



**INTERNATIONAL
CRYPTOGRAPHIC
MODULE CONFERENCE 2017**
May 16-19 | Westin Arlington Gateway | Washington, DC

Exhibitor & Sponsor Service Kit

This service kit includes important information for exhibitors and sponsors at ICMC17
Please take time to review.

[Click Here for the Conference Web Site](http://icmconference.org)

<http://icmconference.org>

Table of Contents

Item	Contact	Deadline	Page
General Information	Event Services		2
Booth Staff Registration	Event Services	April 25 th	2
Hotel Reservations	Westin Arlington	April 25 th	2
Sponsorship Opportunities	Event Services		2
Audio Visual, Electrical, Telephone & WIFI	PSAV: 703-537-4190 rfarrar@psav.com or aduncan@psav.com		3
Hotel Shipping Information	Westin Arlington		3
Show Guide Advertising	Event Services		4

Contacts

Service	Contact	Phone	Email
Event Staff	Bill Rutledge, ICMC Nikki Principe, ICMC	212-866-2169	Bill.rutledge@icmconference.org or nikki@cnxtd.com

Dear Colleague,

We're glad that you're planning to participate as an exhibitor or sponsor at [ICMC17 - International Cryptographic Module Conference](#). This Exhibitor & Sponsor Service Kit will help you to plan and execute your promotional strategy. We're expecting a great turnout at the conference, so please come prepared to meet with potential clients. Some important information:

Show Location:

ICMC17 will be held at the [Westin Arlington Gateway](#). The Westin is located at 801 North Glebe Road in Arlington, VA. A two block walk to the Metro, the Westin Arlington is located close to DC and many shops and restaurants.

Exhibitor Registration:

Exhibitors receive one (1) full conference registration. Please complete your registration by April 25th, 2017. We have provided registration information and your custom discount code in the **exhibitor confirmation email you received with this kit**. Please use this for your online registration. If you have any questions, please email me at nikki@cnxtd.com.

Exhibitor Set-up & Schedule:

Exhibitors may set-up their exhibit space on Tuesday, May 16th between the hours of 13:00-17:00. The exhibit hall will be open to attendees Wednesday, May 17th from 10:20-18:20 and Thursday, May 18th from 08:00-14:00. Exhibitor breakdown will be from 15:00-18:00 on May 18th. Each 8' X 8'' space will include one 6' skirted table, two chairs and one Exhibitor ID Sign (Text Only), One complimentary 3-day conference pass and admission to all conference activities. Inclusion on email, web and collateral – over 600,000 impressions. Any additional exhibitor needs may be ordered from the service kit.

Hotel Accommodations:

We have arranged for a discounted room rate of \$259 per night. We have a limited block of rooms at this rate, so please book early. Reserve early, the discount rate will expire when the block is full or April 25th. To reserve: [Click Here](#).

Consider a Sponsorship:

Sponsors provide amenities and hospitality that otherwise would not be available to conference attendees. Remaining sponsorship opportunities range from \$1,500-\$9,000. These sponsorships are designed to showcase your participation and drive additional traffic to your booth. Please contact Bill for additional sponsorship opportunities at bill.rutledge@icmconference.org.

For Assistance:

We're here to help. Don't hesitate to contact me at 1-571-249-5680, or nikki@cnxtd.com.

Regards,

Nikki Principe | Operations Manager
ICMC | Cnxted Event Media Services
421 Seventh Ave #1012, New York, NY 10001
1-571-249-5680 | nikki@cnxtd.com

