

Exhibitor Guide

Singapore 2010





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

Outlined below is the information you will need with regard to the show. Should you have any questions or concerns, please email us at info@rltshows.com.

Venue:

The Reverse Logistics Conference & Expo will take place at the Concorde Hotel Singapore. The exhibit hall will be located in the Grand Ballroom. General Conference sessions and conference tracks will be held in ballrooms located outside the Expo hall.

Concorde Hotel Singapore
100 Orchard Road
Singapore 238840
Republic of Singapore
Tel: +65 6739-8337

General Booth Information:

Included in the Exhibitor's contracted price are the following:

Wastebasket
General Cleaning of Booth Space

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. Use the Telecomm Order Form to order high-speed internet line to your booth – <http://www.rltinc.com/productview.php?id=684>.

Exhibitors have to order electricity separately to power their booth lights, laptop computers, LCD/plasma monitors and other office equipment in their booths. Use the Electrical Services Form to order electricity for your booth - <http://www.rltinc.com/productview.php?id=683>.

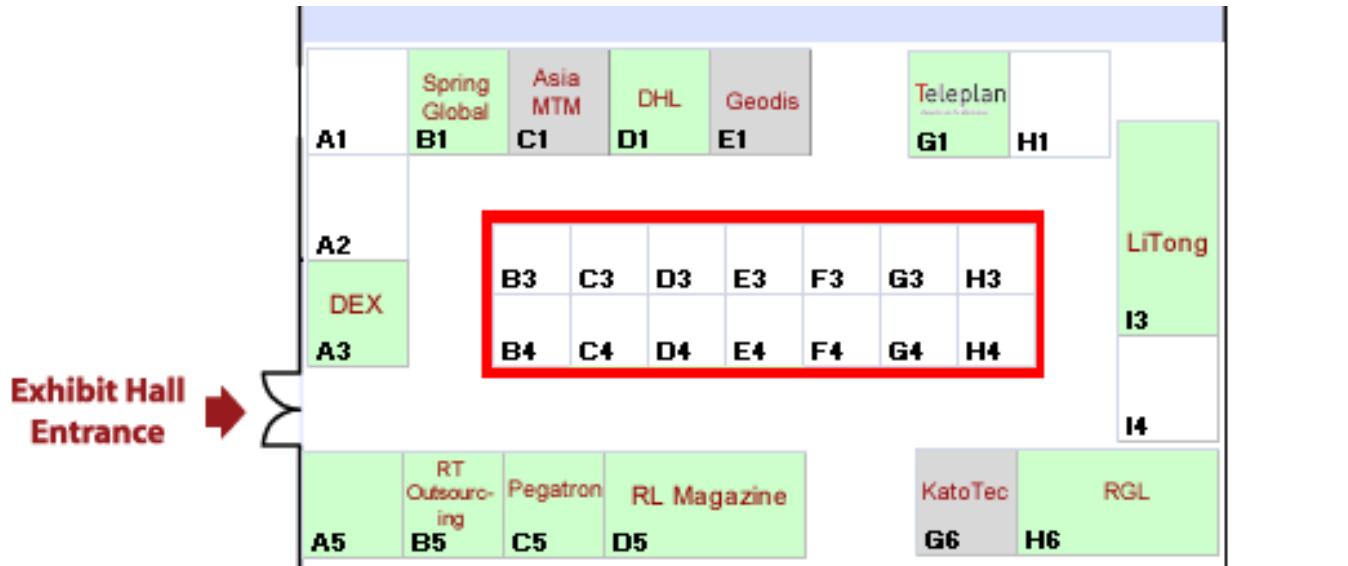
Each Exhibitor is required to have a backdrop or booth stand in their exhibit space.



Floor plan and Booth Selection:

Referenced below is a preliminary floor plan of the exhibit hall at the Concorde Hotel Singapore. Please submit your preference for your booth location ASAP – if you have not already done so. Your final booth location will be confirmed approximately 10 days prior to the venue following approval from the local Fire Marshall. Please note that the drawing is not to scale.

Singapore 2010 – Concorde Ballroom, Concorde Hotel Singapore – Exhibit Hall



Setup and Breakdown Times:

The Exhibit Hall will be set up by 8:00AM on Monday, September 27, 2010.

**Exhibitors can set up their booths:
Monday, September 27, 2010 from 8:00AM - 2:00PM**

Breakdown is scheduled for Wednesday, September 29, 2010 at 4:00PM.

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 case (pop-up) from the parking garage to the exhibit hall foyer at no cost (this applies to the shipping cases with wheels only, please contact info@rltshows.com for more information/details).

