



CUSTOMER ENGAGEMENT TECHNOLOGY WORLD

Dear Customer Engagement Technology World Exhibitor,

Welcome to Customer Engagement Technology World, taking place at the Moscone West Convention Center, March 28-29, 2012. The online Exhibitor Services Manual contains all of the information you need to help you prepare for a successful event. Please take the time to read through this manual for all of the important deadlines, service and material ordering information, procedures and costs related to these services and the event as well as an entire section devoted to marketing your participation in the Event .

Customer Engagement Technology World has reserved a limited amount of rooms at the InterContinental San Francisco for exhibitors and attendees at a discounted rate. The special room rates start at \$259.00 plus applicable taxes. Please check out the "Hotel/Travel Information" section of the website (www.cetworld.com/travel.asp) or the online exhibitor services manual section called "Hotel/Travel". Make your reservations early as rooms fill up quickly – rooms are available on a first come, first served basis. Make sure you identify yourself as part of Customer Engagement Technology World. **The deadline date for the discounted rate is Monday, March 5, 2012, but these rooms will likely sell out much sooner.**

If you are using an "Exhibitor Appointed Contractor" to set-up and/or teardown your booth, you must inform Show Management by Friday, February 24, 2012. Please complete the Exhibitor Appointed Contractor (EAC) form, and mail or fax it along with a valid "Certificate of Insurance" if this applies to your company. All exhibitors are required to submit a Certificates of Insurance.

A 7" x 44" booth sign will automatically be placed in your booth. It will include your company name as it appears on the contract as well as your booth number.

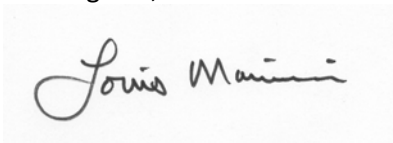
As an exhibitor you will be receiving periodic email bulletins with information such as upcoming deadlines, exhibiting tips and helpful reminders. Please be sure to keep an eye out for these informative bulletins!

Please note that no one under the age of 18 will be allowed into the Exhibit Hall during set-up, the Show or move-out.

Do not hesitate to call Freeman Decorating at 714-254-3410 or Show Management at 203-371-6322 to assist you with any questions or problems.

We are delighted to have your participation and look forward to working with you towards a truly successful event at the Moscone West Convention Center, 800 Howard Street, San Francisco, CA 94103.

Best regards,



Lou Mancini
Operations