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# 2008 American Public Works Association International Public Works Congress & Exposition

August 17–20, 2008 | New Orleans, LA | New Orleans Convention Center



## **YOUR OFFICIAL PROGRAM LISTING**

**DEADLINE EXTENDED TO JUNE 6th!!!** All exhibitors must update and complete their company contact information and Products and Services Listing online by June 6th. Some of the information that you provide online will be taken directly from the website and printed in the Program and Show Guide, which is distributed to all registered attendees. Also note: the information you provide online is available on the Congress website before the show, which helps attendees plan their time on the show floor.

## **SUBMIT YOUR INFORMATION**

1. Go to [http://apwa.ntpshowsites.com/update\\_company\\_profile.html](http://apwa.ntpshowsites.com/update_company_profile.html)  
[http://apwa.ntpshowsites.com/update\\_company\\_profile.html](http://apwa.ntpshowsites.com/update_company_profile.html)
2. Login using your personalized username and password. If you do not have this information, please contact Jenny Kamalian at [jkamalian@ntpshow.com](mailto:jkamalian@ntpshow.com).
3. Click on "Copy Profile" to use the profile you submitted the previous year, OR "Start From Scratch" to create a new profile. Fill in all blank fields and verify all existing information. Note: Your company description will be limited to 50 words or less. Fill in all blank fields and verify all existing information.
4. Add a description to your profile about the products/services you plan to display at the 2008 Congress & Expo. (Please note the description will not be included in the printed guide.)
5. Confirm your listing by checking the Ready-for-Print box when complete.
6. Click the "Update Company Profile" button at the bottom of the page.
7. Remember, information for the printed Showguide will be taken directly from your web listing!

## **PRODUCT/SERVICE CATEGORIES (Maximum: 4 Categories)**

Once you login with your username and password, you can choose up to four product categories that apply to the products and services you will display in your booth. These categories will be printed in the Showguide. To update your categories:

1. Click on "Update Categories."
2. Check no more than four boxes indicating your product categories.
3. Click the "Update Product Categories" button at the bottom of the page.
4. Remember, the categories you choose online will be printed in the Showguide!

## **LOGO HOTLINK AND PRODUCT PHOTOS TO YOUR WEB LISTING**

As an added value, you can add a logo and product photos to your listing FREE of charge! If you provide a URL when updating

▶ [Forward this email](#)

## **NEW PRODUCT PROMOTION**

### **DEADLINE EXTENDED TO JUNE 6th!!!**

If you have a new product that was introduced to the market place after August 31, 2007, you may enter it as a New Product this year at APWA. By entering into the New Product Promotion at APWA's International Public Works Congress and Exposition, your company will stand out as having a product that is new to the market place within the present year. APWA has devoted a section in the Official Show Program to include a listing of your products name, product description and booth number. This promotion gives attendees the opportunity to view the most current and innovative technology in the industry. Entries submitted prior to June 6, 2008 will be processed **free of charge**. Please [submit your application](#) TODAY!!!

### **UPCOMING DEADLINES**

ASAP Sponsorship Opportunities  
**June 6 Submit Exhibitor Showcase Presentation Proposal**  
**June 6 Products & Services Listing**  
June 8 Ad Space Reservations Due –

your company profile, your logo will automatically link to the URL you provided. Please note, the logo and product images will appear on the website only. They will not be printed in the Showguide. To upload a logo and product images:

1. Click on "Update Company Logo" or "Update Product Images." (Both options take you to the same page.)
2. Enter an Image Name and optionally an image caption. Then press the "Browse..." button. A dialog box will open up with a view of your hard drive. Navigate to the image that you are trying to upload, select it, and press the "Open" button at the bottom of the dialog box.
3. Click the "Update Product Images & Logo" button at the bottom of the page.

#### QUESTIONS?

Email [jkamalian@ntpshow.com](mailto:jkamalian@ntpshow.com) or call Jenny Bogue Kamalian at 800-687-7469, ext. 227; 703-706-8227.

