

# CMSC 2015 Exhibitor Handbook

**31<sup>th</sup> Annual  
Coordinate Metrology  
Systems Conference**

**The Diplomat Hotel  
Hollywood, FL  
July 20 – 24, 2015**





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### CHAIRMAN'S WELCOME



**Ron Rode, CMSC 2015 Chair**

Dear CMSC Exhibitors,

The 31st annual Coordinate Metrology Systems Conference (CMSC) will be held in Hollywood, FL, from July 20 -24, 2015. This exhibitor handbook will help you successfully manage your participation at CMSC 2015. From important deadlines to frequently asked questions (FAQs), this comprehensive guide covers all the details so you will get the most from our conference. The Coordinate Metrology Society looks forward to your participation this year!

Best regards,  
Ron Rode

### THE 2015 COORDINATE METROLOGY SYSTEMS CONFERENCE

The Coordinate Metrology Systems Conference (CMSC) is the world's premier event for Measurement Technology Professionals sponsored by the Coordinate Metrology Society. Established in 1984, the five-day annual conference is held each year at a different location, and attracts visitors from around the globe. CMSC is acclaimed for its comprehensive program of top-shelf white papers and applications presentations given by industry experts from science/research laboratories and manufacturing industries, such as aerospace, space hardware, automotive, shipbuilding, power generation, and general engineering. No other trade show rivals the high level of authoritative information provided by master users of portable metrology solutions for quality control, quality production, precision assembly, and more.

### THE COORDINATE METROLOGY SOCIETY

The Coordinate Metrology Society (CMS) is the preeminent membership association for measurement professionals. The Coordinate Metrology Systems Conference is sponsored by the CMS, a professional society of users, service providers, and OEM manufacturers of high-precision, portable coordinate measurement solutions. The society membership assembles each year to get a first-hand look at the advancements and new developments in the use of portable measurement systems or software producing and using 3D coordinate data.

The CMS is driven by its charter to educate the membership about the utilization of 3D metrology systems (including traditional CMMs, laser trackers, photogrammetry, theodolites, laser projection systems, laser radar, non-contact scanning devices, GPS, and articulating arms) and their applications, such as reverse-engineering, tooling, inspection, metrology-assisted assembly, deformation analysis, automation and more.

The CMS community is encouraged to participate in many ways, from volunteering during the conference, running for a position on the Executive Committee, or serving on a sub-committee of the organization. To join the Coordinate Metrology Society or attend the yearly conference, contact the Registrar at [registrar@cmssc.org](mailto:registrar@cmssc.org). The organization's latest news and updates can be found at [www.CMSSC.org](http://www.CMSSC.org).

## EXHIBITOR CONTACT



**Gary Confalone,**  
CMSC Exhibition Chair

Gary Confalone serves as the Exhibition Chair for the 2015 Coordinate Metrology Society. Gary has worked in the metrology industry for more than 20 years. He was an attendee and a presenter at CMSC early in his career while he was working in the aerospace industry.

Please take the time to carefully review this material, as it can save you time and money, and make your CMSC experience more profitable and enjoyable. If you have any questions or need additional information, contact Gary at [exhibitors@cmsc.org](mailto:exhibitors@cmsc.org) or 978-887-5781 (EST).

## BOOTH PRICING

BOOTH	EARLY BIRD RATE	AFTER MAY 23, 2015	AFTER JUNE 13, 2015
Standard Booth (10' X 10')*	\$1,950.00	\$2,250.00	\$2,500.00
Premium Booth (10' X 10')*	\$2,280.00	\$2,580.00	\$2,830.00
<i>*Payment is due 30 days after selecting your booth(s), or the booth(s) will be released.</i>			
<b>Other Pricing:</b>			
Family Member Lunch Ticket (per person per day)		\$ 35.00	
Additional Wednesday Night Banquet Ticket (per person)		\$ 75.00	

## EXHIBITOR PACKAGE

With the purchase of a standard 10' x 10' booth, Exhibitors receive the following products and services with your CMSC Exhibitor Package.

