

# techtex

NORTH AMERICA

## Exhibitor Service Manual

### Atlanta

Georgia World Congress Center  
May 18 - 20, 2010



Agrotech



Buildtech



Clothtech



Geotech



Homotech



Indutech



Medtech



Mobiltech



Oakotech



Packtech



Prototech



Sporttech



messe frankfurt

## Welcome

---

Dear Techtex

til North America 2010 Exhibitor:

We are pleased you will be joining us for the seventh edition of Techtex

til North America to be held May 18–20, 2010, at the Georgia World Congress Center in Atlanta, Georgia.

This manual is designed for your convenience and to give you the necessary information for your participation in the 2010 Techtex

til North America show. Please read this manual carefully to familiarize yourself with all of its contents. Enclosed is a list of the official show contractors and vendors providing the appropriate order forms if needed. Please place your orders early to ensure availability of desired items and to maximize cost savings.

It is important that the Exhibitor Manual be reviewed by the person directly responsible for participation in the show. Your assistance in meeting deadlines is greatly appreciated.

If you have any questions or concerns, please do not hesitate to contact us. We are here to help you through the show planning process.

We look forward to seeing you May 18–20 in Atlanta!

Sincerely,

The Techtex

til North America Team  
Messe Frankfurt, Inc.

## TIPS FOR A SUCCESSFUL SHOW

### ***Before the Show...***

- *Read your Exhibitor Manual* – It contains all the details, regulations and forms you will need to be prepared on-site.
- *Show Checklist* – Use this form to keep yourself in check while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- *Freight* – Be aware of shipping deadlines to avoid late or unnecessary charges. Use pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your exhibit staff online @ [www.techtex<sup>til</sup>NA.com](http://www.techtex<sup>til</sup>NA.com) It's quick and easy and will save you time on-site.
- *Advertise and Promote* – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the show.

### ***During the Show...***

- *Interact with Attendees* – Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth - you might miss out on potential prospects.
- *Lead Retrieval* – Keep track of the attendees who visit your booth so you can contact them later. Lead management will be one of the most important components of a successful show. There is a form in this manual that offers a lead retrieval system that can help you with collecting this information.

### ***During the Show...***

- *Provide Incentives* – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.

### ***After the Show...***

- *Follow Up with your Leads* – Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the show. Often times the key to your success at a trade show depends on how you follow up with your leads.

## TIPS FOR A SUCCESSFUL SHOW

### ***After the Show...***

- *Evaluate your Participation* – Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your success!
- *Post-Show Meeting* – Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

### ***Anytime...***

- Questions? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to: [ttnasales@usa.messefrankfurt.com](mailto:ttnasales@usa.messefrankfurt.com).

## Important Dates and Schedule

---

### **Exhibitor Move-In**

Friday, May 14	8:00 am – 6:00 pm
Saturday, May 15	8:00 am – 6:00 pm
Sunday, May 16	8:00 am – 6:00 pm
Monday, May 17	8:00 am – 5:00 pm

### **Show Hours**

Tuesday, May 18	10:00 am – 5:00 pm
Wednesday, May 19	10:00 am – 5:00 pm
Thursday, May 20	10:00 am – 3:00 pm

### **Exhibitor Move-Out**

Thursday, May 20	3:01 pm – 10:00 pm
Friday, May 21	8:00 am – 6:00 pm

### **Symposium Hours**

Tuesday, May 18	8:30 am – 11:00 am, 1:30 pm – 4:00 pm
Wednesday, May 19	8:30 am – 11:00 am, 1:30 pm – 4:00 pm
Thursday, May 20	8:30 am – 11:00 am

---

## Show Location

---

### Georgia World Congress Center

Hall B3

285 Andrew Young International Blvd., NW

Atlanta, GA 30313-1591

Phone: +1-(404) 223-4300

Fax: +1-(404) 223-4311

Website: [www.gwcc.com](http://www.gwcc.com)

---

## Official Service Contractor

---

### Champion Exposition Services

139 Campanelli Drive

Middleboro, MA 02346

Tel: +1-(800) 723-1123

Fax: +1-(508) 946-1019

Email: [help@championexpo.com](mailto:help@championexpo.com)

Website: [www.championexpo.com](http://www.championexpo.com)

*Champion is able to provide you with the following services & products:*

**CARPET & CLEANING**

**FURNITURE & ACCESSORIES**

**DECORATIONS**

**DISPLAY LABOR**

**DRAYAGE**

**MATERIAL HANDLING**

**RENTAL EXHIBITS**

**RIGGING & FORKLIFT**

**SIGNS**

---

## Show Colors

---

### Show Colors

Pipe & Drape: Grey & White

Aisle Carpet: Grey

## Show Management Contact Information

---

### **Messe Frankfurt, Inc.**

1600 Parkwood Circle, Suite 615 • Atlanta, GA 30339

Tel: +1-(770) 984-8016 • Fax: +1-(770) 984-8023

Website: [www.techtextilNA.com](http://www.techtextilNA.com) • E-mail: [tnasales@usa.messefrankfurt.com](mailto:tnasales@usa.messefrankfurt.com)

### **Stephanie Everett**

*Group Show Director – Textile Shows*

Tel: +1-(770) 984-8016 x424

[stephanie.everett@usa.messefrankfurt.com](mailto:stephanie.everett@usa.messefrankfurt.com)

