

# Commercial Exhibitor Information Packet – A

## 2009 Sustainable Range Program (SRP) Workshop

### 6 – 10 July 2009

Indiana Convention Center  
Indianapolis, IN

*Sponsored by the  
TRADOC Capability Manager – Live Training (TCM-L)*

**You are cordially invited to join us in Indianapolis, IN, next 6 – 10 July 2009 for the U.S. Army's 2009 SRP Workshop!**

Next July, the U.S. Army is conducting the **2009 Sustainable Range Program (SRP) Workshop** at the **Indiana Convention Center** in Indianapolis, IN, 6 – 10 July 2009 ... and you're cordially invited to participate as a Commercial Exhibitor!

It is anticipated that the 2009 SRP Workshop will attract more than **1,000 official Government participants** from Army and Marine installations worldwide.

**The Commercial Exhibitors' booths** will be on display in section C of Exhibit Halls B & C in the **Indiana Convention Center** Tuesday through Thursday, 7 – 9 July 09. Display setup and equipment move-in is scheduled for Sunday and Monday, 5 – 6 July 09.

A very large **Commercial Exhibitors' Equipment Display Area** will be located in section B of Exhibit Halls B & C.

**Commercial Exhibit Space** for the 2009 SRP Workshop **WILL COST LESS** than it did last year! And **the more space you need, the less it will cost per square foot!**



## **Commercial Exhibits in Exhibit Halls B & C ... Indiana Convention Center – Tuesday through Thursday, 7 – 9 July 2009**

CALIBRE Systems and Kansas State University are pleased to invite you to participate as a Commercial Exhibitor in the 2009 SRP Workshop next July.

Commercial Exhibit booths will be located in Exhibit Halls B & C of the Indiana Convention Center on Tuesday through Thursday, 7 – 9 July 09. Display setup is scheduled for Sunday and Monday, 5 – 6 July 09.

The Commercial Exhibitor Registration Fee, which is based on the square footage utilized, includes four (4) Exhibits Only badges. The Workshop Registration Fee for Commercial Exhibitor representatives is \$495.00. Additional Exhibits Only badges may be purchased for \$95.00 per badge.

For 2009, there are two opportunities for you to participate in the SRP Workshop:

1. Your firm can set up a display and/or demonstrate equipment
2. Exhibiting firms can participate as Corporate Sponsors of the Workshop and the Football Extravaganza, Closing Ceremony and Dinner to be held in the new Lucas Oil Stadium on Thursday evening

We have 90,000 square feet of space reserved in Exhibit Halls B & C in the Indiana Convention Center to accommodate you and the other Commercial Exhibitors for the 2009 SRP Workshop! This will be the largest Exhibit Hall space we've ever had!

As in past years, Exhibit Halls B & C will feature:

- The Commercial Exhibitor Exhibit Booths and Equipment Displays
- The Food Court Area – hosting Refreshment Breaks morning and afternoon and the Tuesday Evening Social
- The Workshop Poster Displays
- The Government Agency Booth Area

You can plan to exhibit almost ANYTHING that will fit through the 19-ft wide by 19-ft tall Exhibit Hall outside overhead door leading directly into Exhibit Halls B & C!

### **For the 2009 SRP Workshop, you have several display options ...**

As a Commercial Exhibitor, you can set up your floor display in a “pipe and drape” booth space in section C of Exhibit Halls B & C. The “pipe and drape” booth spaces can be reserved in increments of 10' x 10' in a variety of configurations.

In addition, in section B of Exhibit Halls B & C, you can set up equipment displays and/or floor displays IN ANY DIMENSION (larger than a total of 100 square feet).

Need a space 8' by 72' to display your target system that runs on a track? We can accommodate you!

Need a space 22' x 41' to display your special truck transporter? No problem!

Need a space 18' x 37' to display a special training facility? We can provide the space!

And here's the REALLY good news ... Commercial Exhibit Space for the 2009 SRP Workshop WILL COST LESS than it did last year! And the more space you need, the less per square foot it will cost!

## The 2009 SRP Workshop Commercial Exhibit Space Fee Schedule

The 2009 Fee Schedule is a little more complicated than last year ... but since it results in significantly lower costs for you, we didn't think you'd mind!

First 100 square feet (the minimum):	\$35.00 per square foot
Second 100 sq ft (101 to 200 sq ft):	\$25.00 per square foot
Third 100 sq ft (201 to 300 sq ft):	\$20.00 per square foot
Fourth 100 sq ft (301 to 400 sq ft):	\$15.00 per square foot
Fifth 100 sq ft (401 to 500 sq ft):	\$10.00 per square foot
Sixth 100 sq ft (501 and more sq ft):	\$ 5.00 per square foot

Commercial Exhibit Space will be charged at the appropriate cumulative rate to the nearest square foot. Space in the Commercial Exhibitor Booth Area can be reserved in 10' x 10' increments. Beyond the 100 sq ft minimum, you can reserve space in the Equipment Display Area in any size and configuration.

Here's the calculated cost for Commercial Exhibit Space at the 2009 SRP Workshop in 100 square foot intervals ... and how much less Commercial Exhibit Space will cost for 2009 as compared to 2008:

100 square feet of Exhibit Space:	\$ 3,500.00	(\$ 300 less than in 2008)
200 square feet of Exhibit Space:	\$ 6,000.00	(\$ 1,600 less than in 2008)
300 square feet of Exhibit Space:	\$ 8,000.00	(\$ 3,400 less than in 2008)
400 square feet of Exhibit Space:	\$ 9,500.00	(\$ 5,700 less than in 2008)
500 square feet of Exhibit Space:	\$10,500.00	(\$ 8,500 less than in 2008)
600 square feet of Exhibit Space:	\$11,000.00	(\$11,800 less than in 2008)

It is our sincere hope that by decreasing the per square foot cost for Commercial Exhibit Space as the spaces become larger, it will make it possible for your firm to bring actual pieces of equipment and show them in action (if they can be safely operated indoors). Sorry, no live fire demos! (In 2007, someone actually asked if they could shoot live ammo!)

