

July 14, 2010

TO: All PTA Associate Members

REGISTRATION FORMS ARE ENCLOSED for PTA's Technical Showcase. The Showcase and Conference will be held September 15 & 16, 2010, at the Penn Stater Conference Center in State College, Pennsylvania. Don't miss this perfect opportunity to showcase your company's products and services to telephone companies from Pennsylvania.

EXHIBITS: As you will see from the agenda, we allocated 2 hours both Wednesday and Thursday for the attendees to tour the **Exhibit Area exclusively!** The exhibits will open this year on Wednesday, September 15, 2010, at 4:30 PM and will remain open until the reception is over at 6:30 PM. The exhibit area will open on Thursday at 11:00 AM through 1:00 PM, with heavy finger foods served for lunch inside the exhibit hall.

We will have 78 exhibit spaces available. These spaces will be 8' deep x 10' wide draped 8' high back wall and 33" high side divider draperies. Each booth will have an 8' table, 2 chairs, wastebasket, one standard electrical hook-up and a 7" x 42" exhibitor identification sign. **Register TODAY!** Payment for the space must be received with the registration form to confirm assignment; no booth will be reserved without payment. Booth assignment will be placed on hold until any outstanding invoices are paid in full. The registration for an Exhibitor is \$550 (this includes registration for one company representative). These fees remain the same as the 2008 fees – no increase.

INFOMERCIALS: In addition to the exhibits, we will have nine 45-minute time slots for company Infomercials (demonstrations and presentations) available Wednesday afternoon **PRIOR** to exhibits. Please see the Infomercial Request form for more information. **NOTE:** *First preference will be given to Exhibitors that have made full payment by 8/27. After this date, any non-exhibitors interested in providing an Infomercial will be assigned any slots remaining.*

SPONSORS: In addition to the exhibits and infomercials, there are also several **sponsorship opportunities** for your company. Each sponsorship includes appropriate signage at the function as well as recognition in the program. Use the "Showcase Registration" Form to indicate what sponsorship opportunity you would like to take advantage of – or contact Sue or Trudy at 717-238-8311.

REGISTRATION AND PAYMENT:

1. Fill out the 3-page "Showcase Registration" form and mail/fax/e-mail it immediately to the Pennsylvania Telephone Association. **Registration forms are also available at www.patel.org.**

2. Process check ASAP or pay by Visa, Mastercard or Amex. All booth reservations are made based on receipt of payment (this includes any past due amounts due to the association). No booths will be reserved without payment. Make check payable and mail to:

Pennsylvania Telephone Association
30 North Third St., S-300
Harrisburg, PA 17101
Federal Tax ID: 23-0961230

3. Any fees incurred by the association will be passed on to the company.

HOTEL INFORMATION:

Call today to make your room reservation:

- *Penn Stater Conference Center*
(Reference: PTA Technical Showcase or PTAI10A)
800-233-7505 (\$110/room/night/Single) (\$120/room/night/Double)

Feel free to contact Sue Carter should you have questions.

Phone: 717-238-8311
Fax: 717-238-5352
E-mail: Sue: sue.carter@patel.org

DEADLINES:

August 15thHotel block of rooms Released
August 20thRegistration Forms due to PTA
August 27thPayment due to PTA
August 27th - Deadline for Cancellations (no refunds after 8/27)*
*cancellations prior to 8/27 will be made LESS \$50 administrative fee

Act quickly! This event has become very popular and booths fill up fast.



Steven J. Samara
President

COMPANY: _____
 (as it should appear in program and signs)

CONTACT PERSON _____

ADDRESS/CITY/STATE/ZIP _____

PHONE _____ FAX _____ E-MAIL _____

PARTICIPATION IN THE SHOWCASE REQUIRES MEMBERSHIP IN THE ASSOCIATION

I. EXHIBIT RESERVATION			
_____ SINGLE Booth 8' x 10' *Name of Registrant: _____	In addition to exhibits, I will also attend: <input type="checkbox"/> Thursday Reception <input type="checkbox"/> Thurs. PM Conference	Fee \$550 (includes one registrant)	\$ _____
_____ DOUBLE Booth 8' x 20' *Name of Registrant#1: _____ Name of Registrant#2: _____	<input type="checkbox"/> Thursday Reception <input type="checkbox"/> Thurs. PM Conference <input type="checkbox"/> Thursday Reception <input type="checkbox"/> Thurs. PM Conference	\$1,000 (includes two registrants)	\$ _____
_____ Outside Truck Space *Name of Registrant: _____	<input type="checkbox"/> Thursday Reception <input type="checkbox"/> Thurs. PM Conference	\$300 (includes one registrant)	\$ _____
<p>* Additional Registrants not covered in the cost of the booth can be listed on page 2 of this form or may be submitted separately, online at www.patel.org.</p>			

ADDITIONAL REQUIREMENTS: Indoor Exhibit booths are 8' deep x 10' wide with pipe and draping on back and sides. Booths will include one 8' skirted and covered table, 2 chairs, 1 wastebasket and a 7"x 42" exhibitor identification sign. One standard electrical hook-up (double outlet – 110V) is also included. Please mark below if you require additional items. (**OUTSIDE EXHIBIT charges will be determined based on specific requirements and billed after the conference. Please arrange directly with Delyn Walker of the Penn Stater Conference Center at 814-863-5042.**)

NOTE: Wireless Internet Access is available at no charge throughout the facility.

