

Thank you for exhibiting at SpeechTEK 2009!

This Exhibitor Service Manual is designed to help you easily find all the information needed to coordinate your exhibit at the 2009 show.

**General Information and Deadlines** – includes general show information, key contacts, floor plan, instructions for submitting your company descriptions, instructions on how to register booth personnel, the grand opening reception menu and order form, along with the Lead Retrieval order form.

**Marketing Opportunities** – includes information on a variety of opportunities available to help you increase your visibility and impact at the show.

**Housing and Travel** – includes information for making hotel reservations.

**Service Order Forms** – includes all the general services order forms, including booth carpet, labor, furniture, etc. Freeman is the general services contractor for SpeechTEK 2009.

**Special Services** – includes all the special service order forms, including Internet and telephone service, electricity, computer and display rental, floral and photography.

**PLEASE NOTE THE FOLLOWING INFORMATION:**

- Each booth includes:
  - 8' back drape & 3' side rails
  - Standard ID sign
  - 2 chairs
  - 6' draped table
  - Wastebasket
  - Lead Retrieval Machine
- Exhibit Hall is carpeted

For questions regarding the logistics of your booth and/or sponsorship, please contact:

Christy Mauro  
Event Coordinator  
Exhibitor and Sponsor Support  
Information Today, Inc.  
P: 609-654-6266, ext. 213  
E: cmauro@infotoday.com

**Important Note**

Each exhibitor receives a company description in the Final Program. Please submit your company description via our online form as soon as possible. Thank you!

**Go to: <http://conferences.infotoday.com/exhibitors/boothdescription.aspx?EventID=75>**

**LOCATION**

New York Marriott Marquis  
1535 Broadway  
New York, NY 10036  
212-398-1900

**EXHIBITOR SET-UP**

Monday, August 24                      8:00 a.m. - 4:30 p.m.

**EXHIBIT HOURS**

Monday, August 24                      5:00 p.m. - 7:00 p.m.  
*Grand Opening Reception*

Tuesday, August 25                      10:00 a.m. - 5:30 p.m.

Wednesday, August 26                      10:00 a.m. - 2:00 p.m.

**BREAKDOWN**

Wednesday, August 26                      2:00 p.m. - 6:00 p.m.



#### EXHIBIT & SPONSORSHIP SALES

Sarah Fortney  
(P) 859-278-2223/877-993-9767  
(F) 859-278-7364  
sarah@infotoday.com

La Shawn Fugate  
(P) 877-993-9767  
(F) 859-278-7364  
lashawn@infotoday.com

#### EXHIBITOR SUPPORT

Christy Mauro  
Event Coordinator  
Exhibitor and Sponsor Support  
Information Today, Inc.  
(P) 609-654-6266, ext. 213  
(F) 609-654-4309  
cmauro@infotoday.com

#### AIRPORTS

LaGuardia (LGA)  
Newark International (EWR)  
JFK International (JFK)  
www.panynj.com

#### COMPUTER RENTAL

TRC—Technology Resource  
Corporation  
(P) 800-922-8646  
(F) 609-720-1701

#### DECORATOR

Freeman  
(P) 201-246-2160  
(F) 201-998-7810  
www.freemanco.com

#### ELECTRICAL SERVICES

New York Marriott Marquis  
(P) 212-704-8799  
(F) 212-704-8896

#### HOTEL

New York Marriott Marquis  
1535 Broadway  
New York, NY 10036  
(P) 212-398-1900

#### HOUSING BUREAU MTC, INC.

(P) 866-549-3985  
(F) 732-549-3987  
(E) bookit@mtcreservations.com  
www.mtcreservations.com

