



2004 Acquisition Senior Leaders' Conference Exhibitor Manual

Conference Dates

August 9-12, 2004
Louisville, Kentucky

Conference Location

Hyatt Regency Louisville
320 West Jefferson
Louisville, KY 40202
Phone: (502) 587-3434
Fax: (502) 581-0133

<http://www.louisville.hyatt.com/property/index.jhtml>

Supporting the Fight, Improving the Force, Building the Future

1. Why will my company benefit from attending this event?

Exposure

The Acquisition Senior Leaders' Conference provides a forum for the Senior Army Acquisition Leadership to communicate directly with the Army Program/Project/Product Managers (PMs), Program Executive Officers (PEOs) and Acquisition Commanders to discuss new acquisition direction, guidance and policies.

The first day is reserved for meetings with Army Acquisition General Officers (Gos) and Senior Executive Service (SES) civilians with working group sessions for the Command Select PMs and Acquisition Commanders. The next 1-2 days involve meetings with all attendees and a forum with a panel of Government leaders.

Topics discussed include issues related to Army acquisition programs as requested by senior acquisition leadership. Conferences are typically held at locations near an Army post.

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Attendees

The Honorable Claude M. Bolton Jr., Assistant Secretary of the Army (Acquisition, Logistics & Technology) hosts this event.

The invited audience consists of all Army PEOs and Command Select List Project/Product Managers and Acquisition Commanders as well as Senior Army Acquisition SESs & GOs (about 350 attendees).

Our theme is *"Army Acquisition Corps –Supporting the Fight, Improving the Force, and Building the Future."*

2. When do I Register?

You **MUST** complete and return your online registration packet by **COB Friday, July 16, 2004.**

Tradeshow Dates and Times

The 2004 Acquisition Senior Leaders' Conference will be held August 9 -12, 2004. Exhibitor hours are as follows:

Monday, August 9	6:00– 8:00 p.m.
Tuesday, August 10	7:00 a.m. – 1:00 p.m.
Wednesday, August 11	7:00 a.m. – 3:00 p.m.

Exhibitor Hall

Set up will be in the **Regency Ballroom** located on the 2nd floor of the hotel. Please see attached link of the floor plan.

Booth Layout

The booth size must be no bigger than 8' x 10' (8' deep and 10' wide). The booth layout will be distributed via e-mail once all exhibitors have registered.

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- Last minute adjustments may be necessary, so please be prepared to make minor changes.
- There is a 2-person exhibitor limit per booth.

Booth Set Up and Break Down

Set up: Anytime between 10:00 a.m.– 4:00 p.m. Monday, August 9.

Walk-through: There will be an exhibit hall walk-through at 4 p.m. Monday, August 9, to ensure all exhibits are fully constructed. All exhibits **MUST** be ready by **4 p.m.** that day.

Breakdown: 5:00 – 6:30 p.m. on Wednesday, August 11.

Equipment Support

- Exhibitors will be provided with one covered 6' table, two chairs, a wastebasket and standard electricity at the exhibitor's request.
- **Audiovisual and Business equipment** is available for rental through the hotel. Contact **Cara Sariscsany**, hotel staff, at **(502) 540-3141** to reserve equipment.

Shipping Information

Exhibitors must label all boxes and materials to be shipped with the following information:

**Exhibiting Organization/Company, HOLD FOR ARRIVAL,
2004 Acquisition Senior Leaders' Conference - Exhibitor (August 9-12, 2004)
ATTN: Cara Sariscsany
Hyatt Regency Louisville
320 West Jefferson
Louisville, Kentucky 40202
Number of Boxes (i.e., Box 1 of 2, Box 2 of 2)**

Arrival Time: All deliveries must arrive **no earlier** than Saturday, August 7, 2004 and **no later** than noon on Monday, August 9, 2004.

- To expedite the return shipment, affix a completed carrier label to each box.

