

Use this form for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2011.com/HallOnly.asp
 Registrations will be processed only if all requested information is provided and accompanied by full payment.

Check if form has been faxed previously

ONLINE: www.EXHIBITOR2011.com
 FAX: 630.434.1216
 QUESTIONS: call 877.394.6651 or 630.434.7779
 EMAIL: exhibitor2011@heixpo.com
 MAIL: EXHIBITOR2011 Registration
 Hall-Erickson Inc, 98 E. Chicago Ave., Westmont, IL 60559

REGISTRANT INFORMATION

Name _____
 Title _____
 Company _____
 Street _____
 City _____ State/Prov _____ Zip _____
 Country _____ Phone _____ Fax _____

E-mail _____
 Some of our exhibitors send special show offers, private invitations, and information to conferees (on a limited basis) pre- and/or post-show. We encourage you to indicate a preferred method of receiving information. E-mail will be used if no preference is selected.

Please choose all that apply: E-mail Mail I don't want any information pre- or post-show

PAYMENT INFORMATION (U.S. funds only.)

CHECK (please make checks payable to EXHIBITOR2011)
 VISA MASTERCARD AMERICAN EXPRESS

CARDHOLDER NAME _____
 CARD NUMBER _____
 EXP DATE _____ CID# _____
 SIGNATURE _____

REGISTRANT OPTIONS

(WORKSHOPS ARE NOT INCLUDED IN PASSPORTS)	EARLY BIRD DISCOUNT BY FEB 15, 2011	AFTER FEB 15, 2011	ONSITE	
<input type="checkbox"/> GOLD PASSPORT BEST VALUE! – Save \$2,780 Includes 13 seminars, 3 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events.	\$1,445	\$1,695	\$1,795	\$
<input type="checkbox"/> SILVER PASSPORT – Save \$1,875 Includes 10 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events.	\$1,375	\$1,625	\$1,725	\$
<input type="checkbox"/> TWO-DAY PASSPORT – Save \$1,005 (VALID any two days Mon-Wed) Includes 6 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events. Seminars must be taken all on one day.	\$945	\$1,195	\$1,295	\$
<input type="checkbox"/> ONE-DAY PASSPORT – Save \$380 (VALID any one day Mon-Wed) Includes 3 seminars, 1 Peer2Peer Roundtable, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events. Seminars must be taken all on one day.	\$595	\$845	\$895	\$
<input type="checkbox"/> INDIVIDUAL SEMINARS – multiply number _____ X	\$225	\$290	\$325	\$
<input type="checkbox"/> ALL-DAY WORKSHOP – Sunday, 8:30 AM - 4:30 PM (includes lunch on Sunday)	\$580	\$680	\$780	\$
<input type="checkbox"/> HALF-DAY WORKSHOPS – Sunday and Thursday	\$398	\$498	\$598	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS – SAVE \$198 (includes lunch on Sunday)	\$598	\$698	\$798	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to \$298 (includes lunch on Sunday)	\$498	\$598	\$698	\$

PROCESSING FEE				\$70
<input type="checkbox"/> CTSM TRANSCRIPT MAINTENANCE FEE (certification and graduate upgrades)	\$90	\$90	\$90	\$
WELCOME RECEPTION free to conference registrants				FREE
ORIENTATION SESSION free to conference registrants				FREE
EXHIBIT HALL ADMISSION free to conference registrants				FREE
<input type="checkbox"/> EXHIBITOR MAGAZINE SUBSCRIPTION one year subscription included in your registration. \$78 value				FREE
<input type="checkbox"/> DISCOUNTS <input type="checkbox"/> Government <input type="checkbox"/> Team (If applying for team discount, forms must be submitted together) Applies to Gold and Silver Passports only. See p. 50 for discount information.				\$
			TOTAL	\$

REGISTRANT INFORMATION (required information)

Industry Role (check one)
 a) Corporate Exhibit Mgr. (Buyer)
 b) Corporate Event Mgr. (Buyer)
 c) Both A & B
 d) Press
 e) EXHIBITOR SHOW Exhibitor
 m) Display Manufacturer/Builder
 r) Dealer/Distributor/Rep
 s) Exhibit Event Supplier

Primary Job Function (check one)
 a) Exhibit/Event Mgr./Coordinator
 b) Marketing Mgmt.
 c) Owner/President/Partner
 d) Advertising/Promotion Mgmt.
 e) General Mgmt.
 f) Other
 g) Designer
 h) Sales Management

Primary Business (check one)
 a) Electronics/Computer/Communications mfr.
 b) Industrial Eqpt./Machinery mfr.
 c) Instrumentation/Medical mfr.
 d) Other manufacturing
 e) Service Industry
 f) Internet Products/Services

What is your role in the purchase of EXHIBITS and related products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

What is your role in the purchase of EVENT-RELATED products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

