

2005 Acquisition Senior Leaders and AMC Commanders Conference Exhibitor Manual

Conference Dates

August 22-25, 2005
Detroit, Michigan

Conference Location

Detroit Marriott at the Renaissance Center
Renaissance Center
Detroit, MI 48243
Phone: (313) 568-8000
Fax: (313) 568-8146

http://marriott.com/property/propertypage/dtwdt?WT_Ref=mi_left

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

Exposure

The Acquisition Senior Leaders and AMC Commanders Conference provides a forum for Senior Army Acquisition and Army Materiel Command (AMC) leaders to communicate directly with the Army Program/Project/Product Managers (PMs), Program Executive Officers (PEOs) and Acquisition and AMC Commanders to discuss new acquisition direction, guidance and policies. The week kicks-off with a welcome social in the exhibit hall, giving exhibitors prime exposure at the start of the Conference.

Exhibitors will have the opportunity to meet the Honorable Claude M. Bolton, Jr., Army Acquisition Executive and Assistant Secretary of the Army for Acquisition, Logistics and Technology (ASAALT), GEN Benjamin S. Griffin, Commanding General, AMC and other top Army leaders. Each day, meals and breaks will be served in the main exhibit hall.

Attendees

The Honorable Claude M. Bolton, Jr. and GEN Benjamin S. Griffin will host 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 and General Officers (GOs), AMC Command Staff and Major Subordinate Command Commanders, Life Cycle Management Command (LCMC) Commanders and selected members of the Army's senior leadership. GOs and SESs that manage several billion dollars in acquisition programs and weapon systems management will attend this "by-invitation-only" Conference (about 550 attendees).

The Conference theme is: *"Together, Spiraling Technology to Soldiers Today!"*

2. When do I Register?

You **MUST** complete and return your registration packet by **Monday, August 8, 2005**. Booth space will be allocated on a first-come, first-serve basis.

Show Dates and Times

The exhibit portion of the 2005 Acquisition Senior Leaders and AMC Commanders Conference will be held from August 22 through August 24, 2005. The exhibit hours are as follows:

| | |
|----------------------|------------------------|
| Monday, August 22 | 6:00 p.m. – 8:30 p.m. |
| Tuesday, August 23 | 6:45 a.m. – 4:30 p.m. |
| Wednesday, August 24 | 6:00 a.m. – 10:00 a.m. |

Exhibit-Hall

Set up will be in the **Cabot Ballroom** located on the 3rd floor of the hotel (level 4 of the Renaissance Center).

Booth Layout

Exhibitors may choose from the following booth space options: 8' x 10', 10' x 10', 10' x 20', 10' x 30' or 20' x 20'. The booth size cannot be larger than 20' x 20'. The assigned booth layout will be available from the exhibitor coordinator, Nicole Perella, once all exhibitors have registered.

- Last minute adjustments may be necessary. Please be prepared to make minor changes.
- No more than 4 exhibitors are allowed per booth.

** Note: 10' x 10's will be combined to create the larger booth spaces. Booth spaces are assigned on a first-come, first-served basis and are subject to change.

Booth Set-Up and Break-Down

Set-up: Anytime between 8:00 a.m. – 4:00 p.m. on Monday, August 22. All exhibits must be ready by 4 p.m. that day. If you need more time to set-up your display, please contact Nicole Perella at 703-805-1096.

Break-down: 10:00 a.m. – 5:00 p.m. on Wednesday, August 24.

Equipment Support

Exhibitors will be provided one covered 6-foot table, two chairs and a wastebasket. Audio/Visual equipment may be rented directly through the hotel. Please contact David Doyle, Marriott Senior Event Manager, at (313) 568-8000 for rental information. Contact Nicole Perella at (703) 805-1096 with questions.

Shipping Information

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

**Detroit Marriott at the Renaissance Center
Renaissance Center
Detroit, Michigan 48243
ATTN: David Doyle/Nicole Perella
“Exhibiting Company” 2005 Acquisition Senior Leaders and AMC Commanders Conference
(August 22-25, 2005)
Number of Boxes (i.e. Box 1 of 2, Box 2 of 2)**

Arrival Time: Your shipment **must** arrive between Thursday, August 18, 2005 and Saturday, August 20, 2005.

