

EXHIBIT MANUAL



# ECTC 2017

**The 67th Electronic Components  
and Technology Conference**

***May 30 - June 2, 2017***

***The Walt Disney World Swan & Dolphin Resort  
Lake Buena Vista, Florida, USA***

**[www.ectc.net](http://www.ectc.net)**



IEEE COMPONENTS, PACKAGING AND  
MANUFACTURING TECHNOLOGY SOCIETY



## **TABLE OF CONTENTS**

Introduction	2
Key Contacts	3
General Information	4
Exhibitor Calendar	6
Exhibition Rules and Regulations	7
Booth Visitor Inquiry Form	8
Floor Plan & Booth Layout	9
Exhibitor Survey Form	10

## INTRODUCTION

This Exhibit Manual for the 2017 ECTC Conference contains the information necessary to assist you in preparing for your exhibit. Please read it carefully and pass on the appropriate information concerning registration and hotel reservations to all of your exhibit personnel if you have not already done so. The manual contains a calendar with all of the important dates of which you should be aware. We suggest that you make a copy and keep it handy.

We will provide you with a master for complimentary tickets to provide your customers or prospects that can be exchanged at the ECTC registration desk for an 'Exhibits Only' badge for access to the Technology Corner exhibits.

The GES Section of the manual is on the internet. The link will be on the Exhibits page of the ECTC website at [www.ectc.net](http://www.ectc.net). You have also been provided the link in an email. The GES manual contains all the information you need to order furniture and other equipment that you may need for your booth.

Please note, unless you want your own carpet color you do not need to order carpet. The exhibit hall is fully carpeted. One 500 watt electrical outlet is included in your booth package. You do not need to order the outlet unless you need something special.

Internet access will be available throughout the exhibit hall.

## KEY CONTACTS

During the months preceding the Conference, occasions may arise when a quick answer or rule interpretation may be required. For your convenience, the following persons should be able to answer your questions or steer you to the right person:

### **Exhibits Chairman**

Joe Gisler  
Vector Associates.  
3580 N Barkley Road  
Apache Junction, AZ 85119  
Phone: 480-288-6660  
Fax: 480-288-6662  
Email: [gislerhj.ECTC@mediacombb.net](mailto:gislerhj.ECTC@mediacombb.net) or  
[vectorassociates@mchsi.com](mailto:vectorassociates@mchsi.com)

### **Conference Registrar**

Karen Renzi  
c/o Renzi & Company, Inc.  
2017 ECTC Management Team  
Phone: 703-863-2223  
Email: [renziandco2@gmail.com](mailto:renziandco2@gmail.com)

### **Service Contractor**

Global Experience Specialists, Inc. (GES)  
7000 Lindell Rd.  
Las Vegas, NV 89118  
Phone: 800-475-2098 (US)  
Fax: 866-329-1437 (US)  
International Calls: +1-702-515-5970  
International Fax: +1-702-263-1520  
Email: [servicenter@ges.com](mailto:servicenter@ges.com)  
Contact online: [www.ges.com/chat](http://www.ges.com/chat)

If your company is not registered with GES, you can view a demo on their web site for setting up an account.

# GENERAL INFORMATION

## CONFERENCE AND EXHIBITION LOCATION:

Walt Disney World Swan and Dolphin Resort  
1500 Epcot Resorts Blvd.  
Orlando, FL 32830 USA  
Reservations Phone 1-407-934-4000  
<http://www.swandolphin.com/groupres/IEEE17/>

## DATE FOR MOVE-IN:

Move-in/set-up begins at 1:00 pm, Tuesday, May 30, 2017. Set up must be complete by 5:00 pm.

