



OTC .08 RELIANT STADIUM (Booth Numbers–10000 and 11000 Series)

EXHIBIT INFORMATION – REVISED FOR 2008

RELIANT STADIUM BOOTHS AND CARPET/DRAPE COLOR SCHEME

Each 10'x10' booth will be provided 8' high blue and white back drape, 36" high blue side dividers and a 7"x44" one-line identification sign. By order of the Fire Marshal, nothing may be attached to this drape.

RELIANT STADIUM EXHIBIT AREA

Weight Limitations/Floor Load

The flooring of the Reliant Stadium is reinforced concrete with a floor load limit of 1,500 pounds per square foot. OTC must be notified of all equipment or freight requiring single lifts of more than 16,000 pounds.

The Reliant Stadium floor is **NOT** carpeted. **OTC requires that all exhibits have carpet or professional-type flooring.** OTC will provide blue aisle carpet.

NOTE: As indicated on the floor plan, there are electrical and telecommunication ports on the Reliant Stadium floor. These ports will be used to distribute electrical and telecommunication needs to exhibit booths in the adjacent areas. Please note the locations of these ports as you are designing your exhibit space layout.

Electrical Requirements – NEW FOR 2008

There are limited power requirements available in Reliant Stadium. For 2008, **Harper Wood** has provided specific **Electrical Services Order Forms**, which details services available (located within this section). **PLEASE MAKE SURE YOU USE THESE FORMS TO ORDER YOUR ELECTRICAL NEEDS (One for Booth Numbers – 10000 Series and One for Booth Numbers – 11000 Series).**

Compressed Air, Water and Drainage – NEW FOR 2008

These services are limited in Reliant Stadium. (No compressed air available, and water and drains are limited to floor ports – refer to floor plan). Please refer to the services listed on the **Harper Wood Order Form** located in Tab 7 – Reliant Park Services.

DOUBLE-DECKER BOOTHS

By order of the Fire Marshal with regard to the Reliant Stadium, OTC and Freeman must be notified, in advance, of any exhibitor who is planning on a double-decker booth. If you are planning on a double-decker booth, please complete the Double-Decker Exhibit Booth Notification Form by the established deadline of **19 March 2008**

HOSPITALITY EVENTS WITHIN YOUR BOOTH

For security purposes, if you are planning a hospitality event within your exhibit space, either during or after official show hours, OTC must be notified in advance. If you are planning an event, please complete the OTC Reliant Stadium Special Event Notification Form and submit to OTC by the established deadline of **21 March 2008**.

OTC 2008 EXHIBIT REGULATIONS

All OTC 2008 Exhibit Regulations apply to exhibitors in Reliant Stadium, with the exceptions as noted herein.

HANGING SIGNS AND GRAPHICS

Hanging signs and/or graphics are **NOT** permitted in the Reliant Stadium.

RELIANT STADIUM EXHIBITOR MOVE-IN

The same schedule applies as with Reliant Center and is as follows:

Wednesday, 30 April	0800–1700
Thursday, 1 May	0800–1700
Friday, 2 May	0800–1700
Saturday, 3 May	0800–1700
Sunday, 4 May	0800–1200

All exhibits must be fully installed by Sunday, 4 March at 1200 in order to get the Reliant Stadium show-ready for Monday morning.

Due to the size and scope of the Reliant Stadium, it may be necessary to develop a targeted move-in schedule to make delivering your exhibit materials to your booth as smooth as possible. If you are scheduled a specific target move-in date, you will be notified in writing by OTC. It is imperative that you meet your assigned target move-in date. Failure to do so may result in the inability to get equipment to your exhibit space and could result in your shipments being subject to special equipment rental and crew time charges, and/or refusal of entry into the exhibit area by OTC Management.

RELIANT STADIUM SHOW HOURS—REVISED FOR 2008

The exhibit hours for Reliant Stadium will open early due to the fact that Registration will open at 0800 and will allow additional networking opportunities with OTC participants with complimentary daily coffee available.

Monday, 5 May	0800–1730
Tuesday, 6 May	0800–1730
Wednesday, 7 May	0800–1730
Thursday, 8 May	0800–1400

RELIANT STADIUM EXHIBITOR MOVE-OUT—REVISED FOR 2008

At the close of OTC at 1400 on Thursday, Freeman will begin to remove the aisle carpet. Once the aisle carpet has been removed, Freeman will begin returning empty crates. Crate return will be completed by 0800 on Friday, 9 May. Exhibitors needing to load Thursday evening must notify Freeman in advance.

As stated in the OTC 2008 Exhibit Regulations, no dismantling of exhibits is permitted prior to 1400 on Thursday. Please make sure that all people, including sales representatives, understand this policy. Non-compliance of this policy could jeopardize future participation in OTC.

During this time, we strongly encourage you take every possible precaution to secure your merchandise and property. Exhibitors are most vulnerable during the move-out process. Do not leave your booth unattended until all property has been secured. In addition, if you leave material in your booth unlabelled at any time, it may be presumed to be abandoned and mistaken for trash.

MOVE-OUT SCHEDULE – NEW FOR 2008

Thursday, 8 May	1400–2200	
Friday, 9 May	0800–1800	
Saturday, 10 May	0800–1800	
Sunday, 11 May	0800–1200	NEW FOR 2008

All exhibitor materials must be removed from the Reliant Stadium by Sunday, 11 May at 1200. All carriers must check-in no later than Sunday, 11 May at 1000.

FREEMAN QUICK FACTS FOR RELIANT STADIUM EXHIBITORS

For additional information, please refer to the Freeman Quick Facts for Reliant Stadium Exhibitors only. Please make sure you review this information carefully and contact OTC and/or Freeman should you have any questions.

PRE-SHOW MARKETING

Take advantage of OTC's pre-show marketing tools. The **Electronic Guest Card** is a way for you to reach your business associates and prospects with a click of a button. Order your Guest Card today and let your associates know that you are in the OTC Reliant Stadium. The Guest Card is available to you at no charge and you are only billed \$10 for the Guest Cards that are actually redeemed at the show, with a maximum invoice amount of \$2,000. Think about it...is \$10 worth a potential \$1 million dollar sale?

Another fantastic opportunity is to order the **OTC 2008 Pre-Registration Attendee List** directly through Experient. This gives you an opportunity to reach everyone who has pre-registered, let them know you are at OTC, and the cost is only \$350.

Both the Electronic Guest Card and the OTC 2008 Pre-Registration Attendee List Order Forms are located within Tab 4 of your Exhibitor Services Manual.

EXHIBITOR SERVICES

All exhibitor services are available to Reliant Stadium exhibitors. Please refer to the appropriate section of your Exhibitor Services Manual for a complete listing of services available: i.e., booth furnishings, carpet, electric, lighting, telephone, internet, booth catering, florist, photography, and more.

HELPFUL OTC CONTACT INFORMATION

For a complete listing of OTC staff contact information as well as the Official OTC Service Contractors, refer to Tab 1 of your Exhibitor Services Manual.