



# Exhibitor Guide

**Amsterdam, June 16–18, 2009**  
**Dorint Hotel Amsterdam Airport**

Welcome to the Reverse Logistics Association Conference and Expo – Amsterdam! We are looking forward to this event and recognize the important role our exhibitors play in ensuring a successful event!

Outlined below is the information you will need with regards to the event. Should you have any questions or concerns, please contact us at +1-801-331-8949 or via email at [info@rltshows.com](mailto:info@rltshows.com)

## **Venue:**

The RLA Conference & Expo will take place at the **Dorint Hotel Amsterdam Airport**. The exhibit hall is located on the ground floor in the Sequoia Ballroom. Conference sessions will be held in the Beech and Elm conference rooms.

Stationsplein ZW 951  
1117 CE Schiphol Oost  
The Netherlands  
Telephone: +31 20 5400857  
Fax: +31 20 5400888

## **General Booth Information:**

There will be wireless internet available in the exhibit hall. Because there will be many users on the wireless network, it is strongly recommended you order a direct internet line to your booth if you plan to have demos, etc. Direct internet line is US\$150 for the duration of the event.

If you require electricity to your booth to power laptops, lights and LCD displays, you need to order at least one electrical drop to your booth. Each electrical drop can handle up to 1000watts (1kW) – cost is US\$175 for the duration of the event.

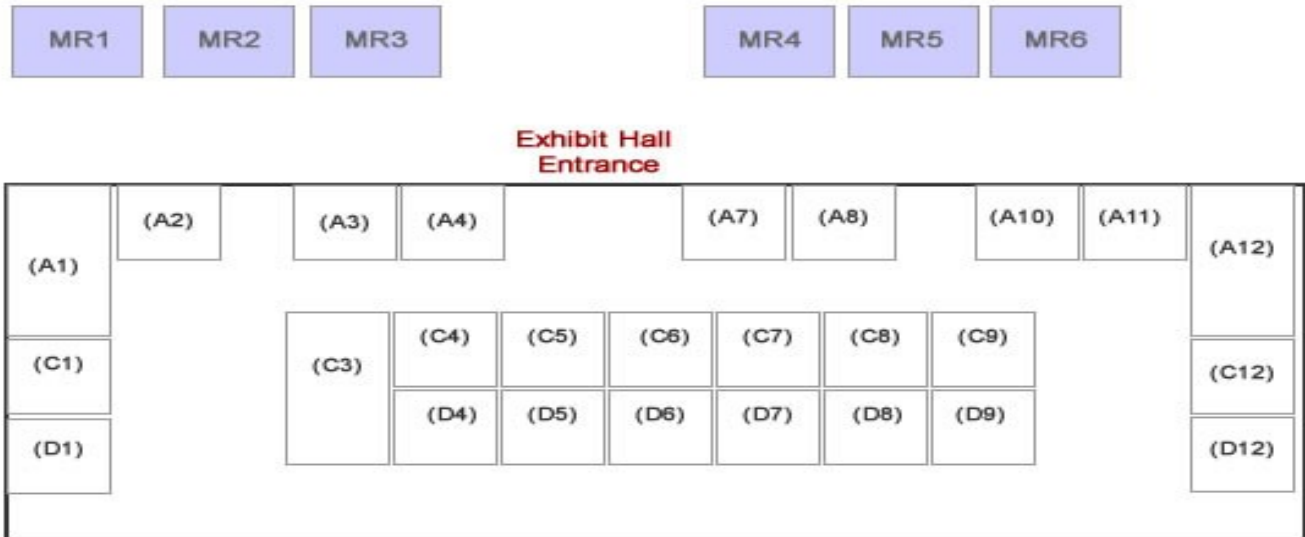
If you need direct internet line and/or electrical drop to your booth, please [ORDER HERE](#).

If you need additional booth furniture – tables, bar stools, etc – please [ORDER HERE](#)

**Each Exhibitor is required to have a backdrop or booth stand in their exhibit space.**

**Floor Plan and Booth Selection:**

Referenced below is a preliminary floor plan of the Sequoia Ballroom at the Dorint Hotel Amsterdam Airport. Please submit your preference for booth location ASAP. Your final booth location will be confirmed approximately 2 weeks prior to the event following the approval from the local Fire Marshall. Please note that the drawing is not to scale.