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- Shipments **will not** be accepted if they arrive earlier than Saturday, August 7.
- If you choose to have your equipment arrive on Saturday, August 7 or Sunday, August 8, it may be stored **free of charge**.
- Items previously shipped to the hotel will be delivered to the Regency Ballroom by 9:00 a.m. Monday August 9.
- After the conference, exhibitors will be responsible for outbound shipping of their exhibit materials.

Conference Registration/Information

Please do not register until you have received your exhibitor invitation via e-mail.

Hotel

Exhibitors should **NOT** make their own hotel reservations. Once you register for the conference through the electronic invite link, your name will be added to our Exhibitor Rooming List and you will be automatically registered for your hotel room. Your hotel confirmation information will then be sent to you via e-mail. This will ensure that you receive the per diem rate.

- Room rates per night are \$69.00 plus \$5.18 occupancy tax and sales tax of \$4.45 (total \$78.63). Sales tax will be waived if paying with the appropriate government issued travel card, making the total per night \$74.18.

All exhibitors will be staying at the **Galt House**, which is walking distance (about 3 blocks) from the Conference hotel.

The Galt House
Fourth Street at the River
Louisville, KY 40202
502-589-5200
<http://www.galthouse.com>

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No-Host Social

A social hour will be held for all conference attendees on Monday evening, August 9, 2004. The event will be held in the exhibitor room, so you **MUST** attend and have your booth ready.

This is a wonderful opportunity to gain exposure at the start of the conference.

Dress Code

The dress code for exhibitors during booth show time is business casual.

Security

Each person is responsible for his/her own personal belongings and booth materials. Insurance is YOUR OWN responsibility.

Storage for Personal Items

Personal items should be left in each person's hotel room.

- If you've checked out of your hotel on the last exhibit day, (Wednesday, August 11) the hotel can provide storage space for personal items.
- Please include information in your registration packet on your planned departure time.

Local Information

For any local business needs, there is a Kinko's 1-1/2 blocks from the hotel. Home Depot and Target are located approximately 5 miles from the hotel. Directions are included as attachments to this information packet.

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Contact Information

For additional information or questions, please contact **Nicole Perella** at commercial **(703) 704-0130**; DSN **654-0130** or e-mail nicole.perella@us.army.mil.

Attachments (see pages 6 - 8)

- Directions to hotel, Home Depot, Target, and Kinko's Copies
- Exhibit Hall Floor Plan

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Directions

To the Hyatt:

From Louisville International Airport:

- Exit following signs to Louisville (Downtown).
- Take I-65 North to Brook Street exit.
- Follow Brook Street to Jefferson Street.
- Turn left onto Jefferson Street. The hotel entrance is on the left, just past 3rd Street.

From the East:

- Take 71 South to 65 South.
- Take the Jefferson Street exit. The hotel is on the left, just past 3rd Street.

From the North:

- Take 65 South to Jefferson Street exit.
- Stay on Jefferson Street once you exit. The hotel entrance is on the left, just past 3rd Street.

From the West:

- Take I-64 East to I-65 South.
- Exit on Jefferson Street. The hotel entrance is on the left, just past 3rd Street.

From the South:

- Take I-65 North to Brook Street exit.
- Follow Brook Street to Jefferson Street.
- Turn left onto Jefferson Street. The hotel entrance is on the left, just past 3rd Street.

To the Galt House:

From the Airport:

- Go WEST on Terminal Dr.
- Take the I-264E/I-65 ramp toward Downtown.
- Stay straight to go onto I-65 ramp.
- Keep LEFT at the fork in the ramp.
- Merge onto I-65 N.
- Merge onto I-64 W via exit number 137 toward St. Louis.

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- Take the 3rd Street exit – exit number 5B – toward River Road/Downtown.
- Turn SLIGHT LEFT onto N 3rd Street.
- Turn RIGHT onto W Main St./US-60 Truck W/US-31 W.
- Turn RIGHT onto N 4th Street.

