Technology Suites

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General Information and Capsule Schedule

DATES OF TRADE SHOW:
Sunday, Monday, Tuesday
February 21 - 23, 2010

LOCATION:
Anaheim Convention Center
1850 S. West Street
Anaheim, CA 92802 USA
Tel: 714-765-8950

Note:
All communications until show dates should be directed to:
Bill Covey, Director at:

PMA
3000 Picture Place, Jackson, MI 49201 USA
Tel: 517-788-8100 • Fax: 517-788-8371
Email: TEServices@pmai.org

SETUP HOURS:
Thursday, February 18 . . . . . 8:00 a.m. - midnight
Friday, February 19 . . . . . 8:00 a.m. - midnight
Saturday, February 20. . . . . 8:00 a.m. - midnight
Sunday, February 21 . . . . . .7:00 a.m. - 9:00 a.m.

TRADE SHOW HOURS:
Sunday, February 21 . . . . . .10:30 a.m. - 6:00 p.m.
Monday, February 22 . . . . . .9:30 a.m. - 5:30 p.m.
Tuesday, February 23 . . . . . .9:30 a.m. - 4:00 p.m.

****TECHNOLOGY SUITE HOURS:***
Sunday, February 21 . . . . . .9:15 a.m. - 6:00 p.m.
Monday, February 22 . . . . . .9:15 a.m. - 6:00 p.m.
Tuesday, February 23 . . . . . .9:15 a.m. - 4:00 p.m.

MOVE OUT HOURS:
Tuesday, February 23 . . . . . 4:30 p.m. - midnight
Wednesday, February 24 . . . . . .8:00 a.m. - 3:00 p.m.

*The most valuable hours of each day are devoted to the Trade Show and, as usual, there will be no conflicting sessions during Trade Show hours.

PMA 2010 Capsule Schedule

Tentative schedule – subject to change. All events take place at the Anaheim Convention Center unless otherwise noted.

Friday, February 19

12:00 noon - 5:00 p.m.	PMA Registration Open
2:00 p.m. - 5:00 p.m.	SPAA Ultimate Field Trip *San Clemente High School*
2:00 p.m. - 6:00 p.m.	DIMA® Annual Conference
3:00 p.m. - 5:00 p.m.	PSPA Facility Tour *School Portraits by Kranz*
6:00 p.m. - 7:00 p.m.	DIMA Welcome Reception PSPA Welcome Reception SPAA Welcome Reception

Saturday, February 20

7:00 a.m. - 6:00 p.m.	PMA® Registration Open
8:00 a.m. - 5:00 p.m.	DIMA Annual Conference
8:30 a.m. - 7:00 p.m.	PSPA Annual Conference SPAA® Annual Conference
11:45 a.m. - 1:00 p.m.	DIMA Luncheon PSPA Luncheon SPAA Luncheon
12:00 noon - 3:00 p.m.	PMA Sneak Peek 2010 – *Press Only*
1:15 p.m. - 9:00 p.m.	PIEA Photo Safari *Getty Museum and Venice Beach*
5:00 p.m. - 6:00 p.m.	PMA Welcome Reception

Sunday, February 21

7:00 a.m. - 6:00 p.m.	PMA Registration Open
7:30 a.m. - 9:00 a.m.	PMA Sessions: NAPET, SPFE
7:30 a.m. - 2:50 p.m.	DIMA Annual Conference SPAA Annual Conference
7:30 a.m. - 3:50 p.m.	PSPA Annual Conference
7:30 a.m. - 5:00 p.m.	PPFA Annual Conference
7:30 a.m. - 9:00 p.m.	PIEA Education Conference
9:00 a.m. - 10:15 a.m.	Official Business Session Keynote
10:15 a.m. - 6:00 p.m.	Trade Exhibits Open
12:30 p.m. - 1:50 p.m.	DIMA Official Business Luncheon PSPA Official Business Luncheon SPAA Luncheon
3:00 p.m. - 4:00 p.m.	PMA Sessions: International, Retail Portrait
6:00 p.m. - 7:00 p.m.	Get Acquainted Reception
6:00 p.m. - 8:00 p.m.	Global Gala International Reception
6:00 p.m. - 8:00 p.m.	PMA Night Schools
7:00 p.m.	PIEA Evening with an Artist

Monday, February 22

7:00 a.m. - 6:00 p.m.	PMA Registration Open
7:30 a.m. - 9:00 a.m.	PMA Session: SPFE
7:30 a.m. - 11:20 a.m.	PSPA Annual Conference
7:30 a.m. - 12:30 p.m.	PIEA Education Conference
7:30 a.m. - 1:50 p.m.	DIMA Annual Conference
7:30 a.m. - 3:00 p.m.	SPAA Annual Conference
7:30 a.m. - 5:00 p.m.	PPFA® Annual Conference
9:00 a.m. - 10:15 a.m.	Official Business Session Keynote
10:15 a.m. - 6:00 p.m.	Trade Exhibits Open
3:00 p.m. - 4:00 p.m.	PMA Sessions: International, NAPET®, Retail Portrait
6:00 p.m. - 7:00 p.m.	PMA President's Reception
7:00 p.m. - 10:00 p.m.	PMA Big Night, *House of Blues*

Tuesday, February 23

7:00 a.m. - 4:00 p.m.	PMA Registration Open
8:00 a.m. - 9:15 a.m.	Official Business Session Keynote Breakfast
9:15 a.m. - 4:00 p.m.	Trade Exhibits Open
9:30 a.m. - 11:30 a.m.	PPFA Annual Conference
10:30 a.m. - 11:30 a.m.	Retailer Hot Picks Session *Located on trade show floor*
11:00 a.m. - 12:00 noon	Pro Photographer Hot Picks
4:00 p.m.	Parting Shot Reception
4:15 p.m.	$10,000 Grand Prize Drawing

