



**Go Global III**  
**April 21-22, 2010**

***GPS***  
***Global Partnerships=Success!***

**Exhibitor Manual**

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## IMPORTANT DATES AND EXHIBIT OPEN TIMES

<b>Monday, January 4</b>	Attendee registration open online
<b>Monday, March 15</b>	Last day to register for exhibit space (date may be earlier because of limited space)
<b>Monday, April 12</b>	Last day to register for Go Global III Last day to request additional name badges or make name changes
<b>Tuesday, April 20</b>	Exhibitor registration & set up, 3:00 – 6:00 PM
<b>Wednesday, April 21</b>	<b>Go Global III Conference Day 1</b>
9:00 AM	Deadline to have your exhibit set and ready to go
10:00 AM – 6:30 PM	Go Global III – Exhibit Floor Open
4:30 PM – 6:30 PM	Reception and Networking in Exhibit Hall
<b>Thursday, April 22</b>	<b>Go Global III Conference Day 2</b>
10:00 AM – Noon	Regional Business Expo – Exhibit Floor Open
1:00 PM – 3:00 PM	Exhibitor Tear-Down

## DIRECTIONS TO CONFERENCE

Clock Tower Resort & Conference Center  
7801 East State Street  
Rockford, IL 61108

### From Wisconsin

Driving Directions: Take I-90 East (toward Chicago), exit East State Street (Business Route 20). Drive straight through light into Clock Tower Parking lot. Conference center parking is to the left.

### From Chicago and O'Hare - ORD

Driving Directions: Take I-90 West (toward Rockford/Wisconsin) exit East State Street (Business Route 20). Drive straight through light into Clock Tower Parking lot. Conference center parking is to the left.

Alternate Transportation from O'Hare : Van Galder Bus (drop off and pick up at the Clock Tower)

### **Mission of Go Global**

Go Global is a regional partnership of like-minded companies and organizations with a common goal to help support, strengthen and grow Small- and Medium-sized enterprises (SME's) in the international market place.

Go Global does this by bringing together top experts and specialists in global trade to help SME's with business planning, developing results-oriented market-entry strategies, obtaining trade finance, managing risk, navigating customs rules and regulations, partnering with other SME's and large enterprises and effectively communicating across international borders.

### **Go Global III - GPS (Global Partnerships=Success)**

*Go Global III - GPS* will explore underlying benefits of partnering and will help attendees navigate through the complex world of global trade.

Although opportunities to profit through trade are considerable, not all companies are adequately positioned today to become successful exporters or importers. Go Global brings together top industry experts and specialists in global trade including large enterprises and U.S. Government to help businesses with:

- Business planning
- Target global trade efficiencies
- Obtaining trade finance
- Managing risk
- Navigating customs rules and regulations
- Partnering with other businesses and large enterprises
- Effective communications across international borders
- Exhibits and Networking
- Development of results-oriented market-entry strategies

### **Eligibility to Exhibit**

Eligibility for participation requires that your company be considered a large business or a sponsor approved by the Go Global Planning Committee.

## **EXHIBIT SPACE RESERVATIONS**

### **Making Booth Reservations**

The Go Global III reservation form for exhibit space must be completed before exhibiting at the trade show (see page 9). Payment must be received in order to secure your spot at the expo. Booth assignments are made on a first-come, first-served basis. **The deadline to register is March 15. Note exhibit space may be closed prior to this if the spaces are full. We will make every effort to accommodate large businesses.**

### **Standard Booth Equipment**

- ✓ List of Exhibitors and contacts to be distributed at conference
- ✓ 1 – 10' x 10' exhibit space (specify table top display or full booth)
- ✓ 1 – 8' banquet table with skirt & 1 chair
- ✓ 1 Conference Admission badge

### **Booth Assignments and Fees**

[www.GoGlobalRockford.com](http://www.GoGlobalRockford.com)

100 Park Avenue, Suite 100, Rockford, Illinois 61101 - Phone 815-997-3775 – Fax 815-987-8129

### **Assignment of Space**

Booth assignments for all exhibitors will be determined on a first-come, first-served, space-available basis. Please remember that there are only a limited number of exhibit spaces available. We encourage you to register early.

### **Relocation**

The Go Global Planning Committee reserves the right to relocate exhibitors after booth assignments have been made.

### **Booth Fees**

See the enclosed registration form (page 9) for Go Global III Conference booth fees. Payment can be made by credit card (Visa, MasterCard, Discover, and American Express) or check.

## **Exhibitor Cancellation and Contractual Notations**

### **Exhibitor Cancellation Policy**

Due to charges incurred, cancellations made less than 60 days prior to the Go Global Conference will not be refunded.