Walking to the Hyatt from the Galt House:

- Go South on North 4th St. toward West Main St. (away from the river)
- Walk down 4th St. for three blocks, passing the Convention Center on your left.
- Continue on 4th St., crossing over West Jefferson St. and the Hyatt entrance will be on your left.

Total distance: ¼ mile

To Home Depot/Target:

- Exit out of the Hyatt parking garage, turning left onto Liberty Street.
- Follow Liberty Street to the entrance ramp to I-65 North.
- Go across the bridge into Indiana and take Exit 4. (Lewis and Clark Parkway)
- At the base of the exit ramp, turn left onto Lewis and Clark Parkway.
- Follow underneath the viaduct of the expressway.
- About 1/4 mile down the road, Target will be on the right and Home Depot will be on the left.

Kinko's:

- 315 W. Market Street, 1-1/2 blocks from the hotel, phone (502) 584-0407
- Start at 320 W Jefferson St., on W Jefferson St. going towards South 4th St., South 4th Ave/South 4th St. —go 0.2 mi
- Turn right on South 5th St. —go 0.1 mi
- Turn right on West Market St. —go 0.2 mi
- Arrive at 315 West Market St.

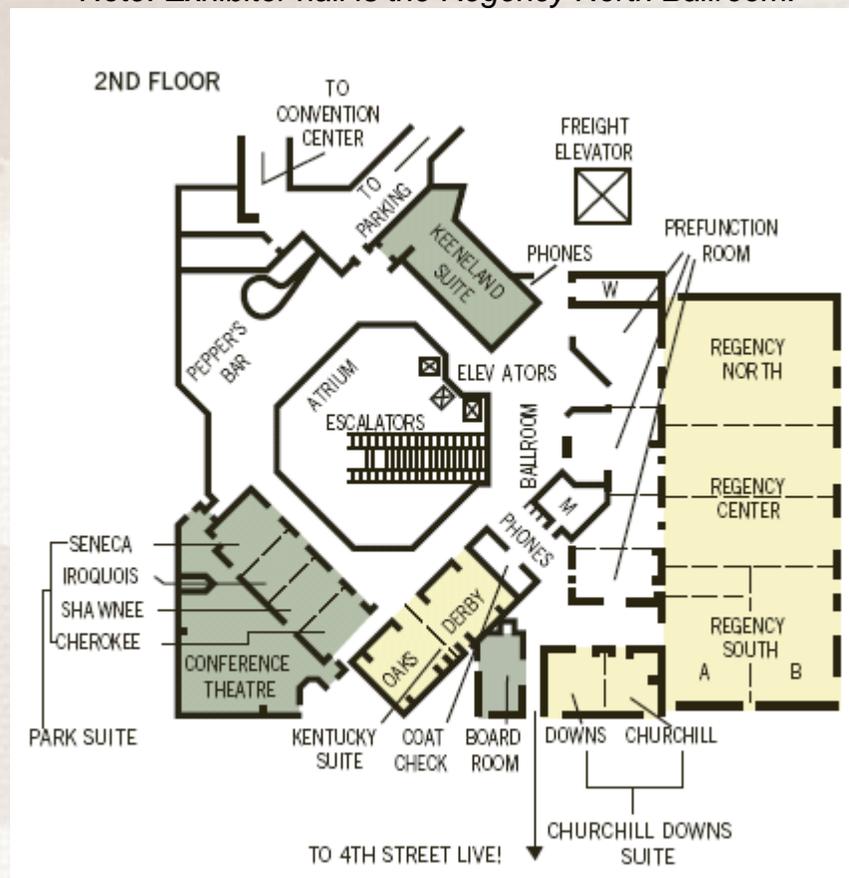
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Floor Plan

[Hyatt Regency Louisville Meeting Floor Plan](#)

Note: Exhibitor hall is the Regency North Ballroom.



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