

SAE 2009 International Powertrains, Fuels & Lubricants Meeting

June 15 -17, 2009 • Grand Hotel Mediterraneo • Florence, Italy

Sala Dei Continenti Foyer

Tabletop Exhibitor Manual

Guidelines for Display:

- The display area is 9' x 7' which will include one 6 foot table with 2 chairs.
- If your display requires more space than the provided display area, you may purchase a second space prior to the event if one is available.
- Storage will not be provided. You may place items under your skirted table display.
- The height of your booth is not to exceed 5 feet above the table with an 8 foot maximum from floor to the top of the tabletop exhibit.
- You may have your table removed to put a piece of machinery or furniture in its place if that piece of machinery or furniture is manufactured or sold by the company. **It must conform to the dimension of the table and be approved prior to the conference.**
- No tapes, adhesives, or any items are to be used to hang or attach signs or display materials to the hotel/facility walls.
- Tables will be set up when you arrive. Please set up your display in the area that has been assigned to your company.
- Tabletop displays are considered "static displays" and do not require booth staffing at all times.
- There is no security guard service provided with this event. Please do not leave anything of extreme value in your display area such as laptops, briefcases, camera's, giveaways, etc.

Event Details:

- Installation hours will be Sunday, June 14, 2009 at 12 noon.
- Dismantle hours will be Wednesday, June 17, 2009 after 3pm.
- Electric is not included with your table. Please email Carlo Fabiani directly to order electric- sales@hotelmediterraneo.com.
- Registration will be located in the Sala Dei Continenti Foyer.
- Networking Activities will be held in the Sala Dei Continenti Foyer (same area as registration and the table top displays.)

Miscellaneous Items Included:

- One complimentary symposium registration is included with your purchase of a table top display (*includes refreshment breaks, evening receptions and handout materials.*)
- Company recognition and profile in the symposium handout
- Company recognition onsite

Shipping Information

- Ship your display materials to the Gran Hotel Mediterraneo. Materials may not arrive before Friday, June 12, 2009.
- Shipping address:

Grand Hotel Mediterraneo
Lungarno del Tempio 44
50121 Florence
Italy
Attn: Carlo Fabiani, Sales Manager
For: Darlene Waychoff, SAE International

Exhibitor Badge Registration

- Go to <http://www.sae.org/events/pfl/>
- Click on "Register"
- Click on "Exhibitor"
- Click on "Exhibitor Group Registration"
- Registration requires your EXHIBITOR ID and PASSWORD. (*Received in your tabletop email confirmation*)

Online Exhibit Directory

- Go to <http://www.sae.org/events/pfl/>
- Under **Exhibit, Sponsor and Advertise**, click on "Online Exhibit Directory"
- In the box at the right, click on "Exhibitor Login".
- Enter **Exhibitor ID** and **Password** into respective fields.
(**NOTE:** Your company password is **both** font-style and case sensitive.
For easiest use, **copy** the **Password** from the confirmation email and **paste** into the field.)
- Click "Submit"
- "Stars" denote required fields and must be completed

All Exhibitors

Exhibitors are requested to provide (2) profiles:

- [a] Print Directory profile (up to 50 words, *maximum*)
- [b] Web Profile (approximately 100 words, *maximum of 1000 characters*)

NOTE: If you exceed the maximum number of allowable words per profile category and click "Submit", the system will not capture any information and you will need to begin again.

After updating this basic information, be sure to **Select Product Categories** via the "link on the left navigation bar.