

Exhibitor Registration (Booth Personnel)

Registration Deadlines

March 7, 2008 – Deadline for International Exhibitors to register to receive badges by mail.

March 14, 2008 – Deadline for Domestic Exhibitors to register to receive badges by mail.

March 21, 2008 – Deadline to request group badge pick-up.

April 3, 2008 – Pre-Registration Deadline

Exhibitor Registration Allotments

Only employees of exhibiting companies and their spouses may register as Exhibitors. The badge gives your staff access to the exhibit floor during published exhibitor access hours. VIP Exhibit Passes are not intended for booth personnel registration.

Badge Allotment

- Exhibiting companies receive 8 complimentary exhibitor registrations for every 100 sq. ft. of exhibit space.
- There will be a \$25 fee per badge over the allotted quota for additional personnel

Example:	10 x 20 booth = 200 sq. ft. 200 sq. ft./100 sq. ft. = 2 2 x 8 complimentary exhibitor registrations = 16 complimentary exhibitor registrations
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Company Name on Badge

- The company name that appears on the Exhibitor Space Application and Contract will be the company name that appears on every badge.
- To change the company name on all of your exhibitor badges please complete the Exhibitor Company Name Change Form located in the NAB Forms section of the manual. This change will affect all your exhibitor badges; there will be no splits in your allotment.
- Any request received from a non-exhibiting company or a company name that does not match the name on the Exhibit Space Application and Contract will NOT be processed without the Exhibitor Company Name Change Form on file.

Session Passes (Conference Session Access)

- Allow an exhibitor access to attend educational sessions for only: Broadcast Engineering, Television Management, Radio Management and the Broadcast Regulatory & Legislative Conferences. (Does not include lunches, breakfasts or social events.) . To attend any of the other conference sessions, you will need to purchase the registration package for that conference at the regular rate or to attend the Luncheons or Special Events, you will need to purchase a separate ticket for each of those events. Tickets for the breakfasts are not available for purchase
- Are interchangeable amongst booth personnel.
- Exhibitor badge and a Session Pass are required to attend a session.
- Available onsite only at Exhibitor Registration and are distributed to one representative from your company.
- All exhibiting companies, except sublessors, receive session passes based on the following scale.

Booth Size	Number of Passes
100 – 400 sq. ft	2
401 – 999 sq. ft.	5
1,000 – 1,999 sq. ft.	7
2,000+ sq. ft	10

Wristbands

- Wristbands are available onsite for Exhibitors to wear during move-in and move-out.
- During show days, only your Exhibitor Badge will get you access to the show floor.

Subleases

- Sublessors must be approved by NAB. Please contact your sales Account Executive for additional information.

Registration Policies

Cancellations

- To cancel individual Exhibitor Booth personnel, please use the “Add/Edit Exhibitor” section on the web.
- Registrations for exhibitor booth personnel, including Manufacturer Reps, will automatically be cancelled for any exhibitor who cancels their contracted booth space.

Additions/Changes/Corrections

- For Exhibitor registrations, you can view or make additions, changes or corrections on the web by selecting “Add/Edit Exhibitor.”
- For Manufacturer Reps, if you have additional Reps to register, you can do so on the web by selecting “Add/Edit Manufacturer Reps”.
- In order to receive corrected Exhibitor badges in the mail, your electronic file/online registration must be received by March 14, 2008 (Internationals March 7th).
- After March 14 (Internationals March 7th), any changes or additions will be processed and held for onsite printing and group or individual pick-up. (Deadline for group pick-up is March 21).
- After April 3, 2008, all changes MUST be made onsite.

Substitutions

- If you make a substitution after March 14 (Internationals March 7th) you must provide the original registrant’s badges to exchange the badge.

Adding Conference Registration

- After registering as booth personnel, exhibitors may select Add Conference to add a conference registration.

Lost Badges & Reprints

- Lost badge replacements and spelling corrections will only be provided onsite at Exhibitor Registration.

Age Limits

- No one under the age of 16 years old is permitted in the Exhibit Hall or Sessions.