### **Amy Crane-Walls**

*Sales Manager – Textile Shows*

Tel: +1-(770) 984-8016 x418

[amy.crane-walls@usa.messefrankfurt.com](mailto:amy.crane-walls@usa.messefrankfurt.com)

### **Diana Ludwig**

*Sales Manager – Textile Shows*

Tel: +1-(770) 984-8016 x412

[diana.ludwig@usa.messefrankfurt.com](mailto:diana.ludwig@usa.messefrankfurt.com)

### **Alexandra d'Archangelo**

*Marketing Manager – Textile Shows*

Tel: +1-(770) 984-8016 x417

[alex.darchangelo@usa.messefrankfurt.com](mailto:alex.darchangelo@usa.messefrankfurt.com)

### **Silvia Balasch**

*Operations & Conference Manager – Textile Shows*

Tel: +1-(770) 984-8016 x438

[silvia.balasch@usa.messefrankfurt.com](mailto:silvia.balasch@usa.messefrankfurt.com)

### **Chris Harvey**

*Show Coordinator – Textile Shows*

Tel: +1-(770) 984-8016 x411

[chris.harvey@usa.messefrankfurt.com](mailto:chris.harvey@usa.messefrankfurt.com)

### **Lorie Gross**

*Marketing Coordinator – Textile Shows*

Tel: +1-(770) 984-8016 x402

[lorie.gross@usa.messefrankfurt.com](mailto:lorie.gross@usa.messefrankfurt.com)

## Official Service Contractors

---

### **Official Show Decorator**

*Champion Exposition Services*  
Attn: Exhibitor Services Department  
(Techtextil North America)  
139 Campanelli Drive  
Middleboro, MA 02346  
Toll Free: +1-(800) 723-1123  
Fax: +1-(508) 946-1019  
Email: [help@championexpo.com](mailto:help@championexpo.com)  
Website: [www.championexpo.com](http://www.championexpo.com)

### **Audio Visual & Computer Rental**

*Production Resource Group (PRG)*  
Attn: Ken Race  
1053 Willingham Drive  
Atlanta, GA 30344  
Tel: +1-(404) 214-4800  
Fax: +1-(404) 214-4801  
Email: [info@prg.com](mailto:info@prg.com)  
Website: [www.prg.com](http://www.prg.com)

### **Catering Service**

*Georgia World Congress Center*  
Levy Restaurants  
Contact: Linda Bordeuax  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4500  
Fax: +1-(404) 223-4511  
[www.gwcc.com](http://www.gwcc.com)

### **International Freight Forwarder**

*KN Expo Service (ATL)*  
Attn: Debbie Amrein  
Tel: +1-(410) 804-5707  
Fax: +1-(410) 412-7326  
Direct: +1-(410) 412-7271  
Email: [debbie.amrein@kuehne-nagel.com](mailto:debbie.amrein@kuehne-nagel.com)  
Website: [www.kn-portal.com](http://www.kn-portal.com)

### **Material Handling and Transportation**

*Champion Exposition Services*  
Attn: Exhibitor Services Department  
(Techtextil North America)  
139 Campanelli Drive  
Middleboro, MA 02346  
Toll Free: +1-(800) 723-1123  
Fax: +1-(508) 946-1019  
Email: [help@championexpo.com](mailto:help@championexpo.com)  
Website: [www.championexpo.com](http://www.championexpo.com)

### **Lead Retrieval / Registration**

*CompuSystems, Inc.*  
P.O. Box 604  
Brookfield, IL 60513-0561  
Toll Free: +1(866) 600-5323  
or outside the U.S. Tel: +1-(708) 786-5565  
Fax: +1-(708) 344-4444  
Email: [techtexsilNA@compusystems.com](mailto:techtexsilNA@compusystems.com)  
[www.compusystems.com](http://www.compusystems.com)

# techtex

## NORTH AMERICA

May 18 – 20, 2010

Georgia World Congress Center

Atlanta, GA

### **Compressed Air, Water, Drain & Gas**

*Georgia World Congress Center*  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4500  
Fax: +1-(404) 223-4511  
[www.gwcc.com](http://www.gwcc.com)

### **Security**

*Reliable Security, LLC*  
2106 Ellis Farm Drive  
Marietta, GA 30064  
Tel: +1-(770) 858-1730  
Fax: +1-(770) 858-1732  
Email: [reliable@reliablenessecurityllc.com](mailto:reliable@reliablenessecurityllc.com)  
Website: [www.reliablenessecurityllc.com](http://www.reliablenessecurityllc.com)

### **Electrical / Lighting**

*Georgia World Congress Center*  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4500  
Fax: +1-(404) 223-4511  
[www.gwcc.com](http://www.gwcc.com)

### **Telecommunications**

*Georgia World Congress Center*  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4500  
Fax: +1-(404) 223-4511  
[www.gwcc.com](http://www.gwcc.com)

### **Floral**

*Expo Ease*  
3685 S. Highland Drive #15  
Las Vegas, NV 89103  
Tel: +1-(702) 368-2868  
Fax: +1-(702) 368-0566  
[www.expoease.com](http://www.expoease.com)