



2007 APWA International Public Works Congress & Exposition

San Antonio, Texas, September 9-12
Henry B. Gonzales Convention Center



Dear APWA 2007 Exhibitor,

Thank you for your support of APWA 2007, September 9-12 in San Antonio, TX. In this newsletter you will find important updates and information regarding your upcoming exhibiting experience. This newsletter will also be made available at www.apwa.net. Should you have any questions, or require any assistant, please contact Jenny Bogue at 800-687-7469, x227 or 703-706-8227, or email jbogue@ntpshow.com.

EXHIBITOR SERVICE KIT

By now, each exhibiting company should have received an Exhibitor Service Kit. It contains important deadlines, order forms, booth construction guidelines, plus forms for hotel reservations and booth personnel registration. Please be sure to read through all of the information thoroughly, paying special attention to the [General Information](#) and [Rules & Regulations](#) sections. Additionally, we strongly encourage you to follow the [Deadlines Checklist](#) as it has all of the important upcoming discount deadlines that will allow you to **SAVE A LOT** of money. Most of the text sections of the kit and important forms have been made available to you on the [APWA 2007 Congress Website](#).

You can order your GES rentals and services, and download other vendors' forms by going to [GES Online](#). Online ordering for GES products and services is fast, simple and secure. You will need to create a User ID, if you don't already have one (this login will be valid for any future GES shows' online ordering. Online ordering will be available until August 16, 2007. If you have any questions, please contact the GES Servicer at 800.475.2098.

If you haven't received your Service Kit, please contact Jennifer Hardee at jhardee@ntpshow.com.

BOOTH EQUIPMENT & CARPET

Each exhibit includes the following items, where applicable:

1. Display space rental.
2. Standard booth equipment for 10' deep booths, consisting of

[▶ Forward this email](#)

Upcoming Deadlines

ASAP

Sponsorship Opportunities

June 1

Submit Exhibitor Showcase
Presentation
Proposal

June 29

Products & Services Listing
Submit New Product Promotion
Entry

July

Order Attendee Lists for Pre-Show
Marketing

July 10

Ad Space Reservations Due -
Congress Program

July 25

Ad Space Reservations Due -
APWA Reporter

August 3

Golf Registration Form

August 7

Advance shipments: 1st day
warehouse accepts

August 10

Liability Insurance Certificate to
Show Mgmt.

flameproof 8' high back drape in alternating panels of Red, Blue, and White, with Red 3' high side drape dividers. The main aisle carpet color will be Red. **NOTE: Each exhibitor must provide carpet or professional flooring for your entire booth space** (10' deep in-line booths may use 9' deep carpet to allow for 1' of electrical raceway at the rear of the booth).

3. A standard 7" x 44" booth sign is provided for 10' deep booths. Additional signage may be ordered through the GES "Custom Signs" order form behind *Tab 6*.
4. General hall lighting and heating/air conditioning.
5. Twenty-four hour *perimeter* security service in general exhibit areas.
6. Exhibitor registration and identification credentials.

EXHIBITOR INSURANCE

As in past years, APWA requires each exhibitor to carry commercial general liability insurance in an amount not less than \$1 million bodily injury and property damage combined per occurrence/\$2 million aggregate. APWA requires that exhibitors file a certificate of liability insurance (APWA does NOT need to be named as additional insured). All exhibitors MUST file a certificate with Show Management **no later than August 10th**. Mail certificate to:

NTP
Operations Dept.
Attn: Kathy O'Driscoll
313 S. Patrick Street
Alexandria, VA22314

Contact your company's insurance provider to obtain a certificate. In the unlikely event your company does not have liability insurance which covers your presence in trade shows, you can obtain it through many insurance carriers, including [John Buttine, Inc.](#) ph: 800-964-4454 or 212-697-1010) and [K&K Insurance](#) (Trade Show Exhibitor Insurance - Form 1018B; ph: 866-554-4636). APWA **must** have a copy of your liability insurance certificate prior to setting up your exhibit.

WHAT HAS THE APWA MARKETING DEPT. BEEN UP TO?

Marketing Activities completed:

- Booth promotion at 2006 APWA International Public Works Congress and Exposition
- Postcard distribution by Local APWA Chapter
- Brand new redesigned Website specifically for 2007 APWA International Public Works Congress and Exposition
- 30,000 postcards mailed to APWA membership and past attendees emphasizing their individual interests/responsibilities

Exhibitor Housing

APWA 2007 Congress housing is officially open. It is important that you make every effort to book your housing needs within the APWA housing block as this helps to keep rates competitive for future years. Reservations can be made [online](#). If you would like to fax in your [reservation](#), please fax it to 1-210-207-6702. All reservations will be processed through the San Antonio Housing Bureau through **August 29th**. Questions can be emailed directly to sahousing@sanantoniovisit.com.

[Click here](#) to see a .pdf map of the downtown area for hotel locations.