#### LEAD RETRIEVAL

TRC—Technology Resource  
Corporation  
(P) 800-922-8646  
(F) 609-720-1701

#### TELEPHONE SERVICE

New York Marriott Marquis  
(P) 212-704-8889  
(F) 212-930-7680

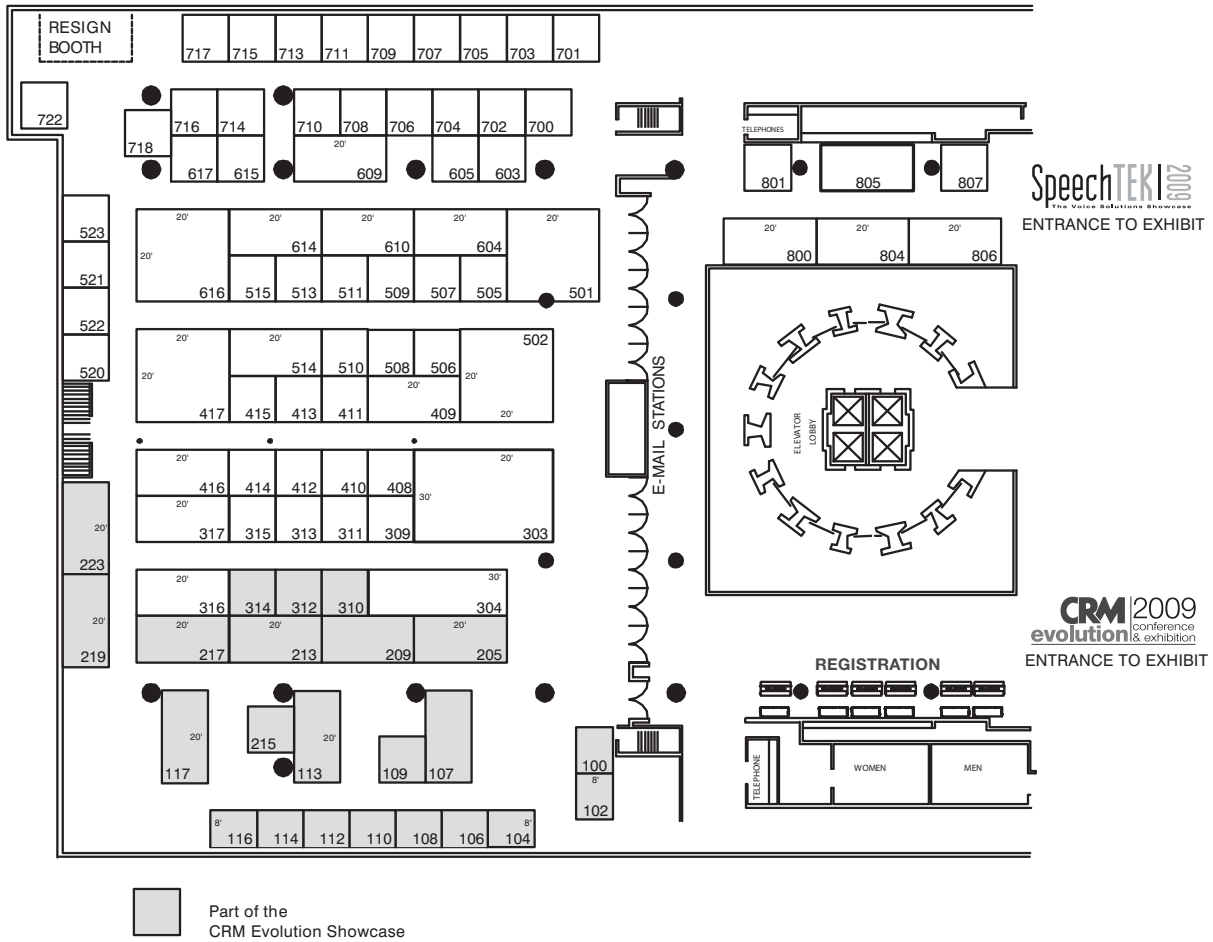
#### HIGH-SPEED INTERNET SERVICE

New York Marriott Marquis  
(P) 212-704-8879  
(F) 212-704-8949



**Information Today, Inc.**

143 Old Marlton Pike, Medford, NJ 08055-8750 • Phone: 609-654-6266 • Fax: 609-654-4309



**DESCRIPTION DEADLINE:**

Deadline: **JUNE 19, 2009**

Please submit your company description and logo online at:  
<http://conferences.infotoday.com/exhibitors/boothdescription.aspx?EventID=75>

**PLEASE NOTE THE FOLLOWING INFORMATION:**

As an exhibitor you receive a 50-word company description in the SpeechTEK 2009 final program.

You also have the opportunity to purchase a logo upgrade. This upgrade will allow you to have your company logo appear on the SpeechTEK 2009 online exhibitor list as well as in the SpeechTEK 2009 Show Directory.

For more information please go to the Marketing Opportunities tab, or contact Sarah Fortney and LaShawn Fugate.