## ADVANCE SHIPMENTS TO GES WAREHOUSE

**c/o GES**  
**Electronic Components & Technology Conference**  
**Exhibitor Company Name and Booth Number**  
**7945 Mandarin Drive**  
**Orlando, FL 32819 USA**

Shipments should arrive on or between April 27 – May 25, 2017

## SHIPMENTS DIRECT TO EXHIBIT SITE

The hotel **does not have** storage room for shipments direct to the hotel. **You can bring the exhibit material yourself if it is in a rolling Container.**

## DATE FOR MOVE-OUT:

Dismantling is to start no earlier than 4:00 pm, Thursday, June 1, 2017  
**Dismantling prior to 4:00 pm is strictly forbidden.**  
All exhibits must be promptly dismantled at close of the exhibition and removed by 9:00 pm.

## EXHIBIT HOURS:

May 31 (Wednesday)	9:00 am – 12:00 pm
	1:30 pm – 6:30 pm
June 1 (Thursday)	9:00 am – 12:00 pm
	1:30 pm – 4:00 pm

Refreshment breaks will be held each day from 9:15 to 10:00 am and 2:45 to 3:30 pm in the Exhibit Hall.

Interactive Presentation Sessions will be held outside the entrance to the exhibit hall on Wednesday and Thursday mornings and afternoons.

## EXHIBITOR RECEPTION

A reception will be held in the Exhibit Hall on Wednesday, May 31, 2017 from 5:30 pm to 6:30 pm.

## REGISTRATION

Instructions have been e-mailed to all Exhibitor contacts on how to register Conference Exhibitors and Booth Attendants. Please be sure to follow these steps for registering as exhibitors get special privileges for registration. Each Exhibitor will receive one complimentary full conference registration. The full conference registration includes a USB Drive with proceedings, tickets for the luncheons on Wed., Thurs., and Fri., and admission to all technical sessions.

Advance registration ends May 4, 2017. Badges should be picked up at the ECTC Registration Desk. The desk will be open as follows for Conference Registration:

Monday	May 29, 2017: 3:00-5:00 pm
Tuesday	May 30, 2017: 8:00-5:00 pm
Wednesday	May 31, 2017: 6:45-4:00 pm

If at all possible pick up your badges on Monday or Tuesday to avoid the crunch on Wednesday morning. You must have a badge to get into the exhibit hall to set up your exhibit on Tuesday. On Wednesday or Thursday you must have an Exhibitor ribbon to get into the exhibit hall when it is not open to the attendees.

- GES EXHIBITOR MANUAL: Please refer to the GES online Exhibitor Manual to order booth furnishings, cleaning and labor services, etc. One 110 volt, single phase, 500 watt outlet will be available free of charge. You do not have to order it. **The exhibit hall is fully carpeted. You do not need to order carpet unless you want a special color for your booth.**
- LISTING IN FINAL PROGRAM: You should provide the information for your listing in the ECTC Final Program via e-mail to Joe Gisler no later than March 22, 2017. An email will be sent providing the format before the week of March 13th.
- GUARD SERVICE: The Conference will provide guard service from 5:00 pm, Tuesday through 4:00 pm Thursday to minimize access to the exhibit hall by unauthorized persons. Show Management does not insure nor accept responsibility for Exhibitors' property. It is recommended that each Exhibitor obtain insurance appropriate to his/her needs in the event of loss.
- MESSAGE CENTER: An information and message center will be maintained at the ECTC Registration Area during Conference hours. This service is for the benefit of visitors and Exhibitors alike. **MESSAGES CANNOT BE DELIVERED TO BOOTHS NOR WILL PUBLIC ADDRESS PAGING BE AVAILABLE.**
- Conference rules prohibit the display of posters, employment opportunities or invitations. Such postings are considered out-of-keeping with the general professional nature of the Conference.
- BOOTH VISITOR INQUIRY FORMS: We will provide 100 copies of an inquiry form (sample follows in this manual). Other manual or electronic equipment for inquiries is not provided.
- EXHIBITOR SURVEY FORM Following the conference, please complete the survey form that will be provided at the conference and leave it at the Registration Desk or email it to the Exhibit Chair at [gislerhj.ectc@mediacombb.net](mailto:gislerhj.ectc@mediacombb.net). A sample of the survey form follows in the manual.

