



29TH ANNUAL MTA SHOWCASE
December 1-2, 2010
Holiday Inn Grand Montana
5500 Midland Road, Billings, MT

EXHIBITOR GUIDELINES

Welcome to MTA's 29th Showcase. MTA is offering a total of 100 booths this year. Exhibit space will be offered to all MTA Associate Members first starting on September 16th (sent via Email) & then registration will open up to the general public via our Website starting on Friday, October 1st.

- Exhibit space will be reserved on a first-come, first-served basis to those who have **PAID IN FULL** their registration fees (i.e., payment must be received by MTA in order to hold your booth reservation.)
- For those securing their registration with a credit card, please FAX your registration form to MTA for processing (406-442-8243) or scan registration form and email it to: ajoki@telecomassn.org.
- For those sending a check payment we recommend that you send your registration & payment via overnight freight for faster delivery & processing (MTA, 208 N. Montana Avenue, #105, Helena, MT 59601).
- No reservations will be accepted over the phone.
- No more than 2 booths may be reserved by a vendor.
- No booth saving is allowed.
- When the registration form has been received by MTA, an Email acknowledging its receipt will be sent to the contact person listed on the registration form. This does not guarantee booth selection.
- Confirmation letters indicating exhibit booth number(s) reserved will be emailed once booths have been assigned.

You may review the floor plan and request your desired booth number. Every effort will be made to accommodate these requests but booths are assigned based on timing of reservation, those who have paid their registration fees in full, and placement away from your competitor's booth location.

All breaks and meal functions will be held in the Showcase arena for added vendor exposure. There will be a continental breakfast each morning and a luncheon on day one. Our hosted hospitality hour will be held on Wednesday evening, December 1st. See the registration form for co-sponsorship opportunities of these events.

FIRST TIME GUESTS

MTA Associate Members wanting to invite non-MTA Associate Members in their booth and **visit our Showcase for the first time** are being offered a one-time lower registration fee. The first time rate for Non-MTA Associate members joining in the booth of a registered MTA Associate Member is \$75 (each person). This again, is a one-time offer to first timers! **This rate does not apply to past attendees or past MTA Associate Members.** This will allow non-MTA Associate Members to "test drive" our Showcase. If in the future, these same vendors wish to attend our Showcase again, normal registration requirements will apply. This means if you are inviting a guest to join you in your booth and they have been to our showcase previously, the non-member registration rate will apply; which is \$500.00 for the first person and \$100.00 for additional same company representative. Please advise your guests of these rates so there are no surprises at registration time. NO EXCEPTIONS.

DISPLAY SET-UP

The exhibit area will be open for set-up starting on Tuesday, November 30th from **noon until 9:00 p.m.** The exhibitor's **registration desk will also be open from noon until 4:00 p.m.** To avoid the rush on Wednesday morning, please pick up your convention package at that time. Please note: MTA is not responsible for any lost or stolen property left unattended.

The booth sizes are approximately 10' wide by 8' deep. Each booth registration includes pipe and draping, one four, six or eight foot skirted table, two chairs, a garbage can and a display sign. Additional table and chairs are available at an additional fee. Also included in the registration price is one 110V electrical outlet and one wireless internet access code (One access code per booth; Additional access codes are available at an additional cost of \$35, payable at the Showcase). This year draping colors are hunter green, black & silver. Rental Aide will be available during the show for any last-minute set-up requests; however, any items requested on-site will be assessed the set fee PLUS an additional \$20 per item fee.

DISPLAY TEAR DOWN

We ask that booths NOT be broken down before 12:00 p.m. on Thursday, December 2nd as it is disruptive to the audience and the official end of the Showcase. Any vendors tearing down before this time will be penalized and will NOT have access to any prime or corner booth locations the following year. We ask that vendors make their travel arrangements accordingly to follow this policy.

BOOTH HOURS

Day 1: Exhibits open at 9:30 a.m. until 6:00 p.m.
Day 2: Exhibits open at 9:00 a.m. until 12:00 p.m.

SHIPPING INFORMATION

MTA is working with RENTAL AIDE CENTER and Norma Egge to handle all of your shipping needs (*see attached "Shipping Information – Rental Aide Center"*). Rental Aide Center will start to accept shipments of displays or products for the Showcase starting from November 8th through November 24th. **Shipments received after this date will incur a late charge.** Your shipment will be placed in your booth prior to set-up on Tuesday, November 30th. The charge for this service is \$20 per 100 pounds (with a \$40 minimum charge). Return shipments will incur the same charges. Invoices will be mailed directly from Rental Aide Center after the show (sorry no credit cards accepted). Please note that Rental Aide cannot accept any shipments that require a forklift or any single item weighing more than 150 pounds.

