

Frequently Asked Questions

What are the marketing and advertising opportunities for this show?

Show Guide Advertising
Various Sponsorships
Email List Rentals
Complimentary One time Use of Pre or Post Attendee Mailing List

How do I submit my company description for the show guide?

You may submit your company information and logo using the 'Catalogue Listing Information' form in this manual. **Final date to submit your company listing for print in the show guide will be announced in the March Exhibitor Newsletter.**

How can I let my potential and existing customers know about the show?

As an exhibitor at you will automatically receive 200 invitation tickets to send to your current and potential clients inviting them to visit your stand during the exhibition. Once your client has received the ticket, all they need to do is complete their details and return it to our registration department (details can be found on the invitation ticket). They will then be able to collect their registration badges upon arrival at the exhibition centre.

If you require any additional tickets, please send your request to Karina Pharoah, Exhibitor Services Manager at KarinaP@pennwell.com or fax +44 (0)1992 656 700.

How do I make hotel reservations or room block?

Contact **Preferred Convention Services (PCS)**, the official MAE/Avionics US housing company. DO NOT contact the hotels directly. Discounted rates are available only through PCS. **You may book your reservation any of the following ways:**

Online - www.preferred1.com '*Online Reservations*'

Phone: +1 888.472.7462 (toll-free), +1 310.235.2647

Fax: +1 310.235.2648

Email: reservations@preferred1.com

Mail: Military & Aerospace Electronics Forum 2010

1990 East Grand Avenue, Ste. 150

El Segundo, CA 90245

Or by using the '**Hotel reservation Form**' found in this manual.

How do I reserve a meeting room outside of the convention center?

Preferred Convention Services (PCS) can assist you with your meeting room needs at any of the nearby San Diego hotels. Phone: +1 888.472.7462

How do I register my booth staff?

Click here to register:

<https://www.pennwellregistration.com/online/ExhibitorLogin.jsp?confld=362>

How do I get a copy of the conference proceedings?

If you are registered as an exhibitor delegate, on the back of your badge will be a ticket to redeem at the PennWell booth for the CD of the conference proceedings.

How many badges do I receive with my exhibit space?

Exhibitors receive the following for a 10x10 booth space:

- One (1) complimentary conference registration
- Two (2) additional booth staff personnel to man the booth

How do I register to attend sessions?

Click here to register:

<https://www.pennwellregistration.com/online/ExhibitorLogin.jsp?confld=362>

Alternatively, you can submit the 'Conference Registration Form' found in this manual.

Who do I contact for custom furnishings?

Refer to the George Fern Company portion of the Exhibitor Manual.

Who do I contact for computer/audio visual needs?

Freeman AVW is the official Audio Visual Company. There is a form in the Exhibitor Manual.

Who do I contact for lead retrieval needs?

American Tradeshow Services (ATS)

820 Julia Street

New Orleans, LA 70113

Phone: 504-529-9500

Fax: 504-529-9634

Who do I contact for carpet, labor, booth furnishings, signage and freight?

Refer to the George Fern Company portion of the Exhibitor Manual.

Who do I contact for press room scheduling and press list?

Contact Jennifer McPhail, Marketing Manager by email at jenniferm@pennwell.com or by fax at (918) 831-9729.

Will there be transportation provided?

Everyone will be responsible for their own transportation. There will be no shuttle services provided.

Will there be parking?

The San Diego Convention Center has parking available.

When is the Keynote Session?

This is open to all exhibitors and attendees. It is on Thursday, June 3rd from 8:30am – 9:30am.

I would like more information on San Diego, CA. Where can I find this information?

The San Diego Convention and Visitor's Bureau website: www.sandiego.org the official travel resource for the San Diego region.