Manufacturer Rep Registration Policies

All booth personnel who do not work directly for the exhibiting company must be registered as Manufacturer Reps and under their own company name. Please do not register them as Exhibitors.

Floor Access (Manufacturer Reps)

- On show days only, Reps have access to the floor one hour before the show opens and one hour after the show closes.
- For training purposes, Reps are allowed on the floor on Sunday, April 13, 12:00pm-5:00pm.
- Reps are not allowed on the show floor during set-up times.
- Please note: Reps will not be provided wristbands to allow them access to the show floor outside of the before referenced hours nor will they be provided After Hour Work Passes. If Reps need access during set-up times you may register them as EACs in addition to their Manufacturer Rep registration. Please be sure your Reps are aware of this policy.

Duplicate Manufacturer Rep Registrations

- If a Rep is working for more than one exhibiting company, the first company to register that Rep will receive their badge.
- If you do not receive a badge or confirmation for the Rep, you can do one of the following:
- View the list of registered Reps online by selecting “List of Registered Manufacturer Reps”
- Contact your Rep to verify if they are working for another company
- Call 888-740-4622 or 301-682-7962, Monday-Friday, 9:00am-5:00pm ET

How to Register

Online Pre-Registration

1. Go to www.nabshow.com/exhreg.
2. Enter your Exhibitor ID and password. This information can be found in your booth confirmation letter, go to www.nabshow.com/password to have it emailed to the logistics contact on file or by contacting Exhibit Services at exhibitcomm@nab.org, 877-622-3947, or 202-595-2051.
3. Exhibitors are given two options for registering their booth personnel based on the number of individuals they are registering. For those exhibitors registering between 1 and 30 individuals, they must use the online web registration. For those exhibitors registering more than 30 individuals, they are given the additional option of downloading a pre-defined excel sheet to register their personnel.
4. Once registration is complete a confirmation letter will be emailed to the Exhibitor Contact selected and the registrant if requested.

Pre-Registration Badge Distribution

Exhibitors who are pre-registered have the following options for their badges:

1. **Mail** – Badges are sent by standard US Mail to the selected Exhibitor Contact for domestic registrants if received by **March 14**. **International registrants who request badges to be mailed must register by March 7 and select either FedEx or UPS and supply their account code.**
2. **FedEx/UPS** – Badges are sent by FedEx or UPS to the selected Exhibitor Contact if received by **March 14 (Internationals March 7th)**.
3. **Hold (Individual Pick-up)** – Badges held for onsite printing so individual booth personnel may pick-up their own badge. Individual pick-up will be the default if you do not select the type of onsite pick-up.
4. **Hold (Group Pick-up)** – Badges held for onsite printing and group pick-up so one person can pick-up all badges. You must provide the names of the person (up to 2 people) authorized to pick-up your exhibitor badges. Group badges will only be released to this person(s). Deadline to notify NAB of group badge pick-up and authorized person(s) is **March 21, 2008**.
5. After **March 14 (Internationals March 7th)** forms will be processed and held for onsite printing and pick-up.
6. After **April 3, 2008**, all forms MUST be brought onsite. Group badge pick-up is not available to those who register after **March 21**.

Onsite Registration

- Exhibitor Registration will be located at the LVCC, Hall C2, and the North Hall and South East Lobby Registration Areas. RTNDA registration will be located at the Hilton.
- Onsite registration hours are:

Monday, April 7 – Friday, April 11	8:00am-5:00pm
Saturday, April 12 – Wednesday, April 16	7:30am-6:00pm
Thursday, April 17	7:30am-7:00pm
Friday, April 18	7:30am-5:00pm
- Valid photo ID and business card required for onsite badge pick-up and onsite registration.
- Group badge pick-up is not available for onsite registrants.
- Exhibitors not pre-registered must register onsite before they will be permitted on the show floor.