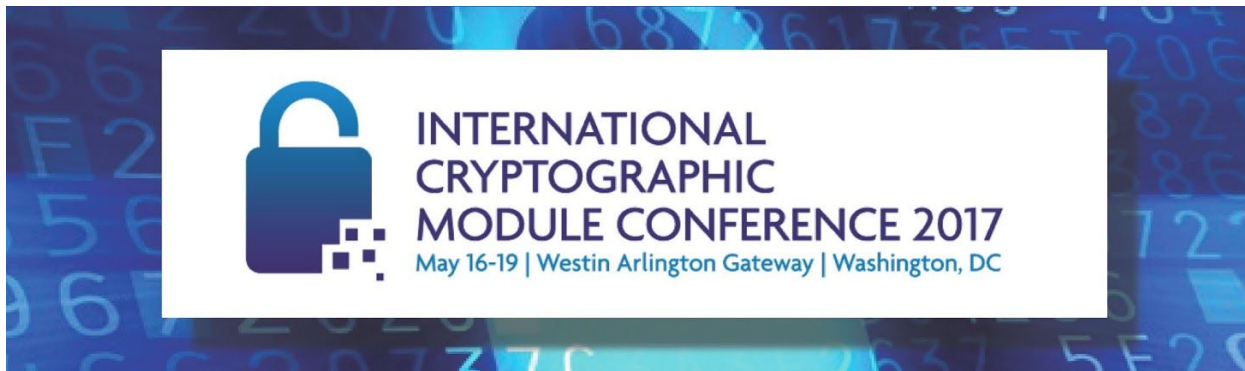
AV Rentals, Electric, Telephone & Wifi

Services are provided by PSAV, the in-house audio visual company at the Westin Arlington. We recommend that you bring an extension cord and/or power strip to make the most of the services purchased. Please refer to page 7 for more information

There is a complimentary WIFI throughout all of the ICMC2017 meeting & exhibit space.

Shipping Information

Please refer to page 5-6 of this kit for shipping information. The Westin has specific instructions for accepting packages. If you have any questions, please contact cniewar@westin-arlington.com.



International Cryptographic Module Conference 2017 Show Guide Advertising

The 24-page show guide is distributed to all conference participants. Attendees take the guide home and use it year-round as an industry reference. Black and white advertisement space is available.

Show Guide Advertising One Page B/W \$1,400

Show Guide Advertising 1/2 Page B/W \$890

Show Guide Advertising 1/4 Page B/W \$480

ICMC exhibitors and sponsors receive a 10% discount. For more info, contact Bill Rutledge (bill@cnxtd.com) at 212-866-2169.

Advertising Specifications Conference Program

Mechanical Requirements	Full Page Ad, Trim Size: 7 1/2" x 9 3/4", Live Area: 6 3/4" x 9" Half Page Ad: 7 1/2" x 4 3/4" Quarter Page Ad: 3 3/4" x 4 3/4"
File Format	We require a high-resolution PDF file. We can work with almost any high-resolution PDF file. We prefer to receive files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF's created directly from InDesign will work as well.
Line Screen	133 for 4/c ads, 280% maximum density, 120 for B&W and 2/c ads, 180% maximum density.
Binding	Saddlestitch
File Submission Instructions	Email preferred. Send to bill@cnxtd.com . Files received will be confirmed. To Mail, send memory device to Bill Rutledge, Cnxtd Event Media Services, 421 Seventh Ave. #1012, New York NY 10001 To FTP: We recommend Hightail, a free online FTP service. Visit www.hightail.com for instructions. For assistance contact Bill at 212-866-2169. Art deadline is April 17th, 2017.

THE WESTIN

ARLINGTON GATEWAY

EXHIBITOR SERVICES REQUEST FORM

Must be received no later than five (5) business days prior to your arrival. Please email form to cniewar@westin-arlington.com and events@westin-arlington.com.

Conference Name: International Cryptographic Module Conference May 2017
Conference Date: May 14-20, 2017

Exhibitor's Company Name: _____

On-site Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Credit Card Information must be provided to finalize your order. After submitting this form, you will receive a separate email with the subject line starting with "eCredit Card Authorization Invitation..." with a special passcode. Please submit your credit card information on this secure website.

Authorized by: _____ Title: _____
(Signature)

BOX HANDLING

Name of Courier _____

Tracking Number/Information _____

Please note: If storage exceeds 3 days, a \$25 per item/day storage fee will be added.