## EXHIBITOR CALENDAR

March	24, 2017		Last day to email Exhibitor Profile listing to Joe Gisler
April	26, 2017		Advance shipments may begin arriving at GES warehouse
May	4, 2017		Last day for hotel reservations to obtain conference rate
May	11, 2017		Discount deadline for GES orders received with payment
May	4, 2017		Last day for advance conference registration
May	25, 2017		Last day for advance shipments to arrive at the GES warehouse without surcharges
May	29, 2017		On site ECTC conference registration begins
May	30, 2017		ECTC Professional Development Courses On site ECTC conference registration continues
May	30, 2017	1:00 pm	Installation of booth contents begins
May	30, 2017	5:00 pm	Booth setup must be completed
May	31, 2017		ECTC Technical Sessions begin On site conference registration continues
May	31, 2017	9:00 am	Exhibits open
May	31, 2017	12:00 pm	Exhibits close for luncheon
May	31, 2017	1:30 pm	Exhibits open
May	31, 2017	5:30 pm	Exhibitor Reception
May	31, 2017	6:30 pm	Exhibits close
June	1, 2017		ECTC Technical Sessions continue
June	1, 2017	9:00 am	Exhibits open
June	1, 2017	12:00 pm	Exhibits close for luncheon
June	1, 2017	1:30 pm	Exhibits open
June	1, 2017	4:00 pm	Exhibits close for dismantling
June	1, 2017	5:00 pm	Carriers must be checked in
June	1, 2017	7:00 pm	All materials must be removed
June	1, 2017	7:30 pm	ECTC Gala reception for all attendees
June	2, 2017		Last day of ECTC Technical Sessions

# EXHIBITION RULES AND REGULATIONS

## Exhibit Space Assignment and Allocations

It is also understood that Exhibition Management reserves the right, in the interests of optimum traffic control and exhibit exposure, to relocate those exhibits which may be affected by a change in the floor plan. Such change would not be made unless deemed absolutely necessary. Exhibition Management also agrees to advise Exhibitors and service contractors if such change is necessary. Exhibition Management's determination with respect to assignment of exhibit space is to be binding on all parties.

## Allocations and Cost

The cost of individual exhibits is indicated on the contract. Exhibition Management will assign exhibits according to date application was received and to applicant's sequence of choices in the event applicant's choice of exhibit spaces is not available. Exhibit management will assign other space, with the understanding that applicant may accept or refuse in writing this assignment immediately afterward. If desired, the applicant may provide Exhibition Management with a list of competitors whose assignments should not be near that of the applicant. Exhibition Management will observe such requests, within the bounds of reason.

## Exhibitors

Exhibitors will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Exhibition Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturers' representatives and/or distributors must list their participating principals as the Exhibitors of record.

## Admission

Exhibits will be open free of charge to all Exhibitors, Exhibitor guests and Conference registrants. For others, a nominal registration fee will be charged. Registration will be limited to those with a demonstrable specific interest in the main subject matter of the Exhibition. Exhibition Management reserves the right to refuse admission to any person(s) including children of Exhibitors and visitors, in the interest of the safety and welfare of those persons and the Exhibitors.

## Personnel and Attire

Exhibition Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of Exhibitors and the exhibition. Further, Exhibitors expressly agree that they and their personnel will not entertain in their private rooms in the official hotel during business hours of the conference and exhibition.

## Employment Exhibits

Exhibits for the purpose of soliciting prospective employees, or employee-recruiting activity of any kind, are specifically prohibited.

## Exhibits and Appliances

Common sense governs the kind of exhibits permitted at the Exhibition. Attractive, informative and attention-getting exhibitions are encouraged. Exhibition dimensions shall generally conform to exhibit practices of the county in which the Exhibition is held, and specific dimensions and restrictions shall be specified in the Official Exhibitors Kit supplied by Exhibition Management. In no event however, shall any exhibit interfere with any neighboring exhibit, in the judgment of Exhibition Management. The Exhibitor shall not display in his exhibit any products not described on the Application for exhibit space.