You may also ship your exhibit or booth materials directly to the hotel. Please make sure to send the shipping tracking information to info@rltshows.com so RLA can assist you in tracking your shipment.

Please note that the hotel will begin accepting shipments on September 15, 2010. Any shipments delivered before this date will be refused!

All packages and crates must be clearly marked in multiple locations with the following information:

1. Name of Company (exhibitor)
2. Company representative picking up the packages at the hotel.
3. RLA Conference & Expo 2010, Sep 27-29, 2010

Exhibitors need to make sure that all custom and delivery charges have been paid prior to 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 shipping couriers for pick-up.

Boxes, packages and other items which are left behind and are not picked up within 7 days will be thrown away by the hotel.

Show Site Shipping Address:

**Concorde Hotel
Attn. Ignatius Chia
100 Orchard Road
Singapore 238840
Tel: +65 6739-8337**

Exhibit Times:

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

Monday, September 27, 2010

6:00pm – 7:30pm – Exhibit Hall Open for Speaker, Sponsor, Exhibitor Reception

Tuesday, September 28, 2010

8:30am – 5:00pm – Exhibit Hall Open

Wednesday, September 29, 2010

8:30am – 3:30pm – Exhibit Hall Open

Lead Generation Program:

If the Exhibitor is participating in the Lead Generation Program, Reverse Logistics Association will issue a Voucher Code for use by your customers and prospects. RLA will send out personalized VIP email invitations to the Exhibitor's Lead Generation list. Exhibitor must provide their mailing list using the template provided in the Exhibitor's resource page on <http://www.rltshows.com/sponsor-exhibitor.php>.

The Voucher is worth \$600. The regular cost of the Conference & Expo registration is \$1499. **This means that VIPs only pay \$899 with the voucher if they register for the Conference & Expo.**

Internal Staff Registration:

A separate “internal-use” only Voucher Code will be issued to each Exhibitor. As an added service, exhibitors can provide a list of staff attending the event using the same template above and RLA will register everyone in the list at NO CHARGE provided that the staff list is received by RLA at least 30 days before the event. Inside of 30 days, exhibitor staff can register using the internal-use Voucher Code at <https://rltshows.com/registervip.php>.

Hotel/Travel Arrangement Information:

Planning to stay at the Concorde Hotel? Reservations should be made well in advance. To take advantage of the discounted room rate, please call the Concorde Hotel at +65 6733 8855 and request the group rate for the RLA Conference & Expo. Alternatively, you can also book your room using our online reservation form.

Ground Transportation / Parking:

The Concorde Hotel is about a 20 minute cab ride from the Singapore airport. You can use the hotel's airport limousine service for S\$75.00++ per way – click on the appropriate check box on the online reservation form above.

RLA has a limited number of complimentary car park coupons available to exhibitors, sponsors, speakers and attendees. Otherwise, the daily parking rate is S\$8.00++ at the hotel parking garage.

Insurance:

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

Reverse Logistics Association
441 W. Main St., Suite D
Lehi, UT 84043
+1 801-206-0090 FAX
info@rltinc.com

If Exhibitor is using a contractor to set up their booth, the contractor should also provide a certificate of insurance to RLA.

Certificate of Insurance must be received no later than September 15, 2010.

Promotional Materials:

Each Exhibitor is requested to provide 50 incentive or promotional items with their company name/logo to be included in the speaker incentive bag. These items may be shipped to the Concorde Hotel no earlier than September 15, 2009 - or may be handed to the RLA Registration Desk on Monday, September 27, 2010 by 9:00 AM.

All shipments must be clearly marked with the following information:

1. Name of Company (exhibitor)
2. c/o RLA Registration Staff
3. RLA Conference & Expo – September 27-29, 2010

Please address them to:

**Concorde Hotel
Attn. Ignatius Chia
100 Orchard Road
Singapore 238840
Tel: +65 6739-8337**

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 2010 Conference & Expo attendees before, during and after the event.

For more information on sponsorship opportunities please visit <http://www.rlashows.com/sponsor.php> or contact RLA at info@RLTshows.com.



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 Reverse Logistics Association Conferences & Expos with new products and/or services to introduce them to as well as obtain editorial coverage for your company and its products/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/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 Conference & Expo 2010 cannot 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 online at www.ReverseLogisticsAssociation.org. If you would like to have your press release posted online, please email info@rltinc.com.

Press Conferences and Briefings – As an exhibitor, you can reserve time in the press conference room for any media event. Call (801) 331-8949 to reserve space or email 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.