DAYS	BOXES	@ \$25.00	TOTAL
_____	_____		_____

<u>INBOUND PACKAGE HANDLING FEES</u>		<u>QUANTITY</u>	<u>TOTAL</u>
0 TO 5 POUNDS	\$ 5.00 each	_____	_____
6 TO 20 POUNDS	\$10.00 each	_____	_____
21 TO 50 POUNDS	\$15.00 each	_____	_____
Over 50 POUNDS	\$25.00 each	_____	_____
CRATES/PALLETS	\$75.00 each	_____	_____

<u>OUTBOUND PACKAGE HANDLING FEES</u>	<u>QUANTITY</u>	<u>TOTAL</u>
\$ 5.00 each	_____	_____

ADDRESS INCOMING BOXES AS FOLLOWS:

Name of On-Site Person/Name of Exhibitor Company
c/o The Westin Arlington Gateway
801 N. Glebe Road
Arlington, VA 22203
Hold for: International Cryptographic Module Conference
Arriving on: May 14, 2017
Box (es) _____ of _____ (Multiple boxes MUST be numbered)
Claudia Niewar, Meeting & Events Manager

Outgoing Packages

As the shipper, you must call to schedule a pick-up from the hotel. The hotel is not responsible nor does the courier permit the hotel to schedule a pick-up on your behalf.

FedEx

1-800-GoFedEx (1-800-463-3339)

Nearest Location: 4501 Fairfax Dr, Arlington, VA 22203

Store telephone number: (703) 875-8017

UPS

1-800-PICK-UPS (1-800-742-5877)

Nearest Location: 4201 Wilson Blvd, Arlington, VA 22203

Store telephone number: (703) 522-4000

Courier can pick up your packages after 5:00 PM through the loading dock, outside the telephone room.

Westin Arlington Gateway

801 N. Glebe Road, Arlington, VA 22203

Please provide your own packaging materials to include own labels, packaging tape, and boxes. The Concierge desk can assist you to FedEx or UPS for shipping supplies.

Your package must be sealed and properly labeled with the shipping information. Please leave it on your exhibit table. The hotel staff will move it for the courier to pick-up. Remember to call the courier to schedule a pick-up.

Disclaimer: The Westin Arlington Gateway is not responsible for any lost, stolen, damaged or misdirected equipment, personal items or business related property brought onto the premises by an Exhibitor, Guest, Group Contractor, etc. This includes items that are in the meeting space outside of the Event hours.

Questions?

Please contact Claudia Niewar, Meeting & Event Manager at cniewar@westin-arlington.com or events@westin-arlington.com.



AUDIOVISUAL SERVICES

From helping small gatherings create a great impact to amplifying a stage experience for hundreds of attendees, PSAV's event technology enhances every image, note and nuance of your important communication. Our goal is to achieve yours, effectively delivering your messages and making your meeting a memorable success.

POPULAR PACKAGES

Small Meeting Room Projector Package - \$485

- AV Cable Lot
- LCD Projector
- Projection Stand
- Tripod Screen

Meeting Room Projector Package - \$670

- AV Cable Lot
- LCD Projector
- Projection Stand
- Tripod Screen

Projection Support Package - \$190

- AV Cable Lot
- Projection Stand
- Tripod Screen

Podium Microphone Package – House Sound - \$255

- Podium Microphone
- Meeting Room House Sound
- 3-6 Channel Mixer

Flip Chart Package - \$70

- Flip Chart Easel
- Flip Chart Pad
- Markers

Post-it® Flip Chart Package - \$90

- Flip Chart Easel
- Post-it® Flip Chart Pad
- Markers

POPULAR COMPONENTS

Conference Speaker Phone	\$170
Laptop Computer	\$245
LED Wash Light	\$90
Powered Speaker	\$110
Presidential Microphone	\$80
Wired Microphone	\$65
Wireless Microphone	\$195
3-6 Channel Mixer	\$70
12-Channel Mixer	\$145
32" LCD Monitor	\$245
46" LCD Monitor	\$565
8' Tripod Screen	\$90
7' 6" x 10' Fast-Fold® Screen	\$265
9' x 12' Fast-Fold® Screen	\$305
7'6" x 13'4" Fast-Fold® Screen	\$385

STANDARD LABOR RATES

Setup / Strike	\$80/hr.
Event Operation	\$95/hr.

Ask your representative for full details regarding labor rates, which can vary based on complexity and time of operation. All PSAV® solutions may be subject to our property's standard service fee. Above prices do not reflect labor charges, which may apply. All rates are subject to applicable sales tax.

For more information, contact your PSAV representative at: 703.537.4190
 or visit us on the Web at: psav.com/WestinArlingtonGateway

