

Exhibitor Handbook

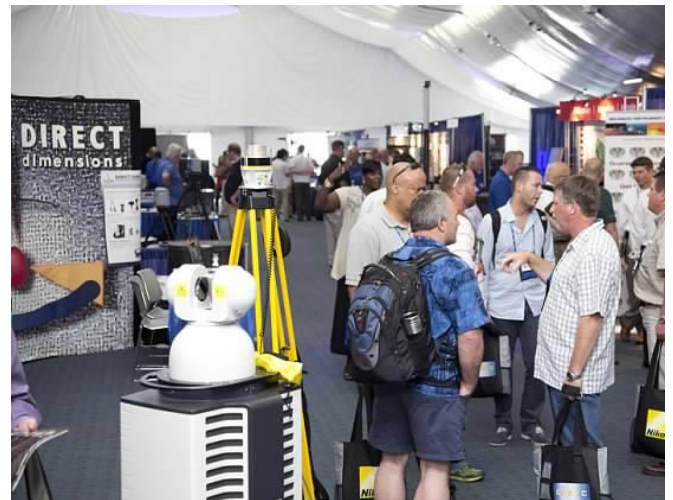
**30th Annual
Coordinate Metrology
Systems Conference**

**North Charleston, SC
July 2014**



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CHAIRMAN'S WELCOME



Ron Hicks, CMSC 2014 Chair

Dear CMSC Exhibitors,

It is my privilege to announce the 30th Anniversary of the Coordinate Metrology Systems Conference in North Charleston, SC! This handbook will help you successfully manage your participation at CMSC 2014. From important deadlines to frequently asked questions (FAQs), our Exhibitor Handbook explains all the details so you will get the most from our conference. Together we will make CMSC 2014 a very special event for your organization. We look forward to your participation!

Best regards,
Ron Hicks

THE 2014 COORDINATE METROLOGY SYSTEMS CONFERENCE

Celebrating its 30th anniversary at the Embassy Suites North Charleston, 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 or 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. The organization's latest news and updates can be found at www.CMSSC.org.

EXHIBITOR CONTACT



Gary Confalone
Exhibition Chair

Gary Confalone is this year's Exhibition Chair for the Coordinate Metrology Society. Gary has worked in the metrology industry for the past 20 plus years. He attended and presented at CMSC early on 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 or 978-887-5781 (EST).

BOOTH PRICING

BOOTH	EARLY BIRD RATE	AFTER MAY 19, 2014	AFTER JUNE 13, 2014
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>			
Other Pricing:			
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" Company ID Sign
- 6' x 30" skirted table
- Two contour chairs
- One wastebasket

2) One free 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 21 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 or call 425-802-5720) to receive a discount code for the additional free 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 2014 CMSC Program, which is distributed to all CMSC attendees. We need the following items from each Exhibitor by Friday, June 13, 2014, our design production deadline. If the information is not received by this date, we will default to your 2013 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 2013 Exhibitors, so 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 belinda.jones@hitechmarketing.com. If you have any questions, please do not hesitate to contact Belinda Jones at 860-399-1147 (EST) or belinda.jones@hitechmarketing.com.

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 22, 2014. 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 could 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 send your video file, PPT or graphics to Gary Confalone at exhibitors@cmsc.org by the **Tuesday, July 1 deadline** to be included in the speaker roster. There is a 50 MB maximum on email attachments. If your file exceeds this limit, please use an alternative like Dropbox. Please contact Gary if you require assistance with a file transfer.

5) Attendee Listings - Each Exhibitor will receive a complimentary CMSC 2014 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 2014, 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 morning, July 21, the Exhibition Hall will officially open at 11AM for booth setup. All exhibitors are encouraged to start their installation at this time and to finish by 5PM. Your company's freight will be unloaded in the area of your booth. Booths vacant after 5PM 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 24, 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 2014. 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 the full details of GES exhibitor services can be found in our Drayage Guide, which will be sent to you once payment has been received.

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. 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 or 425-802-5720.



Jan Rode
CMSC Registrar

New Exhibitors: If you did not exhibit at CMSC 2013, please contact Gary Confalone at exhibitors@cmsc.org to schedule your official registration date. Reservations for booths and conference sponsorships (including program ads) made prior to your registration date must be cancelled, then completed on or after your official reservation date.

IMPORTANT DEADLINES, REGISTRATION AND SHOW HOURS

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

DATE	√	TASK CHECKLIST
February 5		Registration Opens, Booth Purchases Begin
June 13		Closing Date for Company Listing and Logo in the official CMSC Program
June 13		Advertising Closing Date for the official CMSC Program
July 21		Pick-up Registration Packet by 5PM (admission passes and name badges)
July 21		Booth Set-up begins in the Exhibition Hall at 11AM and is completed by 5PM.
July 22		CMSC opens at 8AM, Exhibitor Presentations at 9AM
July 24		Booth Tear down begins at 3:30pm and is completed by 7PM.

