



2007 APWA International Public Works Congress & Exposition

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



March 08, 2007

Welcome 2007 International Public Works Congress & Exposition exhibitors. This is the first of four exhibitor newsletters that you will receive between now and the upcoming show. These newsletters are designed to let you know about upcoming deadlines, new and exciting things for this year, marketing and sponsorship opportunities available, and operational show issues. APWA, the Texas host chapter, and NTP are looking forward to the 2007 Best Show in Public Works and everyone is working very hard to guarantee you a successful event.

This year's Exposition hours are as follows:

Sunday, September 9, 2007 12:00pm - 4:00pm
Monday, September 10, 2007 10:00am - 3:00pm
Tuesday, September 11, 2007 10:00am - 2:00pm

San Antonio has exhibitor-friendly union jurisdictions - full-time employees are allowed to set up and dismantle their own displays (including island booths). Along with this, exhibitors may hand carry what one person can in one trip, provided they do not use any material handling equipment, i.e. forklifts, dollies, flatbeds, etc. More about this to come in your exhibitor service manual.

To learn more about San Antonio, please visit the official Convention & Visitors Bureau [website](#). See you in San Antonio, TX!

EXHIBITOR SERVICE MANUALS

Your Exhibitor Service Kit will reach you in early April. It contains important deadlines, order forms, booth construction guidelines, plus forms for hotel reservations and booth personnel registration.

► [Forward this email](#)

Housing

You can begin making hotel reservations by phone, fax or on-line in mid-March. 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 [on-line](#). 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.

Booth Space Payments

Per your contract with APWA, as of March 1, all exhibitors are liable for payment on 100% of your booth space. If you have not yet paid for 100% of your exhibit space, please do so as soon as possible. Note - exhibitors who have not paid prior to the show's move-in will not be allowed to set up.

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, VA 22314

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.

NEW 2007 CONGRESS WEBSITE

You may have noticed that the new congress website is up and running. The website has been re-designed to help make everything easier to navigate and find for both exhibitors and attendee's. If you have any questions concerning your exhibit experience, please refer to the FOR EXHIBITORS section of this site.

The first thing you will notice is that we have added a link on the left navigation bar of APWA's home page www.apwa.net to make Congress information easier to find. On the front page of the congress site www.apwa.net/congress, we will keep you up to date with all of the latest news and information about the event, so it is important that you frequent this site often.

In addition, you can keep track of your upcoming deadlines on the exhibitor home page. On the right side of the page, we will keep you up-to-date on all your important deadlines and responsibilities. All of the marketing opportunities as well as sponsorship information can be found on FOR EXHIBITORS section. In late March you'll be able to access all the Exhibitor Service Kit documents.

Exhibitor Marketing Tips

Make sure you're getting the most out of your exhibiting dollars. Use the following tips to maximize your exhibiting experience and increase your ROI:

Begin Pre-Show Marketing

1. Use show logos on all correspondence - place an APWA logo on your company website and on all other promotional materials with your booth number so everyone can be sure to visit you.

2. Send invitations to your clients and prospects - what better excuse to contact current clients and prospects you want to become clients? Let them know you'll be at APWA and invite them to visit your booth.

Exhibitor Mailing Lists

Help us get your customers to the show! By getting your clients and potential clients on OUR mailing list as well as yours, you'll help ensure they're all fully aware of Congress. To guarantee your customers get APWA mailings concerning Congress, please contact [David Dancy](#) (ph: 816-595-5250).

Vital Contacts

NTP SHOW MANAGEMENT:

[Jenny Bogue](#)
Director of Customer Relations
800-687-7469, x227
1-703-683-8500, x227

[Jennifer Hardee](#)
Senior Operations

Be sure to bookmark www.apwa.net/congress and stay up-to-date on all of the latest happenings at Congress!

2007 CONGRESS PRESS COVERAGE

Placement in the trade press is an important element of your marketing strategy. At the 2007 show we will staff a press room where representatives from the trade press can pick up your press kit and schedule interviews.

The press room will be located on the exhibit floor adjacent to the exhibitor's lounge. It will be open during regular show hours and staffed during non-compete time by APWA's Media Affairs Manager Becky Wickstrom on Sunday, from 12-2 p.m.; Monday, 12-2 p.m.; and Tuesday, 10a.m.-1 p.m. The room will be configured for displays (exhibitor media kits) and will be conducive for meetings between media and show participants/attendees. Information about when and where to bring press kits, as well as a list of registered media representatives will be available in the coming months.

Contact Becky Wickstrom for more information, 202-218-6736 or bwickstrom@apwa.net.

Manager
800-687-7469, x205
1-703-836-8500, x205

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!](#)