### 1) Booth Amenities

- 8' high back drape (See height restrictions in the Display Rules & Regulations)
- 3' high side drapes to separate your space from adjoining booths
- 11" x 17" Single-line Company ID Sign
- 6' x 30" skirted table (3 sides)
- Two contour chairs
- One wastebasket

**2) One Exhibitor Pass** per paid booth. Each pass admits one person and includes a one-year CMS membership. The pass will be in the registration packet and will need to be picked from 11am – 5pm on Monday, July 20 prior to your booth set-up. An Exhibitor Badge is required to enter the Exhibition Hall. Companies purchasing multiple booths need to contact Registrar Jan Rode at [registrar@cmsc.org](mailto:registrar@cmsc.org) or call 425-802-5720 to receive a discount code for the additional passes. Additional Exhibitor Passes can be purchased online prior to the event, or during the Registration period at the Conference. Conference Hours are listed on Page 7. The passes are picked up at Registration Desk.

**3) Company Listing and Logo** - As a CMSC Exhibitor, you are entitled to a free company listing in our Official 2015 CMSC Program, which is distributed to all CMSC attendees. We need the following items from each Exhibitor by Friday, June 5, 2015, our design production deadline. If the information is not received by this date, we will default to your 2014 CMSC Program listing.

**a) Two written paragraphs with a maximum of 200 words total.** The first paragraph describes your company (for the CMSC program), and please include your web site URL. The second paragraph describes what new product or service your company will feature at the CMSC (to be used for post event media coverage).

**b) A Company Logo (300 DPI high resolution in TIF or JPG formats).**  
Please note: We already have logos on file for our 2014 Exhibitors. There is no need to resend your logo unless it has been changed in the past year, or you are a new Exhibitor.

**c) Where to send your Company Information and Logo:**

The two paragraphs and logo should be emailed to [publications@cmssc.org](mailto:publications@cmssc.org). If you have any questions, please do not hesitate to contact Tara Mitchell at 253-332-0075 (PST) or [publications@cmssc.org](mailto:publications@cmssc.org).



**4) Exhibitor Presentation Day** – As a part of your Exhibitor package, you will have the opportunity to deliver an elevator speech to CMSC attendees on Tuesday morning, July 21, 2015. One of the favorite tracks of our conference is our Fast-Track Exhibitor Presentations immediately following the Chair's Welcome. Each exhibitor is given 60 seconds total to introduce their company, booth number, products, or services to the audience. The presentation can be a video, a Powerpoint, or a rousing verbal introduction. Videos are the preferred form of media. Whatever your choice, all exhibitors must adhere to the 60 second time limitation that must include your introduction. Please do not email your presentations this year. A sharefile link will be sent to each exhibitor once their registration is completed. Download instructions will be included in this email. All presentations must be downloaded to the sharefile by the **July 10th deadline** to be included in the speaker roster. Please contact Gary Confalone if you require assistance with a file transfer, or if you are not submitting presentation media.

**5) Attendee Listings** - Each Exhibitor will receive a complimentary CMSC 2015 attendee listing prior to and directly after the conference. You can use this listing to reach out to CMS members and CMSC attendees.

**6) Smart Phone Lead Retrieval** - At CMSC 2015, every CMSC badge will have a QR code. To collect leads, Exhibitors can scan a badge with any Smartphone. You can easily acquire a lead with a single click on your phone...from your booth, in the lobby or while you are dining at lunch! There is no charge for this additional service. We recommend the following Apps for your Smartphone to collect leads:

- **iPhone:** Scan from QR Code City - <https://itunes.apple.com/us/app/scan/id411206394?mt=8>
- **Android:** <http://scan.me/>





### BOOTH SETUP AND TEAR DOWN

On Monday, July 20, the Exhibition Hall will officially open at Noon for booth set-up. All exhibitors are encouraged to start their installation at this time and to finish by 6PM. Your company's freight will be unloaded in the area of your booth. Booths vacant after 6PM are considered abandoned and are subject to be filled by companies on a waiting list. Please be sure your booth set-up crew is aware of these timelines. If for any reason, your set-up crew will be late in arriving, please contact Gary Confalone at 978-621-0846.

On Thursday afternoon, July 23, the Exhibition Hall will close at 3:30PM for booth tear down. Please do not begin to dismantle your booth until this time. Exhibitors are asked to break down their booths, and have the freight ready for shipment by 7PM. Empty crates cannot be delivered back to your booth until the aisle carpet is rolled up for safety purposes. It is important to keep the aisles clear until the carpet is rolled up. Forklifts will start bringing crates into the building as soon as it is clear of attendees and safe to do so.

### DRAYAGE

This year, GES is the Official Decorator at CMSC 2015. You can save money on freight handling charges by planning ahead and making sure that your freight arrives by the dates designated by GES. Important timelines, the freight shipping address, and other important details can be found in the online Exhibitor Services Guide: <http://marketing.ges.com/kits/52/1507/600743>.

