point. There are great advantages to exhibitors who stay in this property from a networking perspective. In addition, your support for SVC's commitment to the hotel is very important to the success of the annual TechCon and Exhibit.

Assignment of Booths

1. Booth assignments will be made after December 1, 2009, from contracts received with payment by that time. Each company will be asked to provide eight choices for their booth location. Based on the points a company has accumulated, each company will be given their booth choice, as available.
2. Companies requesting Islands – four (4) contiguous booths – will be assigned **FIRST**. The point system will still apply to all companies within this group.
3. In the case of two companies having the same number of points, the earliest paid booth registration date will be given preference.
4. After December 1, 2009 booths will be assigned strictly according to the date that the paid registration is received (payment by credit card is acceptable). If a company's booth choices have already been assigned, the next best booth location will be given to the company. It may not be practical for the company to be recontacted.
5. Exhibiting companies that do NOT wish to be located near probable exhibitors, must provide a **COMPLETE** list with their Exhibit Application and Contract. If a later request is received, Exhibit Management will make every effort to accommodate the request, but this cannot be guaranteed.
6. Companies that are legally related entities can request to be located next to each other. The request must be made in writing. Exhibit Management will make every effort to accommodate the request.
7. Exhibit space shall be assigned by Exhibit Management in the best interests of the Exhibit as a whole. Exhibitors must agree to accept relocation if it becomes necessary or advisable in the sole judgment of Exhibit Management.
8. Exhibit Management reserves the right to change the published floor plan – i.e., "end" booths are not guaranteed. After final assignment, space location may not be changed.



2010 TechCon Exhibit Hall Layout

Tuesday, April 20 and Wednesday, April 21, 2010
 Orlando World Center Marriott Resort and Convention Center, Orlando, FL

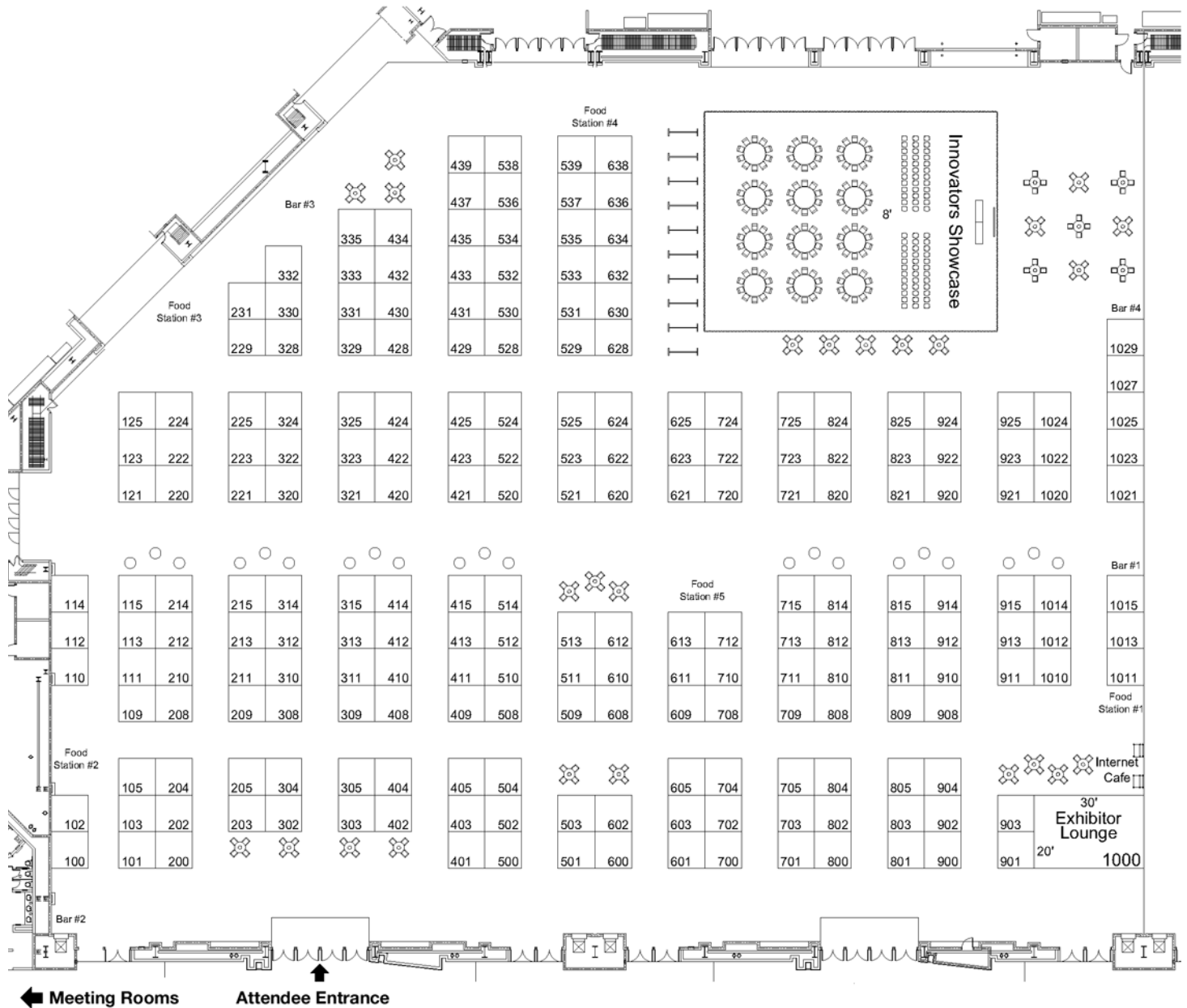


Exhibit Open Hours:

Tuesday, April 20 12:00 p.m. to 6:00 p.m.
 Wednesday, April 21 10:00 a.m. to 5:00 p.m.

Booth Set-Up Hours:

Monday, April 19 8:00 a.m. to 8:00 p.m.
 Tuesday, April 20 7:00 a.m. to 11:00 a.m.

Booth Tear-Down Hours:

Wednesday, April 21 5:00 p.m. to 8:00 p.m.
 Thursday, April 22 7:00 a.m. to 11:00 a.m.

Notes:

- Booth size is 10-foot wide and 10-foot deep
- "End" booths are not guaranteed
- Island booths (four contiguous 10' booths) are assigned first

New for 2010!
Tuesday and Wednesday
Exhibit Open Days