Annual Trade Show Budget a) Up to \$51K b) \$52K-\$100K c) \$101K-\$200K d) \$201K-\$500K e) \$501K-\$1MM f) Over \$1MM g) N/A

Annual Corporate Event Budget a) Up to \$51K b) \$52K-\$100K c) \$101K-\$200K d) \$201K-\$500K e) \$501K-\$1MM f) Over \$1MM g) N/A

How many TRADE SHOWS does your company exhibit in each year?
 a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

How many EVENTS does your company produce each year?
 a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

Does your company exhibit in shows overseas?
 a) Yes b) No
 If not, are they considering it?
 c) Yes d) No

Number of Company Employees (check one)
 a) 1-4 g) 250-499
 b) 5-9 h) 500-999
 c) 10-19 i) 1,000-4,999
 d) 20-49 j) 5,000-9,999
 e) 50-99 k) 10,000 or more
 f) 100-249

Number of people who plan and execute TRADE SHOWS company-wide (check one)
 a) 1 d) 10+
 b) 2-5 e) N/A
 c) 6-9

Number of people who plan and execute CORPORATE EVENTS company-wide (check one)
 a) 1 d) 10+
 b) 2-5 e) N/A
 c) 6-9

Is this your first EXHIBITOR Show?
 a) Yes b) No

Which industry conferences have you attended in the past two years?
 a) EXHIBITOR Show
 b) EXHIBITORFastTrak
 c) Other
 d) None

Are you currently enrolled in EXHIBITOR's CTSM Program?
 a) Yes c) Graduate
 b) No

REGISTRANT OPTIONS

ALL-DAY WORKSHOP (not included with passports)	Sessions	FIRST CHOICE	SECOND CHOICE
Sun 8:30 AM - 4:30 PM _____	Mon 8:00 AM - 9:30 AM _____	_____	_____
HALF-DAY WORKSHOPS (not included with passports)	Mon 10:00 AM - 11:30 AM _____	_____	_____
Sun 8:30 AM - 12:00 PM _____	Mon 3:45 PM - 5:15 PM _____	_____	_____
Sun 1:00 PM - 4:30 PM _____	Tues 8:00 AM - 9:30 AM _____	_____	_____
Thurs 8:00 AM - 11:30 AM _____	Tues 10:00 AM - 11:30 AM _____	_____	_____
Field Trips	Tues 3:45 PM - 5:15 PM _____	_____	_____
Mon 8:00 AM - 11:30 AM (M406) _____	Wed 8:00 AM - 9:30 AM _____	_____	_____
Mon 8:30 AM - 11:30 AM (M624) _____	Wed 10:00 AM - 11:30 AM _____	_____	_____
Tues 8:30 AM - 11:30 AM (T306) _____	Wed 3:45 PM - 5:15 PM _____	_____	_____
Tues 3:45 PM - 6:00 PM (T626) _____	Thur 8:00 AM - 9:30 AM _____	_____	_____
Wed 8:00 AM - 11:30 AM (W629) _____	Thur 10:00 AM - 11:30 AM _____	_____	_____
Wed 8:00 AM - 11:30 AM (W406) _____	Thur 1:00 PM - 2:30 PM _____	_____	_____
Thurs 9:00 AM - 2:00 PM (R405) _____	Thur 3:00 PM - 4:30 PM _____	_____	_____

PEER2PEER ROUNDTABLES FIRST CHOICE SECOND CHOICE

*Mon P2P 5:30 PM - 6:30 PM _____
 *Tues P2P 5:30 PM - 6:30 PM _____
 *Wed P2P 5:30 PM - 6:30 PM _____
 *Peer2Peer (P2P) Roundtable topics found on p. 7. _____
 Please enter topic number. Available only to passport registrants.

Register online for a chance to win a \$300 Amazon Gift Certificate. When registering online make sure to enter your Priority Code number. The Priority Code number is found on the back of this Conference Brochure. Register today at www.EXHIBITOR2011.com.

OFFICE USE ONLY
 \$ _____ REC'D
 CK# _____
 REF. _____

Check here if you have special needs that require attention.
 Check here if international visitor requesting a Letter of Invitation

CANCELLATION POLICY:
 If you must cancel for any reason, notify us in writing by March 16, 2011 to receive a full refund minus \$50 cancellation fee. After March 16, 2011, an additional 10% service charge will be deducted from the total cost. Because many of the sessions sell out before the Conference and we must turn customers away, no refunds will be given for cancellations received after 5:00 PM, March 16, 2011. Any changes made to your schedule after 5:00pm, March 16, 2011 will not be refundable and a change fee of \$200 per seminar will be applied. This seminar fee will also apply for any changes made on-site.

NOTE:
 Children 17 and under are not admitted to the Exhibit Hall or Networking Events.