## Labor

Exhibitors must employ union labor where required. Union labor, if required, will be made available.

## Sound Level and Odors

Mechanical or electrical devices which produce sound and/or objectionable odors must be operated so as not to prove disturbing to other Exhibitors. Exhibition Management reserves the right to determine the acceptable sound level and odors in all such instances.

## Electrical and Decoration Services

Electrical wiring and decorator services are available only through the Official Electrician (as designed by Exhibition Management) and the Official Decorator (as designated by Exhibition Management.)

## Electrical Fittings and Electricity Supply

Lighting, lighting mains, power plugs, power mains and motors are available at charges listed. The Exhibitor may provide his own electrical fittings, and they shall be installed by the Official Contractors (as designated by Exhibition Management) at reasonable charges, an estimate of which shall be given to the Exhibitor beforehand.

## Photography

The photographic rights for the Exhibition are reserved to Exhibition Management, and photography in the Exhibition required by Exhibitors can be farmed out at moderate charges by the Official Photographers (as designed by Exhibition Management) if desired. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to the Exhibition Management, whose permission shall not be unreasonably withheld.

## Exhibit Cleaning

Exhibitors must make arrangements for their exhibit to be kept clean and free from accumulated rubbish, to the satisfaction of Exhibition Management. All materials for disposal of waste must be deposited in the gangway for clearance before the Exhibition opens.

## Advertising Matter

The Exhibitor may, at his discretion, distribute hand bills or other printed advertising matter from his exhibit. In the event of any complaint resulting from such distribution, the matter shall be referred to Exhibition Management for disposition.

## Cancellations

It is agreed that in event of cancellation, Exhibition Management shall have the right to retain as a cancellation fee all amounts then paid by Exhibitor (and due from him) up to the time of cancellation pursuant to the "Billing and Schedule of Payments" section of the Application for Exhibit Space.

## Shell Scheme or Rental Display Cancellations

In the event of a cancellation for the construction of a shell scheme structure or rental display, full refund of any monies paid for such construction shall be made, provided the cancellation is filed with Exhibition Management at least ten (10) business days prior to the first day of the Exhibition.

## Exhibition Management Responsibility

Exhibition Management agrees to render reasonable assistance to Exhibitors', to keep them informed, to provide them with available promotion material for their own use, including complimentary exhibit passes, to present a technically competent program of events, and to promote attendance of the Exhibition through accepted means of advertising, public relations, publicity, direct-mail, etc

## Liability

Exhibition Management, and all organizations and individuals who are employed by or associated with it in connection with this Exhibition will not be responsible and shall be held harmless by all Exhibitors for damage or loss resulting from fire, theft, or any other cause whatsoever, including accident or injury to Exhibitors, their employees and agents, the public and others. The Exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment incurred through carelessness, or otherwise, of Exhibitor of his employees or agents.

## Electrical Safety

All wiring on displays or display fixtures must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and or such other seals of official approving agencies as may be required at the site of the exhibition.

## Safety and Fire Laws

All applicable fire and safety laws of the venue must be strictly observed by Exhibitors. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted. Aisles and fire exits may not be blocked by exhibits. No decorations of paper, pine boughs, leafy decorations or tree branches are allowed. Acetate and most rayon drapes are not flameproof, and may be prohibited. No storage behind exhibits is provided or permitted.

## Losses

Exhibition Management cannot take responsibility for damage to Exhibitors' property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space rental. Exhibitors are advised to insure against these risks.