BOOTH SET-UP/TEAR DOWN DATES & HOURS

DATE	HOURS
Monday, July 21 – Set-Up	11AM to 5PM (Badge is Required)
Thursday, July 24 – Tear Down	3:30PM to 7PM (Badge is Required)

CMSC REGISTRATION HOURS

DATE	HOURS
Monday, July 21	11AM to 5PM for Exhibitors, Noon to 5PM for Attendees
Tuesday, July 22	7:30AM to 2:30PM for Exhibitors and Attendees
Wednesday, July 23	8AM – 2:30PM
Thursday, July 24	8AM – 2:30PM

CMSC SHOW HOURS:

DATE	HOURS
Monday, July 21	CMSC Ice Breaker: 7PM – 9PM
Tuesday, July 22	8AM – 5PM
Wednesday, July 23	8AM – 5PM
Thursday, July 24	8AM – 3:30PM
Friday, July 25	Sightseeing Tour Hours - TBA

SPONSORSHIPS

Throughout the year, the Coordinate Metrology Society provides sponsorship and advertising opportunities throughout 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 2014 Sponsorship offerings, which can be purchased starting February 3, 2014 on our web site. For more information, contact Jan Rode, CMSC Registrar, at 425-802-5720 or via email: registrar@cmsc.org. *Prices are subject to change.*

CONFERENCE EVENT SPONSORSHIPS

EVENT	PRICE
Wednesday Membership Banquet	\$22,500.00
Monday Evening Ice Breaker Event	\$17,500.00
Measurement Study Sponsor	\$17,500.00
Wednesday Pre-Banquet Happy Hour	\$10,000.00
CMSC Lunch	\$3,000.00 (3 available)
CMSC Breakfast	\$1,800.00 (3 available)
CMSC Break (morning & afternoon)	\$1,500.00 (6 available)
Friday Sightseeing Tour	\$1,750.00

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	\$3,000.00
Gift Bag Sponsor	\$750.00
Pocket Agenda	\$1,000.00
Banner	\$3,000.00
Wireless	\$3,000.00
Hotel Room Door Hanger	\$900.00
Gift Bag Item Sponsor	\$100.00
Web Site Sponsor	\$500.00

HOTEL AND SERVICES

CMSC Exhibitors and attendees will receive a special rate of \$144USD per night at Embassy Suites North Charleston Airport/Hotel & Convention. Take the complimentary shuttle to and from Charleston International Airport just two miles away. You can also take advantage of the 24-hour BusinessLink™ Business Center with complimentary printing.



The Embassy Suites Convention hotel is located eight miles north of the coastal downtown of Charleston with its charming atmosphere and array of restaurants, shopping and historical landmarks. The hotel is adjacent to the Charleston Area Convention Center, the Performing Arts Center, and the Coliseum. You can take the complimentary shuttle back to the Charleston International Airport and walk to over 30 restaurants in the local neighborhood. At the hotel, you can swim in the indoor pool or enjoy a workout in the complimentary fitness center. Wind down in the evenings at the Complimentary Evening Reception with beverages and snacks. Enjoy a delicious steak or seafood dinner in the relaxed surroundings of The Palmtree Grille.

HOTEL RESERVATIONS

Book your hotel reservations online with this link:
[CMSC 2014 EMBASSY SUITES HOTEL RESERVATIONS](#)

To make your reservation by phone, please call 800-Embassy (800-362-2779). Please note this is the Embassy reservation center, not the hotel phone number.

NOTE: Use the **code CRD** to receive the CMSC rate!

BUSINESS AMENITIES

For your convenience, the Embassy Suites offers many business amenities, business travellers feel connected and capable.

- Audio/Visual Equipment Rental
- Business Center
- Business Phone Service
- BusinessLink Business Center
- Express Mail
- Fax Machine
- Meeting Rooms
- Modem
- Notary Public
- Photo Copying Service
- Printer
- Typewriter
- Video Conferencing Available
- Video Phone

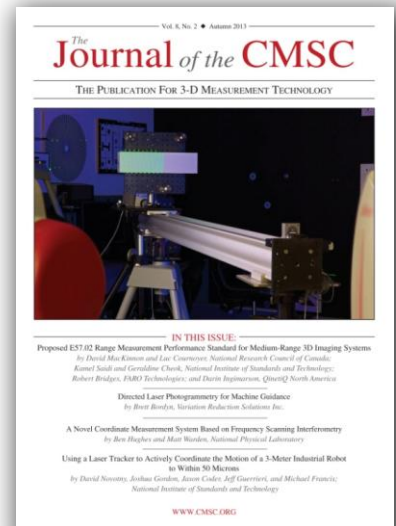


ADVERTISING IN OUR CMS PUBLICATIONS

The Coordinate Metrology Society is proud to publish two industry publications during the year — Journal of the CMSC and CMSC World. To advertise, please download our [2014 Advertising Guide](#) or contact the CMS Advertising Representative: Mike Richman, Tel (530) 893-4095 ext. 1003, Fax (530) 893-0395, Email: 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.



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+.