**Setup and Breakdown Times:**

Exhibitors can set up their booths from 8:00AM-1:00PM (8:00-13:00) on Tuesday, June 16, 2009. Each booth must be set up by 1:00PM (13:00) on Tuesday, June 16, 2009. Breakdown is scheduled for Thursday, June 18, 2009 at 5:00pm (17:00).

**Exhibitors are required to keep booth set-up and staffed through the end of the event.** If you are unable to set-up or breakdown during these scheduled times you are responsible for making alternate arrangements.

**Booth Shipping/ Drayage Instructions:**

To keep your costs down, exhibitors can roll their booth cases onto the show floor from the parking garage at no cost on Tuesday, June 16, 2009 from 8:00AM to 1:00PM (8:00-13:00).

You may also ship your exhibit or booth materials directly to the hotel.

**All packages and crates must be clearly marked with the following information:**

1. Name of Company (exhibitor)
2. Company representative picking up the packages at the hotel.
3. RLA Show 2009, June 16-18, 2009

Otherwise the hotel will refuse the shipment.

**Please note that the hotel will begin accepting shipments on May 26<sup>th</sup>, 2009. Any shipments delivered before this date will be refused!**

**Hotel Shipping Address:**

**Dorint Hotel Amsterdam Airport  
Attention: Ms. Anne-Miek Dicker / RLA  
Stationsplein ZW 951  
1117 CE Schiphol Oost  
The Netherlands  
Telephone: +31 20 5400885**

**Exhibitors need to make sure that all custom and delivery charges have been paid prior to the packages or crates arriving to the hotel. The hotel will not be held responsible for paying final custom or delivery charges when packages are delivered by couriers. The hotel will refuse the packages if there is any fee to be paid at the time of delivery.**

**If the Exhibitor has items to be shipped back after the show, the packages should be clearly marked and Exhibitor has to make arrangements directly with the couriers for pick-up.**

**Boxes, packages and other items which are left behind and are not picked up within 30 days will be thrown away by the hotel.**

**Exhibit Times:**

Each Exhibitor booth should be staffed with a representative from your company during the hours the exhibit hall is open.

**Wednesday, June 17, 2009**

8:00AM-5:00PM (08:00-17:00) – Exhibit Hall Open

**Thursday, June 18, 2009**

8:00AM-5:00PM (08:00-17:00) – Exhibit Hall Open

**VIP Program:**

If the Exhibitor is participating in the VIP program, RLA will issue a US\$600 Voucher Code for use by your customers and prospects. RLA will send out personalized email invitations to the VIP list on behalf of the Exhibitor. RLA will also mail the Reverse Logistics Magazine to its VIPs with the Exhibitor's name and voucher code on the address label if the VIP list is received by **April 18<sup>th</sup>**.

**Internal Staff Registration:**

Exhibitor will provide a list of its staff who will be attending event using the [Exhibitor Staff List](#) template. RLA will register everyone in the list for event if it is received by **May 17<sup>th</sup>, 2009** - 30 days before to the event. **Exhibitor staff who registers with less than 30 days before the show will be charged US\$399 to attend the event.**

**Hotel/Travel Arrangement Information:**

Stay at the Dorint Hotel Amsterdam Airport and get the group rate of €155/night (includes VAT, internet access and American breakfast buffet, excludes 6% city tax). Reservations should be made well in advance. Your staff should book their rooms by **May 25<sup>th</sup>, 2009**. After this date, rooms are subject to the hotel's availability at then prevailing room rates.

To take advantage of the discounted room rate, please call the Dorint Hotel Amsterdam Airport at **+31 20 5400857** and mention the group code **REV140608**. You can also complete the [Online Reservation Request](#).

**Ground Transportation / Parking:**

There is a free shuttle bus from Schipol Airport to the hotel. The bus stop is in front of the Terminal, on the right hand side as you exit the [Terminal building](#). Please make sure that you take the bus to the Dorint Hotel Amsterdam Airport. The bus can be recognized by a RLA sign on it. The bus runs every 15 minutes, duration is approximately 10 minutes.

