

STOREROTICA 2

STOREROTICA 2008 EXHIBITOR ADVISORY

Please take a few minutes to read over this Exhibitor Advisory since it contains information designed to make your tradeshow experience go as smoothly as possible at the STOREROTICA show this Aug. 24-27 at Mandalay Bay. We will be sending you updates on the final agenda, speakers, special events, etc. between now and the show.

LOCKING IN YOUR SPACE

Your selected booth space is not guaranteed until you send back a signed contract and full payment. If you have not done so yet, please do it as soon as possible. Enclosed is your booth contract and an invoice.

ITEMS FOR YOUR BOOTH

The Tradeshow will be in the 100,000-square-foot Mandalay Bay Ballroom. Each 10-by-10 booth comes with a complimentary 6-foot table, two chairs, a wastebasket and a small company sign. The Tradeshow hall is already carpeted. After reserving your booth(s) space, you will receive a CD from GES, the tradeshow contractor. On the CD are all the details and forms you will need for everything from how to ship materials to your booth to ordering electricity. Send in the applicable forms as soon as possible to take advantage of the early ordering discounts. The GES CD should answer all of your questions, but if you need personalized service call GES at (702) 515-5500.

BADGES

Each 10-by-10 booth includes four complimentary STOREROTICA badges. You can purchase additional badges per 10-by-10 booth at a cost of \$145 per badge. These badges must be pre-purchased before July 20. The badges give entry to the STOREROTICA Tradeshow, Panel Sessions, Continental Breakfasts, Fashion Show and Parties, plus entry to the Gentlemen's Club Owners Expo Tradeshow. To make changes to your booth paperwork (adding names of people working your booth, address changes, to pay by credit card, etc.) call Teresa Tearno at (727) 723-8827.

YOUR HOTEL ROOM

Call Mandalay Bay room reservations at (877) 632-7000 and request the STOREROTICA/Gentlemen's Expo discount room rate of \$177 per night, or book a suite at the special rate in THEhotel at \$219 a night.

TRADESHOW SET-UP & TEARDOWN

- The Tradeshow hours are 1-7 pm Tuesday, Aug. 26, and 1-7 pm Wednesday, August 27.
- You can set up your booth from 2-10 pm on Sunday, Aug. 24; from 8 am-8 pm on Monday, Aug. 25; and from 8-11 am on Tuesday, Aug. 26.
- Booth tear-down is from 7-10 pm on Wednesday, Aug. 27, and from 8 am-3 pm on Thursday, Aug. 28.

HANDING OUT SAMPLES

There is no charge from Mandalay Bay to hand out "sample sizes" of food or drink which means bite-size food samples and very small drink samples. If you plan to hand out full cans of energy drinks or beer or to offer full drinks with alcohol, you will have to pay a corkage fee to Mandalay Bay. Please direct questions about corkage fees, ordering ice and/or ordering bartenders to the Mandalay Bay Catering Department at (702) 632-5775.



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