**Christy Mauro**  
Event Coordinator  
Exhibitor and Sponsor Support  
Information Today, Inc.  
P: 609-654-6266, ext. 213  
E: [cmauro@infotoday.com](mailto:cmauro@infotoday.com)

**BOOTH PERSONNEL & COMPLIMENTARY  
NETWORKING PASSES**

Deadline: **JULY 20, 2009**

Please submit your booth personnel and complimentary Networking passes online at:  
<http://conferences.infotoday.com/exhibitors/boothpersonnel.aspx?EventID=75>

**PLEASE NOTE THE FOLLOWING INFORMATION:**

Booth personnel should be entered online. Your booth personnel will be registered as exhibitors and will receive exhibits-only passes. Exhibitor passes will be available at the Exhibitor Registration desk on-site in New York.

In addition, each exhibitor receives TWO complimentary Networking passes per 10'x10' space for internal use, which includes access to the keynotes, receptions, and the exhibit hall. This pass does not include access to conference sessions.

**\*Additional conference registrations may be purchased for company use at a 50% discount. This is a special discount offered only to contracted exhibiting companies!**

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## PLEASE READ REGARDING YOUR EXHIBIT SPACE

Dear Exhibitor,

Each booth includes the complimentary option of the following:

- (1) 6 ft. draped table
- (2) chairs.

In order for the complimentary table and chairs to be set at your booth, you will need to complete this form and fax it to **Christy Mauro at (609)-654-6760**.

*\*If we do not receive this form, we will assume you do not need the table and chairs and they will not be set in your exhibit space.*

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

BOOTH NUMBER: \_\_\_\_\_

Please fax this form to Information Today, attn: Christy Mauro, at (609) 654-6760

## Exhibitor Registration

Special discount for exhibiting companies internal staff only.  
Prices listed are discounted 50%.

	EARLY RATE (7/24/09)	LATE & ONSITE RATE (After 7/24/09)
<input type="checkbox"/> <b>PREMIER PASS</b> ■ SUNDAY–THURSDAY <i>NOW 5 DAYS! INCLUDES: Admission to all SpeechTEK 2009 conference sessions, company workshops, lunches, exhibit hall, keynotes, receptions and up to three SpeechTEK University workshops. Please choose your workshops below: Sun PM <input type="checkbox"/> 1 <input type="checkbox"/> 2 Thurs AM <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 PM <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10</i>	\$948	\$1048
<input type="checkbox"/> <b>CONFERENCE PASS</b> ■ MONDAY–WEDNESDAY <i>INCLUDES: Admission to all SpeechTEK 2009 conference sessions, company workshops, lunches, exhibit hall, keynotes, and receptions.</i>	\$798	\$898
<input type="checkbox"/> <b>ONE-DAY-ONLY PASS</b> ■ PLEASE SELECT ONE: <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <i>INCLUDES: Admission to one complete day of SpeechTEK 2009 activities.</i>	\$398	\$448
<input type="checkbox"/> <b>SpeechTEK University Workshops</b> <i>Please choose your workshops below: SUNDAY PM <input type="checkbox"/> 1 <input type="checkbox"/> 2 THURSDAY AM <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 PM <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10</i>	\$148	\$198
<input type="checkbox"/> <b>NETWORKING PASS</b> ■ MONDAY–WEDNESDAY <i>INCLUDES: Admission to exhibit hall, company workshops, keynotes, and receptions only. Does not include access to conference sessions or lunches.</i>	\$148	\$198
<input type="checkbox"/> <b>ALL ACCESS PASS</b> ■ SUNDAY–THURSDAY <b>Attend SpeechTEK &amp; CRM Evolution!</b> <i>All Access admission to every event at SpeechTEK and CRM Evolution.</i>	\$1298	\$1398
<input type="checkbox"/> <b>EXHIBIT HALL PASS</b> ■ MONDAY–WEDNESDAY <i>INCLUDES: Admission to exhibit hall, company workshops only. No access to conference sessions, keynotes, or other events.</i>	FREE	FREE
Total \$ _____		

## Contact Information

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

## Payment Information

Check or credit card # must accompany registration form

MasterCard  VISA  AMEX  Discover  Discover  
 Make check payable, in U.S. funds, to **Information Today Inc.** \$ \_\_\_\_\_  
 Card Holder's Name: \_\_\_\_\_  
 Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- Check here to receive **FREE** weekly email news updates from *Speech Technology* magazine.
- Check here to receive **FREE** Event Updates

**CONFIRMATION:** All registrants will receive confirmation of their registration by mail. Registration packets may be picked up at the on-site registration desk beginning Sunday, August 23 at 12:00 p.m.