If you are planning to drive and park, the hotel has a 266-space underground parking garage. We have arranged a special parking price of €8,50 per car per day.

**Certification of Insurance:**

As indicated in your Exhibitor contract, please fax or mail your certificate of insurance to:

**Reverse Logistics Association**  
441 W Main St, Suite D  
Lehi, UT 84043  
801-206-0091 FAX

**Certificate of Insurance must be received no later than May 30<sup>th</sup>, 2009**

**Promotional Materials:**

Each Exhibitor is asked to provide **100** promotional items with their company name and logo to be included in the Speaker totebag. These items may be shipped to the hotel **beginning on May 26<sup>th</sup>, 2009** - or may be dropped off for the RLA Registration Desk starting on Saturday June 14<sup>th</sup>, 2009.

All shipments must be clearly marked with the following information:

- 1. Name of Company (exhibitor)**
- 2. c/o RLA Registration Staff – Speaker Bag**
- 3. RLA Show 2009, June 16-18, 2009**

Please address the shipment to:

**Dorint Hotel Amsterdam Airport**  
**Attn. Anne-Miek Dicker / RLA**  
**Stationsplein ZW 951**  
**1117 CE Schiphol Oost**  
**The Netherlands**

**Sponsorship Opportunities:**

There are several sponsorship opportunities available for this event. Sponsorships make your exhibiting experience more rewarding. Take advantage of these tremendous opportunities to implement event-marketing strategies that will grab the attention of RLA 2009 Conference & Expo attendees before, during and after the event. For more information or to sign up to be a Sponsor, check out the available [Sponsorships](#). If you do not see the solution you want, ask and we will make it happen for you! Contact us at +1-801-331-8949 or email [info@rltshows.com](mailto:info@rltshows.com).

**Reception for Exhibitors, Sponsors and Speakers:**

RLA is hosting a reception in the Exhibit Hall on Tuesday, June 16, 2009 from 6:00-8:00PM for our Exhibitors, Sponsors, Speakers and guests.



# Media Guide

**Trade Shows provide the perfect opportunity** to increase your company's exposure to the trade press.

Through this exposure, you can inform your target customers that you are exhibiting at the RLA Conference & Expo with new products and services to introduce them to as well as obtain editorial coverage for your company and its products and services after the show.

Publications have a limited amount of editorial space. Publication of your company's news is not guaranteed. Make sure your press kit or news release is newsworthy, concise and relevant to the editors and writers you are trying to reach.

## Develop a press information kit for the Press Room

Include news releases and background information on your company and its services and/or products, photos, digital photo and release files, multimedia CDs, etc. You should have 5 press kits available for the press room and another 5 available at your booth to use during the show.

## Delivering Your Press Kits to the Press Room -

To ensure that your press kits are available to media at the show, you should deliver your kits to the press room when you arrive on-site. The press room includes a section dedicated to exhibitor press kits, which are arranged alphabetically by exhibiting company name. As there is limited space available for each company, please bring 10 press kits on the first day. You may return to the media center as needed to check your supply and replenish if necessary.

Please keep in mind that RLA can not be responsible for replenishing your press kits. All extra press kits must be kept at your company's booth. Also, please do not ship your press kits directly to the media center.

Don't forget to put your company's booth number on your press kits so that media can easily locate you on the show floor. A sticker on the front of the press kit with your booth number works well. Also, remember to pick up any leftover press kits on

the last day of the show. Any remaining press kits will be recycled after the show.

**Press Releases** – Write, edit and distribute your company news releases. Content may include new product announcements, personnel releases, new contracts, partnerships, new programs, etc. Send releases out to appropriate members of the press or news wire services and post your press release at RLA. If you would like to have your press release posted on the RLA site please submit it [here](#).

**Press Conferences and Briefings** – As an exhibitor, you can reserve time in the press conference room for any media event. Call +1 801-331-8949 to reserve space or email [info@rltshows.com](mailto:info@rltshows.com)

The room is reserved at no charge on a first-come, first-served basis. All A/V and catering requirements for the press room are the responsibility of the exhibitor and must be ordered in advance.