This document contains considerable detail. To save you time, it’s arranged in a “Need To Know Timeline – First Things First”. Please read it over carefully and let me know immediately if you have questions. (caidunst@live.com 512-858-5228). NOTE: Items in red were added or modified since the previous release.

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BEFORE THE EVENT

Be sure we are aware of your need for electricity (8 or 15 amps), carpeting, tables/chairs or anything else you are expecting us to provide for you. If you need to add or alter any of these options for your booth, use this link >>

High speed internet – Palmer provides free WiFi (about 2Mbps), adequate for email and web surfing, but not for high speed requirements such as streaming or applications running in the cloud. And the only high speed option Palmer offers is wired WiFi, expensive at $500+. If this presents a problem, contact me to discuss.

NO outside food or beverages – Palmer has a very strict policy about no outside food and beverages with two exceptions.

• It’s OK if the item is “bite size”, 1 oz. or less, and wrapped, like Hershey’s KISSES.
• Otherwise, you can order from Palmer’s catering service. If you will let me know, I’ll put you in touch with their supervisor.

Drink tickets - If you plan to pre-pay for your client’s drinks, here’s how:

We’ve arranged with Levy Restaurants through Palmer for you to be able to order drink tickets in advance of the event, but you must order them by October 17th (none will be available to purchase at the event).

1. Complete the attached Exhibitor Drink Tickets Order Form (if you click on the form, it will open in Adobe Reader for easier editing).
2. Under “QTY” enter the total number of drink tickets you wish to receive (you will only be billed* for the number that are actually used at the event).
3. Return the completed form by 10/17 to:
   - Kim Robinson
   - Catering Sales manager
   - krobinson@levyrestaurants.com
   - Austin Convention Center Catering
   - 500 East Cesar Chavez St.
   - Austin TX 78701
   - Phone: 512-404-4152
   - Cell: 512-585-1923
   - Fax: 512-404-4149

The Drink Ticket vouchers will be delivered to your booth by 10:00am on the day of the event 10/30.

*Drink prices are as follows:
   - Mixed cocktails - $7.00
   - Wine by the Glass - $6.00
   - Imported Beer - $5.00
   - Domestic Beer - $4.50
   - Bottled Water and Soft Drinks - $3.50

Shipments to and from the Expo

Do you need help receiving materials shipped to or from our Conf & Expo 2014 event? If not, you can ignore this paragraph. If so, please read on.

This year we have engaged a third party by the name of Freeman to help us set up our event. You can schedule Freeman to receive your shipment(s) of exhibit materials (anything from promotional items to your entire booth display) in advance of the show, and deliver them to your booth on Wednesday 10/29. They can also make sure your items to be shipped after the show are picked up by your scheduled carrier. However, in either case, you still must personally arrange for the actual shipping with your own carrier, either UPS or FedEx.
These services will be provided without cost to you if you follow these instructions. Here’s how it can work:

- **DO NOT** ship directly to the Palmer Events Center. They are not equipped to receive shipments and your items will be refused.
- Supply the following Freeman Warehouse Shipping Address to your shipper (see attached labels that you may affix to each item to be shipped:
  
  Exhibiting Company Name/Booth #  
  CAI Austin Conference & Expo 2014  
  c/o Freeman/Austin Whse Dist  
  Raceway Crossing, Bldg1, 16310 Baratton Ln, Ste 125  
  Austin, TX 78728
- **Shipments must be scheduled to arrive on or before October 22, 2014** (one week prior to move in). Exhibitors will be charged extra for late arrivals.
  - If you cannot meet this deadline, please contact me immediately!
- Once you’ve made arrangements for your shipment, please email your shipping information to Eddie Esparza (eddie.esparza@freemanco.com) and copy me (caidunst@live.com) so we know it’s coming.
- Post-event, you will need to pack your materials for outbound shipment during teardown and give Freeman (Eddie Esparza) the paperwork you have pre-arranged with either UPS or FedEx.
- **You MUST schedule your carrier’s pickup at Palmer on 10/30 between 5-7pm.** If your carrier does not arrive by then, Freeman will take your shipment back to their warehouse and reschedule a pickup AT EXTRA COST TO YOU.