Expocards

- Contain individual registration data. With one swipe of your card, you can leave contact information electronically.
- If you request an Expocard for your booth personnel, please be sure to include their address information on the registration form. Exhibitors may also pick up an Expocard onsite.
- Manufacturer Reps may request Expocards onsite at Exhibitor Registration.

Confirmations

- Print the receipt/confirmation page of the online registration form for your confirmation.
- Using the online Exhibitor Registration Form, you can view your exhibit personnel by selecting “Add/Edit Exhibitor.”
- You will also be able to view registered Manufacturer Reps on the web by selecting “Add/Edit Manufacturer Rep.”

Onsite Services

The exhibits team is happy to meet with you during the show to handle special concerns, problems, logistics needs or exhibit inquiries. The office is located in the Central Hall, Room C102, on the west wall of Hall C1. This room is accessible without going through the exhibit hall. Office hours are Monday, April 7 - Friday, April 18 8:00 a.m. - 6:00 p.m. The RTNDA@NAB Show Management office is located in the Las Vegas Hilton in Pavilion 11 and is open April 11-16 from 9:00 a.m. - 5:00 p.m.

We are happy to assist you should the need arise, but you have to let us know what problems you're experiencing. Please report any situations, issues, concerns, or problems to the Exhibit Management Office as quickly as possible after the transgression occurs. If you have a labor issue, please do not voice complaints directly to the workers; report the problem to Show Management immediately. Please write down the name of the person with whom you are dealing, the date, time and location of the issue.

After Hour Work Passes

To provide better security on the exhibit floor, After Hours Work Passes are required.

NAB Exhibitors

- The show floor closes at 8:00pm April 7-11, 2008. **For NAB Show After Hour Work Passes will be valid from 8:00pm – 11:00pm only for Monday-Friday of exhibitor move in.**
- After Hour Work passes are required at the LVCC on April 12-13, 2008 if working before 6:30am or after 8:00pm.
- After Hours Work Passes can be picked up at the Exhibit Management Office in Room C102 from 8:00am – 6:00pm or at Exhibitor Registration from 7:30am – 5:00pm daily.

RTNDA@NAB Exhibitors

- At the Las Vegas Hilton After Hour Work passes are required if working before 6:30am and after 8:00pm during move-in and move-out.
- The show floor closes at 8:00pm on Show Days only.
- After Hour Work passes can be picked up at Exhibitor Registration from 7:30am – 5:00pm

Announcements

Daily announcements will be made during move-in and move-out to keep exhibitors apprised of special exhibitor activities and exposition operations that affect the logistics of the show. The only announcements made during official show days will be those that open and close the show and true emergencies. Please take a moment to listen to these important on-site announcements.

Equipment Passes

It is NAB's policy to prohibit the removal of any equipment or materials (other than attendees carrying personal belongings) from the exhibit floor at any time without first obtaining an equipment pass. Exhibitors who will be removing anything from the hall must first stop by the Exhibit Management Office to obtain an Equipment Pass. Exhibit Show Management or their designated representative must sign off on all Equipment Passes. Equipment passes are required during move-in, move-out and show days. This policy will be strictly enforced at all times and exists for your protection and product security.

Exhibit Management Offices

The NAB exhibit staff will be available to meet exhibitors and handle special concerns, problems, logistical needs and exhibit inquiries. The office is located in the Central Hall, Room C102, on the west wall of Hall C1. This room is accessible without going through the exhibit hall. The office will be open:

- Monday, April 7 – Friday, April 18 8:00am – 6:00pm

The RTNDA Show Management office is located in the Las Vegas Hilton in Pavilion 11 and is open April 15-18 from 9:00am – 5:00pm.

