

KioskCom Self Service Expo & The Digital Signage Show-FAQ's

1) Questions?

The entire KioskCom Self Service Expo & The Digital Signage Show team is working hard to make this show a great success. Please contact Lou (203-371-6322, Lou@jdevents.com) with any questions you might have. There are no questions too simple to answer.

2) I am an exhibitor; do I need a Certificate of Insurance?

Yes, all exhibitors are required to have insurance. For more information see the General Information link on the Exhibitor Services Page at www.kioskcom.com/exhibitorresourcecenter.asp.

3) Help!!!! This is my first trade show what do I need to know?

*There are many resources available to you to make this as easy as possible. The best place to start is the Exhibitor Services Center (www.kioskcom.com/exhibitorresourcecenter.asp). Here you should read **"THE FACTS"** and **"General Information"**. Also, take a look at the "Tips for First Time Exhibitors" provided by Freeman <http://www.jdevents.com/Uploads/KioskCom2010/Top12ExhibitorTips.pdf> After that feel free to contact show management or Freeman with any questions you may have. We are here for you.*

4) I am making plans for staff travel out of Las Vegas, when can my booth personnel expect to get their crates back during 'teardown' on April 15th?

Show management expects the first crates to be returned to the floor around 5:30PM. Remember the carpet and miscellaneous furniture needs to be removed first. The last crate should be delivered around 8PM. It is highly recommended that if you have a detailed booth, you leave either on a late flight Thursday, April 15 or on Friday, April 16.

5) I noticed I need my booth number to place orders, etc. Where can I find this?

Visit our website to see the list of the 2010 Las Vegas exhibitors: <http://www.kioskcom.com/expo/exhibitors.asp>

6) What does my Exhibitor Badge give me access to?

As a registered exhibitor, all personnel can attend tech talks, keynotes, exhibit floor receptions and the awards ceremony plus with a flex pass-one person per booth can attend the conference sessions.

7) What comes standard with my booth?

Each booth comes with a company listing on the website, 1 Flex Pass, 5-Exhibitor Personnel Registrations, a listing in the program guide, standard drapery, company id sign (7"x44") and exhibit hall security.

- 8) **What are a few things I need to bring or order for my booth?**
Carpet, electricity, signage, promotional material/business cards, etc.
- 9) **What do I do if I need to update my company information (description on the web, logo, exhibitor contact, etc)?**
You can send updated info to liz@jdevents.com.
- 10) **Is there an advantage to Advanced Warehouse vs. Direct Shipping to Mandalay Bay?**
*KioskCom Self Service Expo recommends using Advanced Warehouse shipping. This is the most effective method as your freight will be in your booth on the first day of move-in. The unloading of Direct Shipments at Mandalay Bay is based upon dock space at MB, #of shippers at that moment and size of shipments on a truck, overall efficiencies/inefficiencies and the marshalling yard. Direct shipments do not start to be handled until 2PM Monday, April 12. There are variables beyond your control so delays are often experienced from this shipping method. **BE SAFE, SEND YOUR SHIPMENT TO ADVANCED WAREHOUSE!***
- 11) **Wow!!! How can I stay organized for the KioskCom Self Service Expo?**
Our exhibitor timeline will provide you with deadlines and contact info on all the outside vendors we are using to make your show successful. You can view the timeline at http://www.jdevents.com/Uploads/KioskCom2010/ExhibitorTimeline_LV10.pdf
- 12) **What marketing opportunities do I have to invite my clients and/or prospects?**
*1. **Invite Your VIPs:** Forward an electronic VIP Expo Ticket (available in mid-February) to your clients and prospects and invite them to attend the Expo with your compliments! This VIP pass includes admission to the exhibit hall, Tech Talks, awards ceremony and keynote presentations. Doing a mailing? A limited number of printed tickets can be sent to you upon request. Please email joelle@jdevents.com with the number of tickets you would like to receive and the shipping address to which they should be sent. Requests for printed tickets can only be taken until March 5, 2010.*

(Please note: In order to maximize the time our exhibitors spend with quality buyers at our shows, each person that registers to attend either the KioskCom Self Service Expo or The Digital Signage show is subject to a rigorous qualification - please see below for details. However, receiving this ticket from you means they will automatically qualify to attend the event. Please keep this in mind and use your utmost discretion when forwarding a complimentary Expo pass along.)

*2. **Offer Qualified End-Users* Free Full Conference Passes:** Email us a list of your top end-user* customers, prospects, and ideal buyers, along with their contact information. Those who qualify* will receive an email invitation from us indicating they have been specially selected and you have arranged for them to*

receive a free full conference pass to The Digital Signage Show and KioskCom Self Service Expo. The email they receive will contain your company name and booth number and will request that they visit your booth when they arrive at the event. Email your list of candidates to dawn@jdevents.com no later than March 12, 2010. (Please note: In order to avoid confusion, please do not mention that you have arranged for the free pass until you receive notification from us that they have been approved.)

3. Customize - and Track - Your Invitations: Take advantage of a new online tool that generates an invitation email for your customers to get a free expo pass (or full conference pass if they qualify!*) with your compliments. Create and distribute your own unique priority code, send a personal invitation, register your clients yourself or invite a group all at once by pasting your own unique registration link into a broadcast email. You can also keep track in real time of clients who have registered! This can all be done with just a few clicks within your Exhibitor Registration system (where you register your booth personnel).

4. Alert the Media: Arrange to bring press kits to the event for distribution in the official Press Room. Include releases about new products and services and indicate who, at your booth, the press can contact should they have follow-up questions. Vollmer Public Relations is the official media relations firm for KioskCom and The Digital Signage Show. See www.kioskcom.com/press.asp for more media relations information. Contact Rupa Patel at rupa@vollmerpr.com with any questions.

KioskCom & The Digital Signage Show Qualification Policy

COMPLIMENTARY FULL CONFERENCE PASS*:

Qualified professionals are employed by a brand in an industry such as retail, financial services, food service, travel, hospitality, government, healthcare, CPG, etc. or an advertising agency.

COMPLIMENTARY EXPO HALL PASS*:

Qualified professionals meet the criteria listed above for free full conference admission OR demonstrate to show management that...

- They represent a DOOH Network (Network Owner/Operator).
- They are responsible for purchasing digital advertising for your company or clients.
- Their company has place-based media deployments in your organization.
- They are a systems/AV integrator or reseller.
- They are attending specifically to purchase necessary components for your kiosk/digital signage deployment networks.

Attendees are not qualified for complimentary Expo Hall admission if:

- Your company is a supplier of self-service, digital signage, Bluetooth advertising, content creation, content delivery, RFID technology and/or services (this includes the manufacture and sale of any components used in a deployment) and/or competes with other exhibitors
- You are an industry consultant or analyst
- You are a systems integrator that does not purchase equipment (self-service and/or digital signage technology and/or services).

Please note: Complimentary pass offers do not apply if an individual has already registered for the event. All complimentary pass requests will be reviewed and qualified individually. KioskCom and The Digital Signage Show reserve the right to decline complimentary conference or expo passes at its own discretion.