

Exhibitor Deadlines



Please take note of the following important deadlines to ensure a successful experience for your company at TechEd 2010.

DEADLINE

ACTION

March 9, 2010

Hotel Discount Deadline. TechEd has arranged for special discounted room rates at the Hilton Pasadena. Rooms must be booked no later than March 9, 2010 to receive the discounted rate.

March 12, 2010

Advertising Space Reservations. Deadline to reserve ad space in the program guide.

March 15, 2010

GES Warehouse begins shipping. GES will accept shipments without a surcharge, at their warehouse from **March 15 to April 6**. Shipments arriving after **April 6** are subject to a surcharge. Within these dates, address your shipment to:
GES Exposition Service, Attention TechEd
5560 Katella Avenue
Cypress, CA 90630

March 19, 2010

35-word Exhibitor Description. Last day to submit your company's corporate and/or product/services description for inclusion in the program.

March 19, 2010

Speaking Sessions, Corporate Solutions, Roundtables, Poster Sessions and Hands-on Lab Descriptions. Presenters to submit session description for inclusion in conference program guide.

March 19, 2010

Advertising Materials. Last day to submit your electronic, film or camera-ready ad materials for insertion in the conference program guide. Please see the Advertising Insertion Order for acceptable formats.

March 19, 2010

Prize Giveaway Descriptions. Last day to submit your company's prize giveaway to be listed in the Conference Program and on event signage.

March 22, 2010

GES Discount Deadline. Last day to receive early bird discounts for labor carpet (required) table chairs etc.

March 26, 2010

1st Sales Lead Retrieval discount deadline. Simple to use and flexible system available at www.1stsales.com, select TechEd.

April 5, 2010

Staff Registration. Final day to register exhibit staff online, registering online saves time! Staff not pre-registered must register onsite at the Exhibitor/Sponsor registration booth To Register online go www.TechEdEvents.org, select Exhibitor/Sponsor from top menu and select Exhibitor Registration.

April 6, 2010

GES Warehouse Deadline. GES will accept shipments without a surcharge, at their warehouse from **March 15 to April 6**. Shipments arriving after **April 6** are subject to a surcharge. Within these dates, address your shipment to:
GES Exposition Service, Attention TechEd
5560 Katella Avenue
Cypress, CA 90630

April 7-11, 2010

Shipments direct to the Pasadena Convention Center. Shipments not sent to GES warehouse within the dates above may be directed to Pasadena Convention Center, **Attention GES Exposition Service (see address below)**

April 9, 2010

Bag Inserts. Shipments of Bag Inserts must arrive on Friday, April 9 ONLY to:
Pasadena Convention Center, Attention TechEd Show Mgmt.
300 E. Green Street
Pasadena, CA 91101-2399



For more information contact:

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