- After the Conference, exhibitors will be responsible for the return shipping of all exhibit materials.
- To expedite the return shipment, affix a completed carrier label to each box.
- Shipments will not be accepted if they arrive earlier than Thursday, August 18, 2005.
- Items previously shipped to the hotel will be delivered to the Cabot Ballroom by 8:00 a.m. on Monday, August 22.
- The hotel loading dock is about 4-feet off the ground. Please have your shipper plan accordingly.
- Shipments will not be accepted on Sunday, August 21, 2005.

Costs

Exhibitor Packages

- 8 x 10: \$875
 - This package includes booth space, a 6-foot table, 2 chairs, wastebasket and exhibitor registration passes for two people.
- 10 x 10: \$975
 - This package includes booth space, a 6-foot table, 2 chairs, wastebasket and exhibitor registration passes for two people.
- 10 x 20: \$1,750
 - This package includes booth space, a 6-foot table, 2 chairs, wastebasket and exhibitor registration passes for two people.
- 10 x 30: \$2,525.00
 - This package includes booth space, a 6-foot table, 2 chairs, wastebasket and exhibitor registration passes for two people.
- 20 x 20: \$3,300.00
 - This package includes booth space, a 6-foot table, 2 chairs, wastebasket and exhibitor registration passes for two people.
- If the exhibiting company would like to bring more than two people, each additional exhibitor must pay the exhibitor Conference fee of \$125. Exhibiting companies can bring up to four people each.

Additional Exhibitor Opportunity

In addition to booth space, exhibiting companies may purchase tickets to the Conference's Industry Panel. This event, held at the Hyatt Regency Dearborn (about a ½-hour drive from Detroit), is for a select group of the Conference attendees and will allow interaction with industry partners through a panel/luncheon forum. The event will take place on Wednesday, August 24, from 1:30-5:00 p.m. You must provide your own transportation to this event.

- Limited tickets are available on a first-come, first-serve basis.
 - Tickets to attend the Industry Panel (includes lunch): \$100 per person.

Audio Visual Costs: Provided by the Marriott at the Renaissance Center

- High Speed Internet Access:
 - First Line: \$120.00
 - Additional Lines: \$95.00
 - Hubs: \$50 each
- Telephone line:
 - Phone Lines: \$150 per line

- Regular Phone: \$35.00 per day, plus calls (local calls are complimentary)
- Speaker Phone: \$50.00 per day, plus calls (local calls are complimentary)
- Electric Charges:
 - 30 amp, Single Phase (standard) – multi outlet extension: \$30.00
 - 100 amp, Single Phase: \$100.00
 - 100 amp, Triple Phase: \$120
 - Electrical/Internet Labor: \$10 per booth
 - Drayage Labor: \$190

Conference Registration/Information

Each exhibiting company Point of Contact (POC) will receive an electronic Conference invite with a link to Conference registration.

- Exhibitors must register for the Conference by **August 8, 2005.**

Registration badges may be picked up at the onsite registration booth located just outside the Cabot Ballroom.

- Please pick up badges no later than 4 p.m. on Monday, August 22.
- Please make sure ALL exhibitors' names are included when you register.

For additional administrative and travel information, please visit our Conference Web site at: http://asc.army.mil/events/conferences/2005/slc_conference/default.cfm.

Hotel Reservations

When the exhibiting POC receives the Conference registration e-mail, there will be a link to the hotel registration site, which is specific to this Conference. In order to access the Conference per diem rates, you **MUST** register for hotel rooms through this site.

Welcome Reception

A welcome reception will be held for all Conference attendees on Monday night, August 22, 2005, beginning at 6:00 p.m. in the exhibit hall. Your booth must be ready by 4:00 p.m. and staffed by 5:30 p.m. **This is a wonderful opportunity to gain the highest level of exposure at the start of the Conference.**

Dress Code

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

Security

Each person is responsible for his/her own personal belongings and booth materials. Insurance is YOUR OWN responsibility. There will be hotel security guarding the booths after Conference hours.

Storage for Personal Items

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

Local Information

For any local business needs, there is a Kinko's on the first floor of the Renaissance Center.

Contact Information

For any additional information or questions, please contact **Nicole Perella** at **(703) 805-1096** or e-mail: nicole.perella@us.army.mil.