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## EXHIBITOR NEWSLETTER #1 January 2010

This Exhibitor Update contains valuable information pertinent to exhibiting at the Cast in North America Pavilion at the Expo:

**CASTEXPO'10 TEAM** is here to help. Please feel free to contact us if you have questions:

Exhibit Coordinator & Director of Finance

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American Foundry Society

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Housing & Special Events

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Registration

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Official Show Contractor

**GES Exposition Services**

**800/475-2098**

**Fax 866/329-1437**

**International 702/515-5970**

**Fax 702/263-1520**

Or contact online: [www.ges.com/chat](http://www.ges.com/chat)

### GENERAL SHOW INFORMATION

**Show Colors:** Silver back drape, Silver sidewall drape, Blue Jay carpet – aisles, Grey carpet – booths

**Exhibit Space Includes:** ID sign and booth draping, (1) 6' table skirted in gold, 2 contour chairs, 1 wastebasket  
**Electrical and/or any additional services must be ordered via Exhibitor Services Manual**

**Important Dates:**

February 9	Advance Shipments may begin arriving at Warehouse
February 22	Save money!! Discount Deadline for GES orders received with payment
March 10	Last day for Advance Shipments to arrive at Warehouse without surcharges <i>Advance Warehouse Hours for receiving are M-F, 8:00 am - 4:30 pm</i>
March 15	Direct Shipments may begin arriving at Exhibit Site starting at 8:00 am
March 15-18	Set-Up hours for Exhibitors 8:00 am - 5:00 pm
March 19	Set-Up hours for Exhibitors 8:00 am - <u>7:00 pm</u> <i>Last Day for Direct Shipments to arrive at Exhibit Site ending at 4:00 pm</i>
March 20-22	<b>Show Hours 9:00 am – 5:00 pm</b>
March 23	<b>Show Hours 9:00 am – 2:00 pm</b> Dismantle of Exhibits 2:00 pm – 8:00 pm

March 24 Dismantle of Exhibits 8:00 am – 1:00 pm

**Hall Specifications:** Ceiling Height - 40' to low steel or with clearance  
Floor Load - 400 lbs/sq. ft.  
Electricity - 120v/280v every 30' from floor pockets (**must order**)  
Gas, Water, Drainage - Every 30' floor ports (**must order**)

**EXHIBITOR SERVICE MANUAL** Please READ the Exhibitor Manual. All information for GES Services (furniture, labor, etc), CompuSystems (Lead Retrieval), OCCO (utility services, sign hanging, cable, telecommunications, AV, etc.), floral, and photography, can be found on the Show website: [www.castexpo.com](http://www.castexpo.com) – click on Exhibitor Services Manual OR a CD version is available upon request - call Abigail Adreani at 847/824-0181, ext 221. REMINDER: There are discounts available on services for a limited time – refer to the Discount Deadlines on each order sheet in the Manual. After those dates, full Show prices will apply. **Carpeting, (1) 6' skirted table, (2) contour chairs and (1) wastebasket are included with your exhibit space; NO electrical is included.** Refer to Exhibitor Manual for products & services offerings to be ordered separately.

**DIGITAL BOOTH EDITOR/OFFICIAL PROGRAM GUIDE** The deadline to provide us with your company profile for your program listing is **Friday, February 5**. If you have not already done so or need to update any information, **please do so before this deadline!** The online digital booth editor can be found at [www.castexpo.com/ExhibitorProfile](http://www.castexpo.com/ExhibitorProfile). Highlight your company name; enter your company number as the password (if this is the first time visiting the editor) and click log in. You must then change your password for the features to become activated. Please provide 150 words or less as your company profile to appear on the web and also in the printed Guide to Exhibits Official Program. Make sure to save at the bottom of the page! Other features such as business card, categories, contacts and media center provide for enhanced exposure of your company to those using the web to plan their CastExpo visit. If you are not familiar with your company number or need assistance please call 847/824-0181 and speak with either Abigail ext. 221 or Kris ext. 217.

**CAST IN NORTH AMERICA WEBINAR** Participate in a **complimentary** webinar that will prepare you for making the most of your Cast in North America Pavilion exhibiting experience. Attend the AFS sponsored webinar “So you are exhibiting at a Trade Show—Giving the Metalcaster Value through Cast in North America” on Wednesday, January 27 at 2:00 pm CST. Learn more about how you can turn a simple opportunity into a marketing “win” for your company. To register for this **complimentary** event, visit [www.afsinc.org/webinars](http://www.afsinc.org/webinars).

**RULES & REGULATIONS** Rules to remember! These Regulations are a binding part of our Contract with you.

**Installation & Dismantling:** All Exhibits must be completed, manned & ready for business by 8:00 am, Saturday, March 20. No Exhibits shall be dismantled prior to 2:00 pm, Tuesday, March 23 (crates will not be delivered to exhibitor booths prior to that hour).

**Height Limitations:** Exhibits shall be arranged as not to obstruct the general view or hide other exhibits. The standard In-Line booth height is an 8' high back wall with 4' high division rails. No exhibit construction and/or signage may exceed the maximum 8' overall height. Sidewalls on standard In-Line booths are limited to the 8' height, out to one half the depth of the exhibit space, and from that point to the aisle a maximum height of 4' is permitted.

**All exposed parts of Exhibits must be finished so as not to present an unsightly appearance when viewing from adjoining booths or aisles. Show Management may order masking drape at Exhibitor's expense if deemed necessary.**

**Non-official Contractor constructing an exhibit:** Exhibitors planning to use labor other than GES must notify GES in writing by sending the Notice of Intent to Use Exhibitor-Appointed Contractor (Form L-4, page 16 Exhibitors Manual), by February 22, 2010. Insurance forms must be provided by the Display House and attached to the form.

**Prior to the Show, please review the Rules & Regulations as outlined in the Cast in North America Pavilion contract.**

**STAY IN TOUCH** Your company is an integral component of this industry event in Orlando in March. By staying in touch with weekly visits to the CastExpo website [www.castexpo.com](http://www.castexpo.com), you can keep an eye on the floorplan and current list of exhibitors and by taking a moment to read these Exhibitor Newsletters, you will be well-informed to make your exhibit experience an easy one.

The next update will be sent the first week of February and will include more news on exhibiting and preparing for this great event! Please feel free to call any one of the CastExpo team if you have any questions.