## Termination and Exhibition

In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Exhibition Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Exhibition Management under the application (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Exhibition Management, said Application and/or the Exhibition or any part thereof, may be terminated by Exhibition Management. Exhibition Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Exhibition (or any part thereof) as aforesaid, then Exhibition Management shall not be liable to the Exhibitor other than for a prorated refund of such Exhibitor's space price payment determined on the basis of the number of exhibit days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of Exhibition Management" shall include, but not by way of limitation, fire casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, government restraints, restraints or orders of civil defense or military authorities, act of public enemy, not of civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical, or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or Federal law, ordinances, rule, order, decree or regulation, whether legislative, executive or judicial, and whether constitutional or unconstitutional, or Act of God.

## Rejected Displays

The Exhibitor agrees that his exhibit shall be admitted herein and shall remain from day to day solely in strict compliance with the rules and regulations herein laid down. Exhibition Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any Exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the amount of the exhibit space price unearned based on the number of days of the exhibit remaining at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules and regulations or for any other stated reason, no return of exhibit space shall be made.

## Insurance

Exhibitors are advised to see that their regular company insurance includes extra-territorial coverage, that they have their own theft, public liability and property damage insurance. Exhibition Management and all organizations and individuals who are employed by or associated with it in connection with the Exhibition will not be responsible for injury or damage that may occur to an Exhibitor or his employees or agents nor to the safety of any exhibit or other property against robbery, fire, accident, or any other destructive causes.

## Right of Possession

During the term of this agreement and so long as the property of the contracted Exhibitor is on the premises of the exhibition site, or its vicinity, the Electronic Components and Technology Conference shall have the right of possession to all goods, wares and merchandise on exhibition. Such right to possession shall be superior to that of any person other than the contracted Exhibitor.

## Sub-Leasing

Exhibitors may not permit other manufacturers to use their space, or any part thereof, without express written permission of Exhibition Management.