NOTE: It is very important that all items being shipped to the CMSC identify your company name the same way it is listed on your Exhibitor's contract to prevent misplaced items or delayed delivery to your booth.

### ONLINE REGISTRATION and PAYMENT

Payment is due 30 days after selecting your booth(s), or the booth(s) will be released. If payment is not received by the booth increase dates of May 23 or June 13, you will be billed at the current booth fee. To pay for your booth and other line items such as additional conferences passes, meals and more, proceed to the [CMSC Online Registration](#). Please fill out the required information in the online form which guides you through the registration and purchasing process. All cancelled CMSC registrations or purchases made with a credit card will be charged a \$25.00 processing fee. If you require help with Registration, contact Jan Rode, CMSC Registrar, at [registrar@cmsc.org](mailto:registrar@cmsc.org) or 425-802-5720.



**Jan Rode**  
**CMSC Registrar**

**New Exhibitors:** If you did not exhibit at CMSC 2014, please visit our website for registration instructions at <https://www.cmsc.org/register/index.php>. New Exhibitor registration will begin April 1, 2015. Exhibitors from 2014 have early registration privileges, and will be contacted sequentially throughout the months of February and March by the Exhibition Chair.

## IMPORTANT DEADLINES, REGISTRATION AND SHOW HOURS

Please review our checklist of important timelines and tasks, CMSC registration and show hours.

DATE	√	TASK CHECKLIST
February 2		Registration Opens, Booth Purchases Begin
June 12		Closing Date for Company Listing and Logo in the official CMSC Program
June 12		Advertising Closing Date for the official CMSC Program
July 20		Pick-up Registration Packet by 5PM (admission passes and name badges)
July 20		Booth Set-up begins in the Exhibition Hall at Noon and is completed by 6PM.
July 21		CMSC opens at 8AM, Exhibitor Presentations at 9AM
July 23		Booth Tear down begins at 3:30pm and is completed by 7PM.

### BOOTH SET-UP/TEAR DOWN DATES & HOURS

DATE	HOURS
Monday, July 20 – Set-Up	Noon to 6PM (Badge is Required)
Thursday, July 23 – Tear Down	3:30PM to 7PM (Badge is Required)

### CMSC REGISTRATION HOURS

DATE	HOURS
Monday, July 20	11AM to 5PM for Exhibitors, Noon to 5PM for Attendees
Tuesday, July 21	7:30AM to 2:30PM for Exhibitors and Attendees
Wednesday, July 22	8AM – 2:30PM
Thursday, July 23	8AM – 2:30PM

### CMSC SHOW HOURS:

DATE	HOURS
Monday, July 20	CMSC Ice Breaker: 7PM – 9PM
Tuesday, July 21	8AM – 5PM
Wednesday, July 22	8AM – 5PM
Thursday, July 23	8AM – 3:30PM
Friday, July 24	Sightseeing Tour Hours - TBA

## SPONSORSHIPS

Throughout the year, the Coordinate Metrology Society provides sponsorship and advertising opportunities to promote your company to our membership and beyond. We recognize the conference would not be a success without your tremendous support. Please review our 2015 Sponsorship offerings, which can be purchased starting February 2, 2015 on our web site at <https://www.cmssc.org/sponsorship-opportunities>. For more information, contact Jan Rode, CMSC Registrar, at 425-802-5720 or via email: [registrar@cmssc.org](mailto:registrar@cmssc.org). *Prices are subject to change.*

### CONFERENCE EVENT SPONSORSHIPS

EVENT	PRICE
Wednesday Membership Banquet	SOLD
Monday Evening Ice Breaker Event	\$17,500.00
Measurement Study Sponsor	SOLD
Wednesday Pre-Banquet Happy Hour	SOLD
CMSC Lunch	\$1,500.00 (3 available)
CMSC Breakfast	\$1,500.00 (3 available)
CMSC Break (morning & afternoon)	\$1,500.00 (6 available)
Friday Sightseeing Tour	\$TBD

### CONFERENCE PROGRAM SPONSORSHIPS

Our official CMSC Conference Program is our attendee's guide to the entire week of events, presentations and more. Exhibitors will receive a 200 word program listing with company logo free of charge. For greater exposure at the CMSC, we encourage you to consider advertising in our event program, which many attendees save as a keepsake of the event. Deadlines and specifications for the Program can be found on page 7.