After June 6th, you can update your online listing, but the printed Program and Showguide will be closed for changes. NTP and APWA reserve the right to edit copy.

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#### **EXHIBITOR SERVICE KIT**

By now, you should have received an email from GES containing a link to your On-Line Exhibitor Service Kit with instructions on how to access the kit anytime, anywhere. Your Service Kit 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 2008 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 **July 24, 2008**. If you have any questions, please contact the GES Servicer at 800.475.2098.

If you haven't received your On-Line Service Kit, please contact the GES Servicer at 800.475.2098.

#### **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 flameproof 8' high back drape in alternating panels of White and Orange, with Orange 3' high side drape dividers. The main aisle carpet color will be Blue. **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

Congress Program  
July 1 Request additional Preferred Customer Passes  
July 4 Ad Space Reservations Due – APWA Reporter  
July 11 Golf Registration Form  
July 15 Advance shipments: 1st Day warehouse accepts  
July 17 Exhibit Booth Security Guard  
**July 18 Liability Insurance Certificate to Show Mgmt.**  
July 18 Exhibitor Appointed Contractor Forms  
July 18 Telephone, Internet Service  
July 18 Booth Catering Orders  
July 18 Electrical & Plumbing Service  
**July 23 Hotel Reservation Cut-off**  
**July 24 GES Discount Price Deadlines**  
July 25 Submit Exhibitor Representative Pass/Badge Form

#### **PRESS COVERAGE UPDATE**

Looking for exposure to the trade press during Congress? With a press room located on the exhibit floor and a growing list of media professionals attending and covering the show, we've made it easier than ever! Plan to bring copies of your media kit to Congress. If you're interested in setting up an interview or contacting editors and writers directly, contact Becky Wickstrom at [bwickstrom@apwa.net](mailto:bwickstrom@apwa.net).

More details about registered press and where to drop off your press kits will be sent via e-mail in the coming weeks.

booths. Additional signage may be ordered through the GES "Custom Signs" by going to GES Online.

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.

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### **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 **July 18th**. 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.

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### **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** **Registrations** are due no later than **July 25, 2008**.

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### **EXHIBITOR HOUSING**

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 by **clicking here** to reserve your room online. To download a reservation form to mail or fax, **click here**. Please note: only one room may be reserved at a time.

Stay at one of the official Congress hotels and save on lodging and transportation to and from Congress activities. APWA has negotiated great rates for all attendees. Complimentary shuttle service will operate from all the official Congress hotels. **Click**

### **BOOTH LEAD TRACKING**

By renting a Sales Lead Tracking System for your booth, you can scan each visitor's pertinent data from their badge and have it downloaded to paper and diskette at the end of the show. For more information, see the **Custom Registration, Inc. form** located in the Utilities & Additional Services section of your On-Line Exhibitor Service Kit.

### **BE SURE TO SEND THOSE PREFERRED CUSTOMER PASSES**

Be sure to mail your passes and invite your best customers and prospects and let them know just how much YOU value their presence at Congress. Preferred Customer Expo Passes are still available; please fax in **this form** or contact **Jenny Karnal Jenny Kamalian**. Be sure to mail your passes as soon as possible, to ensure that your targeted prospects get them in time to register.

If you have other pre-show mailings to send but are in need of extra prospect mailing addresses, why not obtain a list of past Congress attendees to fill up your mailing list? See the **2007 San Antonio Post Show Attendee Mailing List Form** from CRI in the Marketing Opportunities section of your On-Line Exhibitor Service Kit.

### **TIME TO HIT THE LINKS**

Anyone for a round of golf? Don't miss out on the opportunity to play 18 holes at The Stonebridge Golf Club of New Orleans on Saturday, August 16th at 12:00pm. This is a four-person scramble with

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

*Which hotel is Congress headquarters?*

The Hilton New Orleans Riverside is this year's Congress headquarters hotel.

Please note: only one room may be reserved at a time.