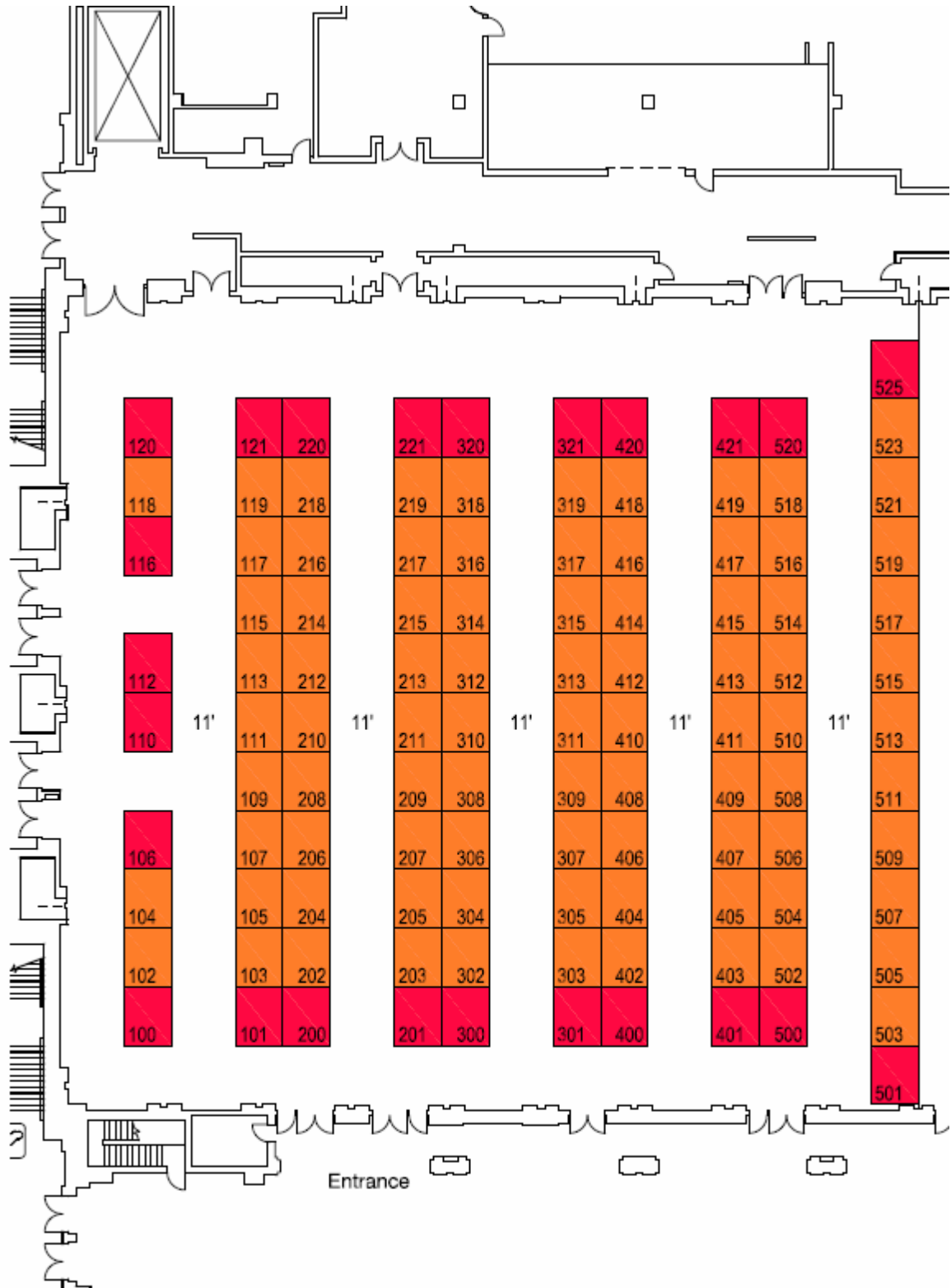
**BOOTH VISITOR INQUIRY FORMS**

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Name _____	<b>BOOTH VISITOR INQUIRY REPORT</b>
Company _____	___ Send Literature _____
Address _____	___ Data Sheets _____
_____	___ Catalog/Brochure _____
Tel: _____ Ext _____	___ Application Notes _____
Fax: _____	___ Add to Mailing List _____
Email: _____	___ Schedule Sales Call _____
Additional Remarks: _____	_____
_____	Booth Attendant _____

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# Booth Layout



## Electronic Components and Technology Conference

May 30 - June 2, 2017

WVF Trade Show - Shelton, Shelton, CT  
 100 Spaw Street Shelton, Conn 06484

# 2017 ECTC Exhibitor Survey

Company Name: \_\_\_\_\_

Completed By: \_\_\_\_\_

We would appreciate your comments on the Technology Corner Exhibits and their benefit to your company.

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied
- Neutral

1. Information provided by Exhibit Chairman  prior to conference  
Comments \_\_\_\_\_

2. Service provided by GES  
Prior to conference   
During conference   
Comments \_\_\_\_\_

3. Information/assistance provided by conference  personnel during conference  
Comments \_\_\_\_\_

4. Did the exhibit hall and booth setup meet your  expectations?  
Comments \_\_\_\_\_

5. Quality of contacts with attendees, leads  generated, etc.  
Comments \_\_\_\_\_

6. Overall value to your company of exhibiting   
Comments \_\_\_\_\_

7. Please provide any general comments on how we can improve the Technology Corner in the future \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Do you plan to exhibit at the 2018 ECTC in San Diego, CA? Yes  No  Undecided   
If no, please comment \_\_\_\_\_  
\_\_\_\_\_

**Mark your conference exhibit calendar for future ECTC dates and locations:**  
**2018 May 27 – May 30 Sheraton San Diego Hotel and Marina, San Diego, CA**  
**2019 May 28 – May 31 Cosmopolitan Hotel, Las Vegas, NV**  
**2020 May 26 – May 29 Walt Disney World Swan and Dolphin Hotel, Orlando, FL**  
**Please leave the completed form at the registration desk or fax it to Joe Gisler at 480-288-6662.**