For shipments requiring a forklift or a single item weighing more than 150 pounds, you must arrange to have your shipment delivered to the Holiday Inn Grand Montana direct starting from November 23rd through November 30th. Clearly indicate on the outside of the shipment container, "HOLD FOR MTA SHOWCASE" and include your COMPANY NAME and BOOTH NUMBER. Address these shipments directly to the hotel at: Holiday Inn Grand Montana, Convention Center, 5500 Midland Road, Billings, MT 59101. The charge for the hotel's service is \$45 per 100 pounds (with a \$45 minimum charge). In order for the hotel to assist you in your shipment, the attached Credit Card Authorization Form must be completed and faxed to the hotel by November 18th; Fax to: 406-248-2031. Shipments are only accepted by the hotel during normal business hours (Monday-Friday, 8:00 a.m.-5:00 p.m. Mountain Time).

CANCELLATION POLICY

Company substitutes of attendees are acceptable. Fees collected are non-refundable except in extenuating circumstances, which will be determined by MTA. **NO refunds will be made AFTER November 17th without documentation of a medical emergency or flight cancellation by the airline.** A \$25.00 fee, plus any applicable bank charges, will be charged for any checks or credit cards returned unpaid.

POWER POINT PRESENTATION/SLIDE

As in the past, during the Showcase we also will be running a PowerPoint presentation which will project on a wide screen. **Only** MTA Associate Members with a paid registration are entitled to a Power Point Slide. Each slide will include the exhibitor, their company logo, brief company description, booth number and attendees – information which also is included in the Showcase Program. This will provide an at-a-glance view of our exhibitors. Please make sure to send this information, along with your company logo (in a .PDF or .gif format) as indicated on the Exhibitor Registration Form if you are new to our Showcase or want to make a change from last year (send to: ajoki@telecomasn.org).

SEMINARS

The Telco Showcase Committee is developing a list of recommended topics for speakers to address during the Showcase (See the *Request for Speaker Form* which will be sent separately.) **Seminars are open to all MTA Associate Members ONLY** and are welcome to respond to this request. If you or your company are interested in providing a seminar at the Showcase on one of the topics listed on the *Request for Speakers Form*, or if you have a new technology or product that you would like to share with our Telco attendees, please fill out that request form and submit to MTA. The Telco Showcase Committee will review the submissions and solidify the seminar schedule. Not all proposals can be accepted given our time constraints; however, we will make every effort to accommodate as many proposals as possible. Remember that the seminars must be “sales pitch free” and must avoid use of company acronyms!

DOOR PRIZES

Our door prize drawings will be held Thursday afternoon immediately following the last seminar. All door prizes are donated by the exhibitors, and we invite you to donate one or more items (Telco attendees must be present to win).

SHOWCASE SCHOLARSHIP RAFFLE

Once again, there will be a shotgun or rifle raffle! All proceeds will go towards the MTA Showcase Scholarship Fund. This is MTA’s 16th year funding such a scholarship. The raffle is open to ALL participants (attendees and vendors) and tickets are available at the Registration Desk for only \$5.00 each (must be present to win).

HOTEL RESERVATIONS

Room blocks have been reserved at the following hotels. Please call by the cut-off date and ask for the MTA/Montana Telecommunications Association room block to get the guaranteed low rate. Please note a 7% bed tax will be assessed at check-in.

Holiday Inn Grand Montana (cut-off date 11/17/10)
5500 Midland Road, Billings
406-248-7701 or 1-877-865-6578
Traditional Wing - \$82
Tower Rooms - \$115

Billings Hotel (cut-off date 11/15/10)
1223 Mallowney Lane, Billings
406-248-7151 or 1-800-537-7286
Single/Double - \$77
(room block under: MONTEL)

Hilton Garden Inn (cut-off date 11/15/10)
2465 Grant Road, Billings
406-532-5300 or 1-877-STAYHGI
Single/Double - \$99

SPECIAL ACCOMMODATIONS

If you require any special accommodation, please call MTA at 406-442-4316 at least two weeks prior to the start of the Showcase.

NAME BADGES

Name badges will be part of the registration packet and MUST BE worn at all times. **ANYONE** not wearing a name badge will be asked to pay the appropriate registration fees OR be asked to leave the premises. The exhibit hall will be monitored for this purpose. ALL exhibitors MUST check in at the Registration Desk on Tuesday afternoon or Wednesday morning, prior to the official opening of the Showcase. You may meet visitors in the Convention Center Lobby, but visitors MAY NOT visit the actual Showcase without the proper registration. MTA appreciates your cooperation!

NON-MTA EVENTS

MTA does not allow the hosting and/or sponsoring of meetings/receptions, raffles, etc., at any time during MTA's Showcase activities, meetings or events as published in the Showcase Program without prior approval from MTA.