

Associate Center

Preliminary Floor Plan as of February 1, 2010—Subject to Change



P To Parking Garage, Hyatt Hotel and South Building

CENTRAL CONCOURSE

To Taxi Loading and Unloading

FHC = Fire Hose Cabinet FHR = Fire Hose Rack
 FEC = Fire Extinguisher Cabinet WV = Water Valve

* **LAST IN/FIRST OUT**—Booths marked with an asterisk cannot be installed until 12 PM, Tuesday, October 12, 2010 and must be dismantled immediately beginning at 5:00 PM, Thursday, October 14, 2010.



Unshaded areas reflect booth availability as of 2/1/10.

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McCormick Place West

EXHIBIT SPACE RENTAL

The standard exhibit space rental fee is **\$25.00** per net square foot. There is a \$250.00 charge for each corner. A 50% deposit of total space rental cost, payable in U.S. Funds, must be enclosed with this application. The balance is due by June 13, 2010. Applications received after this date must include full payment.

For your convenience, the chart (below) provides sample rental costs on a selection of sizes and configurations. You are, of course, not limited to these amounts of space as several booths may be combined for a single exhibit area.

BOOTH SIZE AND DESCRIPTION

10'x10' (100 sq. ft.) in-line	\$ 2,500.00
10'x10' (100 sq. ft.) corner	\$ 2,750.00
10'x20' (200 sq. ft.) in-line	\$ 5,000.00
10'x20' (200 sq. ft.) corner	\$ 5,250.00
10'x30' (300 sq. ft.) in-line	\$ 7,500.00
20'x20' (400 sq. ft.) island	\$11,000.00

WHAT'S INCLUDED IN SPACE RENTAL

- Standard Booth Equipment.
- On-line Exhibitor Manual with 20%–50% advance discounts for exhibit services.
- Merchandising & Promotion Materials including publicity tips, advertising information, press lists, etc.
- Access to discounted hotel rates.
- Access to registration data bases (contracted exhibitors only) for pre-show and post-show follow-up.
- Complimentary advance credentials for your fulltime exhibit personnel (4 per 100 sq. ft.).
- Complimentary listing including company name, contact information, booth number, and product/service in the online *Exhibit Planner* and the *Exhibit Directory* distributed at Showtime.
- Complimentary VIP Exhibit Hall Invitations in an electronic format offering FREE registration for your own pre-show promotions.
- Complimentary use of the secured storage area.

For Exhibiting Information:

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