Exhibit Service Desk

NAB Show official contractors will staff service desks to assist exhibitors on-site during the show to assist with issues that may arise during the Show. The desks in the LVCC are located in the following halls: C5, N1, and S4 (along the north perimeter wall). The desks will be open from April 7-19. The service desk at the Las Vegas Hilton is located in the Hilton Foyer and will be open from April 11-16. Exhibitors may follow-up with advance orders at this desk or order the following on-site services and products:

A/V Services	Freight Transfer/Shipping
Air Freight	Hostesses/Models
Antenna Feeds	Installation/Dismantling
Booth Security	Internet Connectivity
Booth-to-Booth Cable Runs	Labor
Cleaning	Lighting
Custom Exhibit Services	Photographer
Customs Brokerage	Signs/Hanging Sign
Decoration/Furnishings	Telephone Service
Display Rental Units	Lead Retrieval
Floral	Catering
Freight Handling/Storage	Van Line Service

First Aid

The First Aid Station is located in the Grand Lobby of the LVCC (near door 1), and can be reached at 702-892-7400. The First Aid Station will be open move-in through move-out.

Information Kiosks / Floor Managers

During move-in and move-out the information kiosks located in each hall will serve as the Floor Managers stations. While the floor managers will be managing each hall there will be a ring down phone that connects directly to the Exhibit Management Office. This is a quick and easy way to get in touch with the Floor Manager for your exhibit area or member of the NAB exhibits staff. Floor Managers will be available to assist you, from move-in through move-out. When the show opens these kiosks will convert into Information Desks that will be staffed during show hours to assist both exhibitors and attendees. For your convenience, the kiosks are located in C1 near the entrance, C3, the North Hall near booth N730 and booth N7638, South Lower and Upper Halls next to the elevators.

Food Service

Grand Lobby Banners Restaurant and Starbucks with South Halls International Food Market and Starbucks will be available in the LVCC during move-in and move-out. In addition to these restaurants, Aramark will provide a phone number or advance ordering capabilities for exhibitors who wish to provide delivery or carry-out options for the personnel working in their booths. During show hours there will be concessions located throughout the convention center with a restaurant located in South Hall 4, Central 5 and a Cyber Café located in North Hall 4.

Literature Storage

Upon request and order, Freeman will provide accessible storage for literature, from 8:00 am until 6:00 pm Please contact the Freeman Service Desk on-site if storage is required.

Transportation around the Convention

Complimentary Shuttle Bus Service will be provided to and from the LVCC and **only official NAB Show hotels**. Service to the LVCC will begin on Monday, April 14 at 7:30am. Complete schedule information will be posted in the LVCC, hotel lobbies and the NAB Show Program & Exhibit Guide.

The shuttle buses will drop-off and pick-up at the East South Hall Entrance. Buses will first stop at the East South Hall Entrance and then proceed to the drop-off by Central Hall.

Exhibitor Parking

Las Vegas Convention Center Restrictions

A major function of the LVCVA Safety & Security Department is to ensure parking is as convenient as possible within constraints imposed by demand, available space and cost.

The LVCC has parking available in the Gold Lot for attendees and exhibitors, however space is extremely limited!

Exhibitor Preferred Parking

There will be limited number of spaces available in the Silver Lot due to LVCC construction. Exhibitors have the option to purchase a 5 day parking pass from TMS, NAB's preferred transportation company. This parking pass includes in and out privileges and is valid Sunday, April 15 – Thursday, April 19. Refer to the following sheet to order this parking permit, valid for exhibitors only,

Exhibitor Shuttle Parking

Exhibitors may arrange for VIP shuttles or busses to transport staff or clients to/from the Convention Center. Transportation Management Services (TMS), NAB's official transportation company, provides motor coach and/or sedan transfers. As there is a limited amount of shuttle parking space available at the convention center all other shuttle companies must coordinate parking arrangements with TMS. Please complete the shuttle parking form located in this section of the manual.

LVCC Parking Policies

Parking Fees: When paid parking is in effect, the fee is \$10.00 per space with in and out privileges. Anyone leaving the LVCC and planning to return the same day may get their ticket stamped for re-entry. Please display ticket stubs in view on your dashboard.

Parking Space Designation: Parking is permitted in marked spaces only. Overnight parking is not permitted. White Spaces designate general parking permitted with a proper pass or ticket stub. Red Curbs designate fire lanes. Fire Lanes are tow away zones and must be kept clear at all times. Accessible Parking: Accessible parking spaces are provided and are designated as reserved by a sign showing the symbol of accessibility. Van accessible spaces are also available.