Updated as of November 3, 2009

Show Floor Access

WORK PASS BADGES

Because of certain legal and insurance obligations, the privilege of access to the exhibit hall must be limited only to qualified persons. Access to the floor of the exhibit hall during PMA tenancy will be restricted exclusively to personnel who are:

1. Badged, registered trade and press attendees, admitted only during show hours
2. Badged, registered employees of contracted exhibiting firms, admitted during published setup, show, and move-out hours
3. Badged employees of PMA and the Anaheim Convention and Visitors Authority, and safety officers of the city of Anaheim, admitted at all times
4. Badged employees of the official service contractors and concessionaires of PMA and the Anaheim Convention Center, admitted at all times
5. Badged employees of the properly appointed independent service contractors, display and stage production houses, consultants and agents of the exhibitors, who have submitted proof of licensing and insurance to the Association 30 days or more before show move-in, admitted during prescribed hours

All individuals in groups four and five above, whose work requires a presence on the Trade Show floor, must receive authorization from PMA and must be identified by a "work pass" wristband.

Official-Appointed Work Pass:

- General contractor workers, supervisors, and subcontractors (e.g., GES Exposition Services)
- Convention Center and concessions service personnel (e.g., ARAMARK)
- PMA-appointed specialty contractor workers and supervisors (e.g., official florist)

Exhibitor-Appointed Work Pass:

- Personnel of exhibitor-appointed, PMA-approved independent labor contractors, display builders, and specialty service contractors and consultants (e.g., lighting designers)

Exhibitor-Appointed Work Passes will be distributed directly to firms that have been nominated on the Exhibitor-Appointed Contractor Authorization Request Form and who subsequently meet PMA independent contractor requirements.

VISITOR ACCESS ON SHOW DAYS

Visitors with the badges below	will be admitted to the hall during ...	
	Full Technology Suites Hours	Trade Show Hours Only*
Registered Exhibitors (Green Badge)	X	
Registered Press Personnel (Grey Badge)	X	
Registered Trade Attendees (Blue Badge) Single-Day Trade Show Attendees (various colors) Registered Spouses (Purple Badge)		X

*Please note: If you would like to invite registered trade visitors to schedule appointments prior to trade show hours, you must contact the PMA Trade Exhibit Services Department for authorization and liability waiver information.

Technology Suite Information

Suite Size

3m x 4m (approximately 10′ x 13′), 3m x 5m (approximately 10′ x 16′), 4m x 5m (approximately 13′ x 16′), or 5m x 7m (approximately 16′ x 23′).

Conference Room Includes:

8′ high, grey panel walls, door and lock, track lights, ventilation fan, smoke detector, fire extinguisher, 12.5′h x 16.5′w outside identification sign, grey carpet, and all setup and dismantle labor.

Electrical

Electrical service to run lights and fan included. Additional electrical service is available from TSE.

Cleaning

Daily cleaning outside and, due to door locks, inside suite if requested.

Phone and Internet

Service may be ordered from SmartCity Networks at exhibitor's expense.

Reception Area

Shared receptionist with office management equipment services including copier, computer, printer, and appointment scheduling/tracking service.

Hospitality Bar

Shared area with light beverages and snacks (refilled daily). Pitchers of water will be available during Technology Suite hours. Bottled water may be ordered from ARAMARK.

Press Room

Complete exhibitor privileges including press kit and press conferences scheduling, along with a supplier table at the PMA Sneak Peek Luncheon. See information within this manual and the PMA 2010 Promotional Opportunities for Exhibitors for more details.

Listing

In show issues of *PMA* magazine and two listings in the *PMA 2010 Official Program and Exhibit Guide*.

Badge Registrations

Five full PMA registrations per contracted suite.

PMA2010
THE ULTIMATE EVENT FOR EVERYTHING PHOTO

Firm Name _____ Space No(s). _____

Email _____ Authorized Signature _____

Tel _____ Print Name _____

Fax _____ Date _____

Technology Suite Appointment Scheduling Questionnaire

Return to: Trade Exhibit Services Department, PMA, 3000 Picture Place, Jackson, MI 49201 USA • Fax: 517-788-8371

As a service to the Technology Suites exhibitors, PMA requests that you fill out the following form in order to go over scheduling needs and procedures.

What to expect from your Technology Suite

- The receptionist will request business cards from clients with or without scheduled appointments.
- Please provide a schedule of appointments at least a week before the show or, alternatively, at the show site.
- A few weeks prior to the PMA 2010 Anaheim show opening, the receptionist will contact each suite holder for a personal introduction and will go over any questions you might have.

Questions to be filled out and faxed to PMA at 517-788-8371 by *Monday, January 25, 2010*

- Who is your main company contact? _____
- Do you mind being interrupted during meetings to meet with drop-in clients? If yes, how would you prefer that they be handled?

  _____

  _____
- Do you wish to have scheduled clients sent directly back to your suite or would a courtesy call be appreciated?

  _____
- Will you be scheduling your own appointments?

  _____
- Would you like us to keep your appointments confidential?

  _____
- Any special needs that we should be aware of (wheelchair, special catering needs, AV equipment, etc.)?

  _____
- When do you plan to arrive on-site to set up?

  _____

Comments: _____

_____

_____