**Seeking Silent Auction Donations**

- Looking for another great way to promote your company at the event? Why not donate an item to our Silent Auction. Proceeds will support TCAA (Texas Community Association Advocates – our legislative lobbying partner). Contact Cherie Wilson at (512) 413-3213, cwilson@watkinsinsurancegroup.com.

**DAY BEFORE THE EVENT – EARLY MOVE-IN (Wednesday)**

**Directions to the Service Yard**

- You’ll want to unload your exhibit materials at the loading dock in the Service Yard (not the front entrance).
- 900 Barton Springs Rd. You can use this link to an interactive map:
  
- The only access to Palmer’s Service Yard is from westbound Barton Springs Rd. Coming from S.1st Street, look for the “Service Yard” sign on your right.

**Early setup 5:00 – 8:00 pm**

- You’ll need a company ID (like a business card) to gain access from the guard.
- We’ll be using Loading Dock #2; Park in an empty space on that side, and/or wait your turn to access the ramp. You may **not** leave your vehicle overnight in the Service Yard without special arrangement.
- We’ll have some volunteers **with carts** to help you unload.
Your booth space will be marked with your company name and booth number (see diagram attached).

If you ordered electrical service, you will find either a single-outlet 110v extension cord, a wall or a floor outlet at your booth location.

If you ordered our decorating service, volunteers will have decorated your table (or will do so shortly after you arrive).

Material storage is either at your booth or in the “Bone Yard” space available – draped area near southeast corner of our exhibit hall. You may not leave material in the loading dock area.

The Service Yard will close after 8:00pm.

ON THE DAY OF THE EVENT (Thursday)

Directions to the Service Yard

Same instructions as above …

Setup 7:00 – 10:00 am

Same instructions as above …

Sign In – Please stop by the Registration Table to sign in after you unload but before you set up and receive your badge. BADGES ARE REQUIRED FOR ENTRY during the event.

If you have pre-arranged reserved parking in the Service Yard (sponsors, committee members, etc.), you may leave your vehicle here during the event. Be sure to display the “Reserved Parking” sign (set separately) on your dashboard.

Otherwise, exit the Service Yard and park in the covered parking garage. Remember to print and bring your “Free Parking Voucher” (attached) to gain free access to the parking garage. Otherwise, you’ll pay $7 for parking for the day.

Material storage is either at your booth or in the “Bone Yard”, space available – draped area near southeast corner of our exhibit hall. You may not leave material in the loading dock area.

Your booth must be set up and ready to go by 10:30am.

DURING THE EVENT

Timeline

The event opens to the public at 10:30am and closes at 5:30pm.

- Exhibit hours are from 10:30am to 3:30pm
- Keynote address at 11:00am in the center stage area (see details below).
- Lectures are from 12-1pm and 2-3pm, so expect traffic to be a bit slow during these times.
- Social Mixer (upstairs) is from 3:30pm to 5:30pm. Everyone is welcome. Cash bar will be open. All raffle announcements will be made at that time. There will be no individual exhibitor raffle winner announcements in the exhibit hall.
- Additionally, the Silent Auction will conclude at 4:00pm with winners announced shortly thereafter.
Keynote address
At 11:00am, Kevin Davis will begin his brief 20-minute Keynote Address. We’re asking all exhibitors to help us gather everyone around the central stage area during Kevin’s presentation. Exhibits will resume immediately following his address. We greatly appreciate your cooperation.

High speed internet
Palmer provides free WiFi (about 2Mbps), adequate for email and web surfing, but not for high speed requirements such as streaming or applications running in the cloud. And the only high speed option Palmer offers is wired WiFi, expensive at $500+. If this presents a problem, contact me to discuss.

Other notes
• Exhibitors are encouraged to distribute marketing materials as well as promotional materials with logos such as pens, note pads, hats, shirts, cups, mugs, etc.
• Exhibitors are encouraged to have their own raffles. However, there will be no individual exhibitor raffle winner announcements in the exhibit halls. Exhibitors may announce their winners during the Social Mixer Hour upstairs beginning at 3:30pm.

