

Legaltech[®]

West Coast

Dear Exhibitor:

Thank you for your participation in the Legaltech West Coast 2017. This manual will provide you with all the detailed specifications and resources you will need to successfully prepare your booth for the event. Please read this manual carefully noting procedures and deadlines that will save you time and money.

Freeman is the Official Service Contractor for the upcoming event. They recognize that your participation in this event is a vital part of your firm's marketing program, and they want to do everything possible to make it profitable and rewarding for you. Freeman representatives will be available to you both pre-show and onsite at the Exhibitor Center throughout the show.

We encourage you to call us with any questions or concerns. Please refer to the event team contact list enclosed; we are always available to help you.

Thank you for your continued support; we look forward to seeing you in San Francisco in June!

EXHIBITOR MOVE-IN	
Sunday, June 11	10:00 am – 8:00 pm
EXHIBIT HOURS	
Monday, June 12	10:30 am – 6:00 pm
Tuesday, June 13	8:00 am – 9:00 am & 10:00 am – 2:00 pm
EXHIBITOR MOVE-OUT	
Tuesday, June 13	2:00 pm – 8:00 pm

Best regards,

Legaltech Event Staff

SHOW MANAGEMENT KEY CONTACTS

BOOTH LOGISTICS, INVOICING, LOGISTICS, ETC

Dan Hoskins
Sr. Operations Manager
dhoskins@alm.com
PH: 212-457-9631

AGENDA, SPEAKING SLOT, & SPEAKER INQUIRIES

Felicia Davis
Director, Programming – Global Events
fdavis@alm.com
PH: 212-457-9671

SPEAKER & SPONSORSHIP LOGISTICS

Krishna Patel
Sr. Conference Coordinator
krpatel@alm.com
PH: 212-457-7769

OFFICIAL SERVICE PROVIDER KEY CONTACTS

DECORATOR

FREEMAN
FreemanAnaheimES@freemanco.com
PH: (714) 254-3410

AV EQUIPMENT RENTAL

AVP
Steve Roberts
Steve@avpusa.com
PH: 800-287-9755

LEAD RETRIEVAL

COMPUSYSTEMS
www.Compusystems.com/order
PH: 866-600-5323

FLORAL

Sunborne Nursery
www.sunborne.com
PH: 415-821-7726

ELECTRICAL

FREEMAN
FreemanAnaheimES@freemanco.com
PH: (714) 254-3410

INTERNET

PSAV
psavhiltonsf@encore-us.com
PH: 415-539-0115

Key Reminders & Checklist

- ✓ Below are some key deadlines and forms that need your immediate review.
- ✓ While we have outlined some key dates for you, this manual contains additional information that is crucial to a successful exhibiting experience, so please take the time to review the entire manual as soon as possible in order to save TIME AND MONEY.

Due Date	Completed	Form	Services
Immediately		Event Schedule	General Show Info
Immediately		Review Exhibitor Manual & Exhibitor Contact Information	General Show Info
Immediately		Standard Booth Equipment Info	Freeman
Completed at Contract		Booth Size (chosen when you signed your space contract)	Show Management
Completed at Contract		Booth ID Copy	Show Management
April 28		Schematics due for booths 8x20 and larger	Show Management
May 4		Early Bird Discount – Lead Retrieval Deadline	CompuSystems
May 10		SOP Submission Due	Show Management
May 10		Advance Shipments to Warehouse Begins	Freeman
May 10		EAC Form (Non-Official Contractors)	Show Management
May 11		Hotel Room Block Deadline	Hilton Union Square
May 14		Registration Deadline for Staff	Show Management
May 19		Internet	PSAV
May 22		Booth Package Order Form	Freeman
May 22		Freeman Discount Deadline for all services	Freeman
May 22		Electrical Orders	Freeman
May 24		Advance Discount – Lead Retrieval Deadline	CompuSystems
May 31		Floral (Orders Must be received Pre-show)	Sunborne Nursery
June 2		AV Computer Rental	AVP
June 7		Advance Shipping to Warehouse Ends	Freeman
June 11		Show Site Shipments Begins/Ends	Freeman
June 13		Exhibitor Move Out	Freeman

****IMPORTANT- MUST READ****

Booth Schematics

Due: April 28, 2017

If you have an **8x20 booth or larger** you must submit a booth schematic including the dimensions of objects in your booth by **April 28, 2017** to Dan Hoskins at dhoskins@alm.com for approval.

If you think your booth design may break one of the above rules, please send it for review and approval. All booths 8x20 and larger **MUST** send a booth schematic for approval. Variances will be given on an individual basis.

Rules & Regulations for Exhibiting At Legaltech West Coast 2017

Both Show Management and Hilton San Francisco Union Square reserve the right to expel, decline or prohibit any exhibit or part of any exhibit that, in their opinion, is not suitable or not in accordance with the ethics of the legal profession or that does not comply with the rules established for the Exhibition.

1. No special signs, booth construction, apparatus or lighting is permitted in excess of 8' in height without prior permission from Show Management. **Nothing over 36" high may extend more than 4' from the back wall of the exhibit.** Interference with lighting, site lines or space of other exhibits is prohibited.
2. All demonstrations or other promotional activities must be confined within the limits of the exhibition booth and in accordance with this Agreement. Exhibitor must procure at its own cost and expense any necessary licenses and/or official permits necessary for the purpose of displaying and/or exhibiting any products or services at the Exposition.
3. Exhibitors must show only goods manufactured or distributed by them in the regular course of business.
4. No firm or organization not assigned exhibit space will be permitted to solicit business within exhibit area.
5. Display material exposing an unfinished surface is prohibited and must be finished at exhibitor's expense. The Hilton San Francisco Union Square and Show Management reserve the right to have such finishing done, billing the exhibitor for charges incurred.
6. No distribution of sales material, visual promotion or solicitation of product or brand is permitted outside of contracted booth space.
7. No "live" microphones, or loudspeaker equipment will be permitted in any Space without prior permission from Show Management. Portable film, slide and videotape projectors may be utilized as long as such appliances do not disturb or in any way obstruct or violate surrounding booths. Both Show Management and The Hilton San Francisco Union Square reserve the right to restrict exhibits that because of noise; method of operation, materials or any other reason becomes objectionable. The Hilton San Francisco Union Square and Show Management also reserve the right to prohibit or to evict an exhibit or part of an exhibit that, in their opinion, detracts from the general character that The Hilton San Francisco Union Square or the Show Management determines to be desirable. In the event of such restriction or eviction, The Hilton San Francisco Union Square or Show Management are not liable for any refund of rentals or any other exhibit expenses or for any other damages the Exhibitor may suffer.
8. No food or beverage (including bottled water, coffee machines) are allowed to be brought in from the outside. All food & beverage to be given out in your booth or meeting room must be purchased from the hotel.
9. Carpeting in all booths is mandatory. If the exhibit hall is not carpeted, exhibitors must order carpeting (see Freeman forms) or bring their own.
10. The Show hours are 10:30 AM - 6:00 PM on Monday, June 12 and 8:00 am – 2:00 pm on Tuesday, June 13. No Exhibitor may breakdown their booth before 2:00 PM Tuesday, June 13.
11. Persons 18 and under may not register and will not be permitted to enter the exhibit hall or other Legaltech Events.