Commercial Exhibitors in Exhibit Halls B & C of the Indiana Convention Center in either the Commercial Exhibitor Booth Area and/or in the Equipment Display Area will be provided with:

- One skirted, six-foot table
- Two chairs
- A sign with your company name
- A waste basket

To understand the layout in Exhibit Halls B & C – including booth numbers in the Commercial Exhibitor booth area, the Equipment Display Area, the Food Court, the Poster Display area, and the Government Agency Booth Area – please download the Exhibit Halls Floor Plan.

<http://www.nilmt.ksu.edu/projects/workshops/2009/docs/floorplan.pdf>

Electrical service and Internet connectivity are available for an additional charge directly from the Indiana Convention Center. You can download the appropriate ICC forms at this URL:

[http://www.icclos.com/Services/Utility\\_Order\\_Forms/](http://www.icclos.com/Services/Utility_Order_Forms/)

For further information about the Indiana Convention Center, visit their website at:

<http://www.icclos.com/>

**Please Note:** Booth locations within Exhibit Halls B & C lot will be assigned after all Commercial Exhibit registrations have been received. While every effort will be made to respond to the location preferences of each Commercial Exhibitor, to accommodate building restrictions and/or other factors or conditions, Kansas State University, its Convention Services contractor, and/or the Indiana Convention Center reserve the right to initially locate and/or move a Commercial Exhibitor's display and/or equipment to a particular location within Exhibit Halls B & C.

## 2009 SRP Workshop Commercial Exhibitor Activities: 5 July – 11 July 2009

The following schedule summarizes 2009 SRP Workshop Commercial Exhibitor activities at the Indiana Convention Center:

<i>Indiana Convention Center, Indianapolis, IN</i>			
<b>Exhibit Halls B &amp; C Move In – Dates &amp; Times:</b>	Sunday	5 July	0800 – 1800
	Monday	6 July	0800 – 2000
<b>Exhibit Halls A &amp; B Exhibit Hours – Dates &amp; Times:</b>	<b>Tuesday</b>	<b>7 July</b>	<b>1000 – 1900</b>
	<b>Wednesday</b>	<b>8 July</b>	<b>1000 – 1600</b>
	<b>Thursday</b>	<b>9 July</b>	<b>1000 – 1600</b>
<b>Exhibit Halls A &amp; B Teardown – Dates &amp; Times:</b>	Thursday	9 July	1630 – 2000
	Friday	10 July	0800 – 1700
	Saturday	11 July	0800 – 1700

### Tentative 2009 SRP Workshop Schedule

For a day-by-day look at your participation as a Commercial Exhibitor, please download and review the Tentative 2009 SRP Workshop Schedule.

<http://www.nilmt.ksu.edu/projects/workshops/2009/docs/schedule.pdf>

**Please Note:** Individual participation in the Tuesday Evening Social to be held in Exhibit Halls B & C is included in the Exhibitor Fee for each firm's first four representatives, and in the Exhibits Only badge fee paid by additional Commercial Exhibitor representatives. It is also included in the Workshop Registration Fee. For those Exhibitor representatives who would like to bring a non-registered spouse or other guest to the Tuesday Evening Social, please purchase an additional Guest Ticket as noted on the Exhibitor Registration Form. The Guest Ticket cost is \$30.00 per person, which you will need to purchase in advance during registration.

### ***Corporate Sponsorship during the 2009 SRP Workshop Offers Commercial Exhibitors Unique Opportunities To Stand Out from the Crowd ...***

To provide our Commercial Exhibitors with an opportunity to differentiate themselves from their competitors and to express their appreciation for the fine work of the Workshop attendees, we have developed an extensive Corporate Sponsorship program for the 2009 SRP Workshop.

For this year's expanded SRP Workshop, we have created five levels of Event Corporate Sponsorship and three levels of Door Prize Corporate Sponsorship.

Each level brings with it unique and extensive forms of visibility for the participating Corporate Sponsors, as well as making significant contributions to the excitement during the Workshop.

Please download and read the description about the opportunities available to your firm as a Corporate Sponsor ... you'll be glad your firm participated!

<http://www.nilmt.ksu.edu/projects/workshops/2009/docs/sponsorship.pdf>

## 2009 SRP Workshop Hotel Reservations

To select an Indianapolis hotel and make your lodging reservations, please download the 2009 Lodging Summary.

<http://www.nilmt.ksu.edu/projects/workshops/2009/docs/lodging.pdf>

## Points of Contact for 2009 SRP Workshop

For the 2009 SRP Workshop, there are three individuals who serve as important Points of Contact:

- **Workshop Commercial Exhibitor Registration Point of Contact:**

**Nichole Stoddard**

2009 SRP Workshop Registrar  
Kansas State University  
Division of Continuing Education  
141 College Court Building  
Manhattan, KS 66506-6015  
USA  
Phone: 785.532.2496  
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- **Workshop Commercial Exhibitor General Information Points of Contact:**

**Zia Ahmadi**

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National Institute for Land Management and Training  
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**... and to discuss Corporate Sponsorship at the 2009 SRP Workshop:**

**Bert R. Biles, Ph.D.**

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**Please join us this year for the 2009 SRP Workshop in Indianapolis, IN ...**

**... we're certainly looking forward to your participation!**