Twitter Trivia Contest
• This year, we decided to give the traditional “Bingo Card” game a rest. And in its place, we’re testing a new, fun, high-tech Twitter Trivia Contest where players can earn extra tickets for a special $250 cash raffle. Six of the exhibitors are helping us sponsor this experiment. If successful, we’ll likely expand it to more exhibitors next year.
• All attendees are eligible to play, but must have their own Twitter account and be “Following” @CAIAustin on Twitter (use this link for a "How To" video). During the event, we will periodically “tweet” a question submitted by one of the sponsoring exhibitors. Players will then seek the exhibitor’s booth for the answer and “tweet” the secret confirmation. The first five players to tweet the correct confirmation win an additional raffle ticket (go to the Twitter Trivia Central desk at the front of the exhibit hall).

Social Mixer 3:30 – 5:30pm
To wrap up our event, we’ve planned a fun, relaxing Social Mixer upstairs at 3:30pm where everyone is invited to attend. All raffle announcements (including exhibitor raffle winners) can be made at this time. We’ll conclude our Silent Auction (see below) and have a cash bar as well.

Silent Auction
• Anyone may contribute items to our auction. Great promotion for your company. Contact Cherie Wilson at (512) 413-3213, cwilson@watkinsinsurancegroup.com.
• During the event, everyone is encouraged to come upstairs (where the lectures are being held) and place bids for the items on display.
• Then during the Social Mixer, we’ll announce the winning bids.

POST EVENT
Tear-down
• Please do not start to tear down until after 3:30pm.
• The Service Yard will be open until 8:00pm.
• For exhibitors who have scheduled their own pick-up from either UPS or FedEx between 5-7pm, Freeman, our third party contractor, will be onsite at that time. BE SURE FREEMAN HAS YOUR SHIPMENT PAPERWORK so they can see that your items are collected.
HELP LINES

- Before October 29th
  Joe Dunst – caidunst@live.com, 512-858-5228

- On site October 29th and 30th (call or text)
  Jill Nathman – 512-993-8507
  Joe Dunst – 512-673-6608
FREEMAN SHIPPING LABELS
DRINK TICKETS ORDER FORM (Double click the form to download a pdf copy)

<table>
<thead>
<tr>
<th>BUSINESS (COMPANY) INFORMATION</th>
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<tbody>
<tr>
<td>Company Name</td>
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<tr>
<td>(Include Booth Name if Different):</td>
</tr>
<tr>
<td>Billing Address</td>
</tr>
<tr>
<td>City, State, Zip Code:</td>
</tr>
<tr>
<td>Main Telephone Number:</td>
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<tr>
<td>Main Fax Number:</td>
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<tr>
<td>Email Address:</td>
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<table>
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<tr>
<th>SITE (VENUE) INFORMATION</th>
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<tr>
<td>CAI AUSTIN CONFERENCE &amp; EXPO 2014</td>
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<tr>
<td>Booth Number:</td>
</tr>
<tr>
<td>On-Site Contact Name:</td>
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<tr>
<td>On-Site Contact Cell Number:</td>
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<tr>
<td></td>
<td></td>
<td>EXHIBITOR DRINK TICKET VOUCHERS</td>
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</tbody>
</table>

If you are ordering services that require electrical power, please provide a booth diagram indicating appropriate location for placement.

If a diagram is not available, provide a brief description here:

For questions regarding utilities services, contact us at eventexhibitorservices@austinconvention.com

Prices are exclusive of a 20% service fee and 8.25% applicable sales tax

This letter serves as my formal written authorization and approval for you to charge the credit card indicated below for any and all charges related to food services at the Austin Convention Center. Full payment will be applied to the credit card prior to the first scheduled service. All services are provided with a 2 hour timeframe, after which all product & equipment will be removed. Timeframe may be extended with appropriate fees.

<table>
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<tr>
<td>Credit Card Number:</td>
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<tr>
<td>Exp Date:</td>
</tr>
</tbody>
</table>

Mail, Fax or Scan To: Kim Robinson – Catering Sales Manager
Levy Restaurants | Austin Convention Center
Phone: 512.404.4152 | Fax: 512.404.4149 | Email: krobinson@levyrestaurants.com
FREE PARKING VOUCHER (NEW)

PALMER EVENTS CENTER PARKING GARAGE

This ticket entitles bearer to park in the Palmer Events Center Parking Garage for the date below.

Event:
CAI AUSTIN
2014 Conference & Expo

October 30, 2014
Good for One Day Only.
Complimentary Parking Pass
BOOTH LAYOUT DIAGRAM (Double click the diagram for the most current copy)