

CHEM|INNOVATIONS

2011 CONFERENCE & EXPO

TO: ChemInnovations 2011 EXHIBITORS May, 2011

FROM: Julien DuPont, Sales Manager Jamie Reesby, Marketing Director
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Welcome to ChemInnovations 2011 from September 13-15, the only major North America Chemical and Petrochemical Process Industries event in 2011.

This Exhibitor Service Kit is designed to help you organize your participation, make travel and lodging arrangements, register your personnel, make all exhibit preparations and take advantage of other services and sponsorships to assure your company a successful show.

Note: All Exhibitors must be set up on Tuesday, September 13 by 11:00 AM

Following is a breakdown of the materials in the online kit:

GENERAL INFORMATION

This section includes an Exhibitor Action "DEADLINES CHECKLIST" - to remind you of important deadlines. Along with the schedule of events for ChemInnovations and a list of the contractors you may utilize for this year's event. You will also find the room assignments for the conference sessions and other special events. The exhibition hall Floor Plan and Meeting Room Layout of the George R. Brown Convention Center where the conference sessions will be held are found here. Finally, in this section you will find a visual key to the exhibit guidelines/specifications and a copy of the Rules and Regulations for all exhibitors. Please be sure to read and understand all of these rules since they will be strictly enforced at the show.

ONLINE REGISTRATION

You may register online in the exhibitor registration section for the categories listed below. In the site you also have the option to fill out and fax the information:

Exhibitor Booth Staff Registration (unlimited, exhibit hall only)

Exhibitor Delegate (full conference registration) – These registrations come with Premium and Premium Plus booth packages. Please refer to your contract for your complementary allotment

Discounted Exhibitor Delegate Registration (unlimited) – Discounted price is offered until July 22, 2011. Complete all sections and boxes, so that the demographics you need after the show will be recorded.

Preconference workshops and Harbor/NASA Tour: Complete prices and descriptions can be found at www.cpivent.com under "Conference Program"

VENDOR SERVICES

Freeman Companies-Houston is the appointed general contractor and provides you with the following information:

Shipping & Drayage (QuickFacts) - This section includes information and forms for all your shipping, drayage, materials handling, air freight and customs clearance requirements. If you have any questions about shipping and/or drayage, call the company involved for clarification. This will prevent any surprises on-site.

Booth Installation & Furnishings - This section provides forms for ordering carpeting, rental booths, furniture, and labor.

Special Services - This section includes order forms and information on contractors for many optional services you may need during ChemInnovations, including:

- Audio-visual
- Business Center
- Computer Equipment Rental
- Floral Services
- Catering

Booth Utilities - Included are forms to order electricity, telephone, Internet and water service in your booth. These services are ordered through the George R. Brown Center services using the .pdf forms in this section.

MARKETING OPPORTUNITIES

Show Guide Advertising & Marketing Programs - Each exhibitor is entitled to a Complimentary 30-word Catalog Listing in the official ChemInnovations Show Guide. This handy catalog is given (free) to all attendees/visitors and is used constantly during the event and for reference afterwards. Your Complimentary 30-word Listing instructions and the Advertising Rate Sheet for the Show Guide are included in this section. The deadline for your free 30-word listing and any ads is August 10, 2011.

A variety of Sponsorships are available to promote your company at this event. Details and reservation forms are located in this section. Sponsorship can truly highlight your company to the attendees.

100 Complimentary Exhibition Invitation Tickets will be sent to you automatically. If you wish to order more, please use the form enclosed in the Marketing Opportunities section.

TRAVEL & LODGING

Hotel Reservation Forms are included for making your individual or company group housing arrangements easily. Please contact On Peak, 800-388-8814 with any questions or concerns. E-mail: ChemInnovations@onpeakevents.com

You will also find information for Continental Airlines, Hertz Car Rental, SupperShuttle, Houston Transportation & Entertainment, George R. Brown Convention Center Parking Map and information to apply for a Visa Letter.

FINAL NOTE:

If you have any questions or need help preparing for ChemInnovations, please contact:

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