1. Hilton New Orleans Riverside  
2 Poydras St.  
\$150 single/double
2. Embassy Suites  
315 Julia St.  
\$140 single/double
3. DoubleTree Hotel  
300 Canal St.  
\$145 single/double
4. Marriott Convention Center  
859 Convention Center Blvd.  
\$135 single/double
5. Marriott on Canal  
555 Canal St.  
\$135 single/double
6. J.W. Marriott  
614 Canal St.  
\$145 single/double

All rates are per room and are subject to 13% state and local tax, (subject to change) plus an occupancy tax when applicable.

Transportation is available to official congress hotels only.

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### **EXHIBITOR MARKETING TIPS**

Maximize your ROI and time while exhibiting at APWA. Use these simple tips to help with your marketing strategy.

1. **Develop a Promotional Plan** – for before, during and after the show. Make it a three step process and don't forget to follow up promptly after the show.
2. **Use Onsite Press Relations** – ask for a comprehensive media list and find out which publications will be given out during the show. Then place your ad in these magazines to get added exposure.

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### **BE A PART OF THE RENEWAL – MAKE A DIFFERENCE IN NEW ORLEANS**

At the 2008 APWA International Public Works Congress and Exposition in New Orleans, we'll be celebrating the renewal of a city devastated by Hurricane Katrina in August of 2005. The core of the New Orleans hospitality and tourism destinations are open and thriving, including the French Quarter; Warehouse Arts District; Garden District/Uptown and historic Algiers on the city's west bank, including hotels, restaurants and retail.

What has been done to the tourist areas is remarkable, but just

a shotgun start, so don't miss out on this fun afternoon, open to the first 144 registrants. Deadline ends July 11, 2008. [Click here](#) for details on how to register.

### **BOOTH SPACE PAYMENTS**

Per your contract with APWA, as of February 8, 2008, 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 FAQ's**

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

### **APWA AGE POLICY**

APWA **prohibits** children on the exhibit floor during move-in and move-out. APWA does allow children under the age of 18 on the show floor during open hours. All children must be registered and accompanied by an adult.

### **VITAL CONTACTS**

*NTP SHOW MANAGEMENT:*

[Jenny Kamalian](#)

Director of Customer Relations

800-687-7469, x227

1-703-683-8500, x227

[Jennifer Hardee, CEM](#)

Director, Operations and Conferences

800-687-7469, x205

1-703-836-8500, x205

[Kathleen O'Driscoll](#)

Operations Assistant

a short distance away in each direction from the downtown tourist areas are communities still devastated and trying to recover nearly three years later. One of these areas is the St. Bernard Parish, just a few miles east of downtown New Orleans. St. Bernard was one of the most devastated areas with 100% of homes and businesses in the area flooded by up to 20 feet of water. The hard working residents of St. Bernard are eager to rebuild their lives and community and return to the thriving lives they once enjoyed. To this date about 25% of homes, parks and businesses have been rebuilt and over a dozen churches have reopened.

On August 15 and 16th, APWA members will be rolling up their sleeves to do their part to help rebuild the rest of this once vibrant Parrish. Through our Proud-to-Care Program, APWA will support the rebuild efforts by taking part in work projects throughout the Saint Bernard Parish. No prior experience or skill set is needed— we will be assigned to small work teams in being asked to paint, sheetrock, sand, or work on other projects that need to be completed. This is your chance to make a difference --make plans to come early and help in this effort to make an impact on this community in need.

To join the APWA Team Saint Bernard Project in the giving of your time and talents please visit the [APWA Website](#). More information on the Saint Bernard Project can be found at [www.stbernardproject.org](http://www.stbernardproject.org) or [www.stbernardproject.org](http://www.stbernardproject.org). Questions can be directed to Brian Van Norman at 800-848-2792, ext. 5260 or [bvannorman@apwa.net](mailto:bvannorman@apwa.net).

800-687-7469, x220  
1-703-836-8500, x220

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!!!**

please c

**[Unsubscribe or update your email address.](#)**



313 S. Patrick Street | Alexandria, VA 22314