**CANCELLATION POLICY:** Written cancellations received before 7/24/2009 will be accepted subject to a service charge of \$50. Subsequent cancellations are liable for the full conference registration fee. Substitutions are permitted but must be made in writing to [custserv@infotoday.com](mailto:custserv@infotoday.com) or fax at 609-654-4309.

**NOTE:** All prices are per person. Faculty and schedules are subject to change; registrants should visit the website at [www.SpeechTEK.com](http://www.SpeechTEK.com) to view specific schedules.

## FREE Subscription to STM

Please fill out the following information.

- YES!** I want a FREE\* subscription to *Speech Technology* magazine.

### DELIVERY OPTIONS:

- PRINT  DIGITAL  BOTH

\*Print subscription free to qualified U.S. subscribers. Digital subscription free to all qualified subscribers. Overseas print subscribers please visit [www.speechtechmag.com/subscribe](http://www.speechtechmag.com/subscribe) for subscriptions.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

PLEASE SIGN TO CONFIRM YOUR SUBSCRIPTION IF COMPLETING IN PERSON.

Are you authorized to request a subscription on this person's behalf?  Yes  No

Do you provide administrative support?  
 Yes  No

Name: \_\_\_\_\_

Title: \_\_\_\_\_

For BPA International circulation audit purposes, we are required to ask for a personal identifier.

What color are your eyes? \_\_\_\_\_

Today's date: \_\_\_\_\_

## Demographic Profile

This information is **required** for registration.

### 1. Primary business activity at your location:

- (please check only one)
- 1  Application Service Provider
  - 2  Call Center
  - 3  Finance, Banking, Accounting, Insurance
  - 4  Governmental, Legal, Education
  - 5  Healthcare
  - 6  Internet Service Provider
  - 7  Manufacturing Computers and Computer Software
  - 8  Manufacturing (other than computer hardware or software)
  - 9  Media, Marketing, Advertising, Consulting
  - 10  Speech Technology Developer
  - 11  Speech Technology Integrator
  - 12  Technology Developer
  - 13  Telecommunications, Network Carriers
  - 14  VAR/Systems Integrator
  - 15  Other: \_\_\_\_\_

### 2. Your job description: (please check only one)

- 1  C Level/Chairman/President/Owner
- 2  EVP/VP/Manager
- 3  Educator/Student
- 4  Engineer/Developer
- 5  Investor
- 6  Other: \_\_\_\_\_

### 3. Speech Technology Utilized: (please check only one)

- 1  Automatic Speech Recognition
- 2  Desktop
- 3  Embedded Applications
- 4  Internet
- 5  Telephony
- 6  Text-to-Speech
- 7  Speaker Verification
- 8  Wireless/Mobile
- 9  None
- 10  Other: \_\_\_\_\_

### 4. Cost of speech technology products which you buy, specify, approve, sell, recommend, resell or influence:

- 1  Over \$10 million
- 2  \$5 million to \$9,999,999
- 3  \$1 million to \$4,999,999
- 4  \$500,000 to \$999,999
- 5  Less than \$499,999
- 6  None of the above

### FOR OFFICE USE ONLY

Responded by:  Fax  Email  Phone

Internet  Postal Service Staff Initials \_\_\_\_\_

	Deadline	Date Completed
<input type="checkbox"/> Sponsor Program	Ongoing	_____
<b>JUNE</b>		
<input type="checkbox"/> Company Description and Logo Listing	6/19/09	_____
<b>JULY</b>		
<input type="checkbox"/> Final Program Insertion Order Reservations	7/1/09	_____
<input type="checkbox"/> Final Program Insertion Order Materials	7/13/09	_____
<input type="checkbox"/> Booth Personnel and Networking Passes	7/20/09	_____
<input type="checkbox"/> Advance Warehouse Shipping Begins	7/24/09	_____
<input type="checkbox"/> Hotel Reservations <i>(Reduced Guest Room Rates)</i>	7/30/09	_____
<b>AUGUST</b>		
<input type="checkbox"/> Lead Retrieval Order	8/10/09	_____
<input type="checkbox"/> Freeman Service Order Discount	8/11/09	_____
<input type="checkbox"/> Advanced Warehouse Shipping Ends <i>*After this date late charges will apply</i>	8/18/09	_____
<input type="checkbox"/> Direct Shipping Begins <i>*Shipments arriving before this date may be refused by the facility</i>	8/24/09	_____