Speed Limit: The speed limit at the Las Vegas Convention Center is 15 mph unless otherwise posted and 5 mph in the parking lots.

Lost Your Vehicle? It's easy to do with over 5500 parking spaces. Come to the LVCVA Security Dispatch Office located on the main concourse by the C Halls. The office is open 24 hours and they will be happy to help you locate your vehicle.

EXHIBITOR PREFERRED PARKING



Advantages:

- *Improves Traffic Management around LVCC
- *Reserved parking for Exhibitors ONLY
- *In & Out Priveleges

Dates: Sunday April 13 - Thursday, April 17, 2008

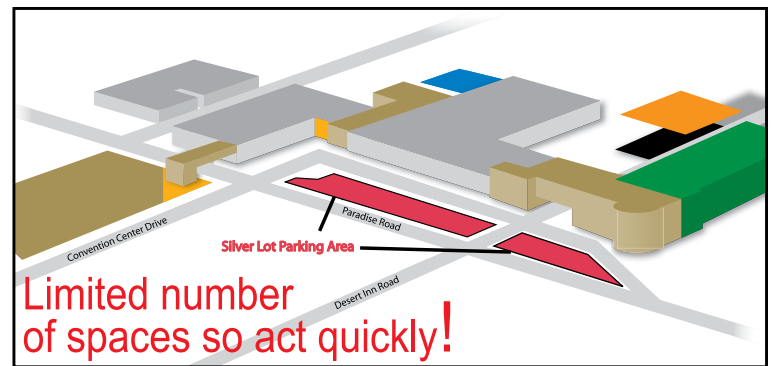
Location: Silver Lot

Cost: **5 Day Pass** **\$60.00**

Log onto:
www.tms-llc.com/NABparking2008.com
All major credit cards accepted

Parking Passes will be mailed out starting March 15, 2008. Detailed maps and driving directions will be provided at that time.

Las Vegas Convention Center - Silver Lot Location in Red



ADDITIONAL TRANSPORTATION SERVICES PROVIDED



MINIBUS

4 Hour Minimum @ \$400
\$75 an hour

6% - 8% Fuel Surcharge



MOTORCOACH

4 Hour Minimum @ \$400
47 Passenger - \$75 an hour
55 Passenger - \$85 an hour

6% - 8% Fuel Surcharge



LIMO

6 Passenger
2 Hour Minimum,
\$110 an hour

Plus 20% Gratuity



SEDAN

2 Hour Minimum,
\$65 an hour

Plus 20% Gratuity

For Inquiries please call:

Transportation Management Services,
Brad Kurtz
(800) 437-7629
bkurtz@tms-llc.com



2008 NAB SHOW EXHIBITOR SHUTTLE REQUEST

Transportation Management Services (TMS) will be managing the shuttle service for the 2008 **NAB SHOW, April 14 – 17, 2008**. Exhibitors may either arrange for VIP shuttles/sedan/limos on their own or through Transportation Management Services.

Due to the ongoing construction at the LVCC and the large volume of exhibitors requiring transportation services, **ALL Exhibitors who are handling their own transportation** must complete the form below and fax it back to 301-260-1124 no later than March 14, 2008.

Upon receipt of your request, we will contact the person listed below within ten (10) business days. Thank you.

Company Name: _____

Contact Person: _____

Contact Email: _____

Contact Phone: _____

Contact Cell: _____

Date of Service: _____

Hours of Operation: _____

Pick up Time: _____

Pick up Location: _____

of Vehicles being used: _____

Type of Transportation Being Requested (please circle):

49-Pax Bus Mini Bus Limos Sedan Vans

of Passengers Requiring Transport: _____

Company using to Transport Guests: _____

Additional Information: _____

Please fax completed form to 301-260-1124

If you are having problems faxing, please contact Brad Kurtz at 301-260-2070 THANK YOU.