PROGRAM ADVERTISING	PRICE
Half-Page Ad	\$325.00
Full-Page Ad	\$550.00
Inside Back Full-Page Ad	\$700.00
Inside Front Full-page Ad	\$800.00
Back Cover Full-page Ad	\$850.00
Program Slip Sheet	\$850.00

### OTHER CONFERENCE SPONSORSHIPS

SPONSORSHIP ITEMS	PRICE
Badge Wallet and Lanyard	SOLD
Gift Bag Sponsor	\$750.00
Pocket Agenda	\$1,000.00
Banner	\$950.00
Wireless	\$TBD

SPONSORSHIP ITEMS (cont.)	PRICE
Hotel Room Door Hanger	\$900.00
Gift Bag Item Sponsor (gifts only)	\$100.00
Web Site Sponsor	\$300.00
Door Prize Sponsor	\$TBD



### HOTEL AND SERVICES

CMSC Exhibitors and attendees will receive a special rate of \$149 USD per night at the Diplomat Resort & Spa in Hollywood, FL. Ideally situated on the white sandy beaches of Hollywood, the hotel affords spectacular views of the Atlantic Ocean or the Intracoastal Waterway. The Diplomat is under 30 minutes from two major airports in Fort Lauderdale and Miami.



A great place for the family, there is plenty to do at and around this stunning beach resort. Relax in a cabana by the infinity pool, featuring a see-through porthole and two waterfalls overflowing into a 240 ft. lagoon pool below. Play a round of golf just a mile away on an 18-hole championship golf course, or play a game on one of ten tennis courts located at the hotel.

The resort also features a refreshing large spa with 10 treatment rooms, contemporary fitness center and six restaurants. Their Blue Wave certified beach is minutes from the marina for chartered boating, fishing, and pontoon boat rentals.

### HOTEL RESERVATIONS

Book your hotel reservations online with this link: [CMSC 2015 DIPLOMAT RESORT & SP RESERVATIONS](#)  
To make your reservation by phone, please call 855 689-2911 and mention the “Coordinate Metrology Society” when booking your room.

### BUSINESS AMENITIES

For your convenience, the Diplomat Resort and Spa offers many business amenities:

- Audio/Visual Equipment Rentals
- Business Center
- Business Phone Service
- Express Mail
- Fax Machine
- Meeting Rooms
- Photo Copying Service
- Printer



### ADVERTISING IN OUR CMS PUBLICATIONS

The Coordinate Metrology Society is proud to publish two industry publications during the year — Journal of the CMSC and CMSC World. To advertise in our fine publications, please download our [2015 Advertising Guide](#) or contact the Advertising Representative: Mike Richman, Tel (530) 893-4095, ext. 1003, Fax (530) 893-0395, Email: [mrichman@qualitydigest.com](mailto:mrichman@qualitydigest.com)

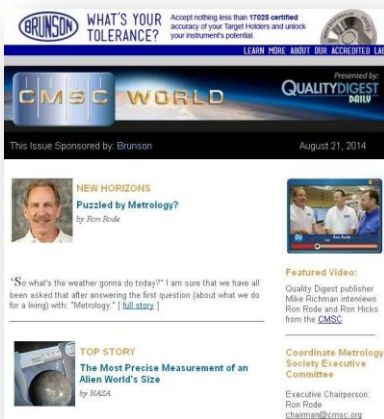
#### JOURNAL OF THE CMSC

The *Journal of the CMSC* is published twice a year in the Autumn and Spring by the Coordinate Metrology Society. Each issue devotes its pages to the finest white papers presented by industry experts at their annual Coordinate Metrology Systems Conference. Diverse applications of portable, three-dimensional measurement technology are represented in this well-read journal. The annual subscription fee for the publication is included in the membership dues of the Society.  
*Circulation: 6,000 + readers plus bonus distribution.*

#### Publication Dates:

Spring Issue: April 6, 2015

Autumn Issue: September 14, 2015



#### CMSC WORLD

The Coordinate Metrology Society publishes their official eNewsletter *CMSC World* four times a year. This digital publication includes feature articles, case stories, industry news, commentaries, new products, videos, surveys, job placement listings, and more. *CMSC World* is "the place" to share insights and technical expertise with other CMSC colleagues! Members and Exhibitors are urged to submit articles and news releases for consideration of publication. *Circulation: 37,000+ readers.*

#### Publication Dates:

February 12, 2015

May 21, 2015

August 13, 2015

November 12, 2015