_____ Telephone Lines	\$50.00 (plus long distance)	\$ _____
_____ Additional Chairs	No Charge	\$ _____
_____ Additional Electric Hookups	\$40.00 each (double outlet)	\$ _____
_____ 110 volt		
_____ 220 volt		
_____ Computer Monitor	\$120.00 (\$60/day)	\$ _____

Sub-Total: \$ _____

Other Needs: _____

NOTE: In assigning booth space we will do our best to separate competitors whenever possible. If applicable, please list any companies which have product lines that are competitive with yours.

1. _____
2. _____
3. _____
4. _____

II. ATTENDANCE REGISTRATION

Registration Fee includes continental breakfast, lunches, afternoon breaks, receptions, and conference attendance for one Representative.

Sub-total carried forward from first page of form \$ _____

List below any additional registrants not covered on the first page, or any attendees attending, but **NOT** exhibiting. (a short form is also available online for those registering at a later date.)

Additional Registrants (please print)	\$175 each (check below all that apply)		
1. _____	<input type="checkbox"/> Exhibits	<input type="checkbox"/> Thurs. Reception	<input type="checkbox"/> Thursday Conference \$ _____
2. _____	<input type="checkbox"/> Exhibits	<input type="checkbox"/> Thurs. Reception	<input type="checkbox"/> Thursday Conference \$ _____
3. _____	<input type="checkbox"/> Exhibits	<input type="checkbox"/> Thurs. Reception	<input type="checkbox"/> Thursday Conference \$ _____
4. _____	<input type="checkbox"/> Exhibits	<input type="checkbox"/> Thurs. Reception	<input type="checkbox"/> Thursday Conference \$ _____

III. INFOMERCIAL

PLEASE complete Infomercial Form and submit to PTA

<input type="checkbox"/> Infomercial (exhibitor)	\$150.00	\$ _____
<input type="checkbox"/> Infomercial (non-exhibitor)	\$250.00	\$ _____

(Note: Infomercial presenter, if different from attendee listed on page 1, **should be listed in Section II above** as additional registrant and appropriate registration fee applies.)

IV. SPONSORS

<input type="checkbox"/> Lanyards (250)	Call PTA if interested at 717-238-8311	
<input type="checkbox"/> Nittany Lion Sponsor: money from this sponsorship will be used toward miscellaneous showcase functions, such as additional food, etc.	\$150	\$ _____
<input type="checkbox"/> Door Prize (2 available)	\$200	\$ _____
<input type="checkbox"/> Continental Breakfast (2 available)	\$500	\$ _____
<input type="checkbox"/> Afternoon Break (2 available)	\$500	\$ _____
<input type="checkbox"/> Lunches (2 available)	\$800	\$ _____
<input type="checkbox"/> GRAND prize \$1000 CASH (given at completion of exhibits)	\$1,000	\$ _____
<input type="checkbox"/> Reception (Wed.) – Full sponsor will be given FIRST CHOICE on booth location ONLY if paid in full by 8/6/10.	Full Sponsor at \$3,000 [] Co-Sponsor at \$1,500 []	\$ _____

TOTAL PAYMENT DUE (Sections I, II, III, & IV)

\$ _____



V. PAYMENT AND SUBMITTING FORMS

Forms Due August 20, 2010	Payment Due August 27, 2010
<p>Mail, Fax, or E-mail</p> <p>FAX: 717-238-5352</p> <p>E-mail: sue.carter@patel.org</p>	<p>PAY BY CREDIT CARD (Visa, Mastercard, or Amex) (see below)</p> <p>PAY BY CHECK: Make Payable and mail to:</p> <p>Pennsylvania Telephone Association 30 North Third Street, Suite 300 Harrisburg, PA 17101</p>
<p>PAYMENT: <input type="checkbox"/> CHECK ENCLOSED <input type="checkbox"/> CHECK WILL BE SENT BY THE 8/27 DEADLINE</p> <p><input type="checkbox"/> CREDIT CARD # _____ Visa <input type="checkbox"/> MC <input type="checkbox"/> Amex <input type="checkbox"/></p> <p>Name of Cardholder: _____ Exp. _____</p> <p>Card Billing Address: _____ Zip _____</p> <p>You have my permission to charge my card the amount shown on page 2 – TOTAL PAYMENT _____ Signature _____</p>	

VI. CONTACTS

If you have questions at anytime, please use the following Contacts:

<p>PTA Contact: Sue Carter 717-238-8311 or sue.carter@patel.org</p>	<p>Hotel Contact: Delyn Walker 814-863-4042</p>
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For (company name): _____

Nine 45-minute time slots for Company Infomercials [demonstrations and presentations], are available WEDNESDAY afternoon with three Infomercials presented simultaneously. Every effort will be made to avoid competitive conflicts when assigning rooms and time.