San Antonio Marriott Rivercenter
101 Bowie Street
Headquarters
\$179 single/double

San Antonio Marriott River Walk
711 E. River Walk
\$179 single/double

Hampton Inn Downtown
414 Bowie Street
San Antonio, TX78254
\$129 single/double

Hilton Palacio del Rio
200 S. Alamo Street
\$169 single
\$189 double

Hyatt Regency San Antonio
123 Losoya Street
\$165 single/double

La Quinta Inn & Suites Convention Center
303 Blum
\$139 single/double

The Historic Menger Hotel
204 Alamo Plaza
\$125 single/double

Room rates are subject to

- 50,000 Congress previews mailed to APWA membership, past attendees and leads
- Monthly ads in APWA Reporter Magazine since September 2006
- Email announcing registration open to APWA members
- Booth promotion at 2007 North American Snow Conference

Marketing Activities still to come:

- 2nd mailing of Congress Preview to lead list (5,000)
- Regional mailing of Congress Preview to members/leads in Texas region (10,000)
- Targeted mailing to vertical public works markets
- 8 Targeted emails
- Distribution of 25,000 Preferred Customer Passes to Exhibitors
- Advertising presence in Industry magazines

EXHIBITOR MARKETING TIPS

Launch Pre-Show Marketing Initiatives – Entice attendees to your booth with the opportunity to win something or offer gifts or giveaways in exchange for collecting contact information. Order your prizes or giveaways now to allow plenty of time for delivery. Develop a flyer, mailing or email to invite your clients and prospects to your booth and to advertise your prize drawing or giveaway.

Don't Just Stand There, Stand Out – Add a banner to existing advertising with your booth number; purchase an ad in the [show directory](#) (a valuable year-round resource); advertise your participation on your own web site; promote your presence at APWA and your products and services in industry publications to reach an even wider audience.

Help Us Get Your Clients To The Show – Ten personalized Preferred Customer Passes per 100 square feet of rented booth space will begin shipping in the next two weeks. You are encouraged to send these to your customers and prospects or to give to your sales force for distribution to your key customers in advance of the show. Should you require more paper tickets, please fax or mail in the [order form](#). If you need leads for pre-show marketing, consider ordering a list of Congress attendees. Forms for ordering both [2006 show attendees](#) and [2007 pre-registrants](#) are available in your Exhibitor Service Kit behind the Marketing Opportunities tab.

TAKE ADVANTAGE AT THE CONGRESS PRESS LOUNGE

Placement in the trade press is an important element of your marketing strategy. At the 2007 show we will staff a press lounge. This service will be available to all exhibitors and information on how you can take advantage of this opportunity will be forthcoming as the show approaches.

applicable tax, which is currently 16.75%. (Taxes are subject to change.)

Exhibitor Representative Registrations

Exhibitors receive 4 Exhibitor Passes for booths that are 100-300 sq.ft., with one additional pass for each additional 100 sq.ft.

These passes are entitled for full time employees of the exhibiting company only and will grant access all education sessions, the Sunday Get Acquainted Party, the Monday Awards Ceremony, and unlimited access to the exhibit hall. [Registrations](#) are due no later than **August 24, 2007.**

Time to Hit the Links

Anyone for a round of golf? Don't miss out on the opportunity to play 18 holes at The Republic Golf Club on Saturday, September 8th at 1:30pm. This is a four-person scramble with a shogun start, so don't miss out on this fun afternoon, open to the first 144 registrants. Deadline ends August 3, 2007. [Click here](#) for details on how to register.

Exhibitor FAQs

New to exhibiting at Congress? New to exhibiting period? Take a look at the [Exhibitor FAQs](#), even if you have been doing this for years. If you still have questions, please don't hesitate to contact jbogue@ntpshow.com at 703.706.8227.

Vital Contacts

NTP SHOW MANAGEMENT:

[Jenny Bogue](#)

Director of Customer Relations
800-687-7469, x227
1-703-683-8500, x227

[Jennifer Hardee](#)

Senior Operations Manager
800-687-7469, x205
1-703-683-8500, x205

Adjacent to the exhibitor's lounge, the press lounge will provide a convenient location for the press to pick up your press kits and will serve as a quiet, easily accessible location to meet for interviews.

Registration for all trade press is complimentary and following the successful debut of the press room at last year's show, we anticipate a positive showing this year.

Contact Becky Wickstrom for more information – bwickstrom@apwa.net.

WHILE IN SAN ANTONIO...

Immerse yourself in San Antonio—a literal crossroads of Old Mexican, Native American, German, African-American and Deep Southern cultures. In addition to the Alamo, San Antonio offers the renown River Walk, Market Square, Sea World, Six Flags and more. No wonder it's a top-rated spot for a family get-away!

[Visit the San Antonio Convention & Visitors Bureau.](#)

[Visit the Henry B. Gonzalez Convention Center's website.](#)

Average daily maximum temperature for September is 90°F.
Average daily minimum temperature for September is 69°F.
Average relative humidity is 68%.
Average rainfall for September is 3".

Visit weather.com for local San Antonio conditions.

[Click here](#) for a sampling of San Antonio restaurants by price range.

APWA:

Peter King
Executive Director
1-202-218-6700

Dana Priddy
Director of Meetings
1-816-595-5241

David Dancy
Director of Marketing
1-816-595-5250

Becky Wickstrom
Media Affairs Manager
1-202-218-6736

Suggestions

In producing Congress, APWA and NTP consider you, the exhibitor, to be our valued partner. We value your comments, ideas and suggestions -- [please contact us!](#)