Infomercials will be conducted in separate rooms with state-of-the-art audio/visual equipment and technicians available to meet your needs. Arrangements can be made with the Penn Stater Conference Center for video taping.

Infomercials will be identified in the Showcase Registration Packets for all attendees, in the registration area and outside each Infomercial room. It is suggested that each Company promote its Infomercial through invitations and/or mailings to registered Members of the Pennsylvania and New York State Telephone Associations.

Infomercial Session Preferred (3 Infomercials will be scheduled simultaneously in each time slot)
[] 1:00-1:45 [] 2:00-2:45 [] 3:00-3:45

Audio/Visual Equipment

Please identify the Premium Audio/Visual equipment required for your Infomercial. This equipment is included in the Infomercial Fee.

- | | |
|--|------------------------------|
| _____ Board Systems (white board & bulletin board w/markers) | _____ Podium with fixed mic. |
| _____ Flipchart and Markers | _____ Wireless Microphone |
| _____ Overhead Projector with screen | _____ LCD Projector w/screen |

Title of Infomercial _____

Brief description of demonstration or presentation (for advance publicity and program):

Presenter's Bio – attach a copy of the presenter's bio with this form

Additional Audio/Visual Equipment and services:

If additional equipment is needed for your Infomercial, please write below. Additional charge may apply and you will be billed accordingly after the conference.

Please return this Form to the PTA NO LATER THAN August 20th
Accompanied by Pages 1-3 of the Registration Form and Payment

GENERAL INFORMATION

HOTEL ACCOMMODATIONS

A block of rooms has been reserved under the name of PTA Technical Showcase (PTAI10A), at a Group Rate of \$110.00 per night single occupancy, or \$120.00 per night double occupancy, plus tax. Check-in time is 3:00 p.m; check-out time is 12:00 noon. Reservations for the Penn Stater Conference Center can be made by calling 1-800-233-7505:

- **The Penn Stater Conference Center Hotel – 215 Innovation Boulevard**

[Reservation Deadlines are August 15](#)

(dependent upon availability)

Airport Shuttle: Penn Stater Conference Center Hotels provide complimentary airport shuttle service from the State College Airport. For advance arrangements, call the Penn State Conference Center (814-863-5056), or use the courtesy phone at the airport upon arrival.

DEADLINES:

Exhibit Reservation – No Later Than August 20th

Exhibit Fees – No Later Than August 27, 2010

No refunds after August 27, 2010

Hotel Reservation – Group rate available until August 15

Cancellations accepted up to 72 hours prior to scheduled arrival

BOOTH ASSIGNMENT: Exhibit space will be assigned on a **First Paid-First Assigned** basis, limited only by special requirements for electricity and/or telephone connection. Booth assignments will be made and confirmed no later than September 1.

SECURITY: The Exhibit Hall will be locked Tuesday night after set up, and from close of exhibits Wednesday until exhibits open Thursday morning.

LIABILITY: On completion and submission of the Showcase forms, the Exhibitor agrees to make no claim for any reason whatsoever against PTA for loss, theft, damage or destruction of goods; nor for any injury to himself or employees; nor for the construction or removal of the exhibit; nor for any action of any nature by PTA or its members, officers, staff or agents.

EXHIBIT SET UP: Tuesday evening 10:00 p.m.-midnight; and/ Wednesday 7:00 a.m.-3:00 p.m.

EXHIBIT TAKEDOWN: All Exhibits shall remain intact through Exhibit Closing time at 1:00 p.m. Thursday, and removed from the Exhibit Hall no later than 4:00 p.m. Thursday.

SHIPPING: Shipping will go through Rileighs. Shipping information will be made available on PTA's website at www.patel.org.



GIVEAWAYS: Exhibitors are encouraged to offer prizes for Attendees visiting their exhibits. The winning names should be given to Association staff by 12:30 PM on Thursday, September 16th, with the winners announced at 12:45 PM.

PAYMENT IN FULL will be required prior to booth assignment, which includes any unpaid dues or outstanding charges with the PTA. Your cooperation is appreciated. Any fees incurred by PTA for checks returned by the bank will be passed on to the company.

CANCELLATIONS: All registration fees, less a \$50 administrative fee, will be refunded if the cancellation is received **in writing before, 8/27/10**. No refunds can be made for cancellation requests received after that date.

PROMOTION OF EXHIBITS: The Associations will promote the Showcase to their Membership through direct mailings and web sites. Exhibitors are encouraged to send invitations to Member customers advising of products or services available. A registration list can be obtained from the Pennsylvania Telephone Association closer to the date; however, we highly recommend sending information in advance to ALL key contacts listed in the association directories.

QUESTIONS? Call.... Pennsylvania Telephone Association

717-238-8311

E-Mail: sue.carter@patel.org

Penn Stater Hotel Reservation Office

1-800-233-7505

**The Pennsylvania Telephone Association looks forward to
seeing you at the Penn Stater Conference Center.**