### **Cancellation of Exposition**

In the event of a cancellation of the Go Global III Conference due to fire, strike, government regulation, or other causes beyond the control of the Go Global Planning Committee, the Go Global Planning Committee shall not be held liable for failure to hold the Go Global III Conference and shall refund all or part of exhibition fees paid.

## **Installation and Dismantle of Exhibits**

### **Move-In (Installation)**

The primary area for move-in will be at the **Clock Tower Resort & Conference Center**. Move-in hours are on April 20, from 3:00 – 6:00 PM. Please unload your materials, move your vehicle to the parking lot, and return to your items. Ambassadors will be on hand to direct you to your booth(s). No early set-ups will be allowed without prior o.k. from exhibitor liaison.

### **Tear Down (Dismantle)**

Exhibitor tear down will take place after the Go Global III Conference closes, at 1:00 PM, on April 22. Tear down hours are 1:00 – 3:00 PM. Everything **MUST** be removed from the Clock Tower Hotel and Resort. Anything left behind will be thrown away.

## **Policies and Regulations for On-Site Exhibiting**

[www.GoGlobalRockford.com](http://www.GoGlobalRockford.com)

100 Park Avenue, Suite 100, Rockford, Illinois 61101 - Phone 815-997-3775 – Fax 815-987-8129

### **Exhibitor Code of Conduct**

Each representative of an exhibiting company is expected to conduct himself/herself in a professional manner including, but not limited to, courteous and respectful behavior toward attendees, fellow exhibitors, Clock Tower Resort & Conference Center staff, staff of the planning committee members and other services providers.

### **Booth Staffing**

All exhibits must be staffed during the breaks and the reception. You may feel free to attend any sessions scheduled. Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented.

### **Name Badges**

Exhibitors will receive one (1) exhibitor name badge for the staff/volunteer that will be "working" their exhibit. If more than one (1) name badge is needed, you should register that person as a conference attendee (\$125) no later than April 12, 2010. Name badges will be available when registration packets are picked up on the day of the event.

### **Smoking**

Smoking is not allowed in the Clock Tower Resort & Conference Center.

### **Security**

Each exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times. The Go Global III Planning Committee, participating members, or the Clock Tower Resort & Conference Center will not be held responsible for the loss or damage to any material for any cause and encourages the exhibitor to exercise normal precautions to prevent loss or damage as a result of theft or other causes.

### **Soliciting**

All business activities, circulars, and advertising material of the exhibitor may be conducted and/or distributed only within the booth(s) assigned to the exhibitor. No material may be placed on seats or attached to walls or ceiling in the Clock Tower Resort & Conference Center or left in public places for distribution.

### **Attire**

The Attire for Go Global III Conference is business casual

### **Miscellaneous**

All decorations must be flame retardant to the satisfaction of the local fire department. Fire extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times.

No flammable fluids or substances may be displayed or used in any booth.

Use of propane or bottled gas is not allowed in the facility.

Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled, or fastened to any ceilings, walls, doors, windows, painted surfaces or columns. No painting of signs, displays, equipment or other objects is permitted in the Clock Tower Resort & Conference Center exhibit space.

### **Shipments**

Shipments **should not** arrive any earlier than 3 days before the event.

Please ship to your company's attention

Your Name

Go Global III

c/o Clock Tower Resort & Conference Center

7801 East State Street

Rockford, IL 61108

### **Summary**

In summary the above are Rules and Regulations for exhibiting at the Go Global III Conference. By registering for this event, you have agreed to abide by these rules. Please contact Go Global event management firm PR Etc., Inc. if you have questions – 815-282-9976 or email: [info@goglobalrockford.com](mailto:info@goglobalrockford.com).

## **HOTEL ACCOMMODATIONS**

### **Preferred:**

Clock Tower Resort & Conference Center  
7801 East State Street  
Rockford, IL 61108  
Reservations: 815-398-6000  
Rate code: Go Global  
Negotiated Rate: \$70.00 per night  
(Guest room rate does not include taxes.)

### **LOCATION**

Located in suburban Rockford, the Clock Tower Resort and Conference Center provides for a perfect mixture of business and pleasure. Easily accessible from all of Illinois' popular cities by major interstate, travel to the Resort is worry free. Being only 60 minutes from Chicago's O'Hare's International Airport, the Clock Tower Resort and Conference Center becomes a logical, alternative meetings destination from the busy pace of the city.

### **TRANSPORTATION**

The world's most direct airline service choices are available through Chicago's Airports. Daily there are 16 hourly bus shuttle services available from the Resort to O'Hare International Airport and several daily bus shuttles to Midway International Airport. Complimentary parking is also available for all guests and visitors of the Clock Tower Resort and Conference Center.

### **GUEST ROOM ACCOMMODATIONS**

The Resort has become a non-smoking property with an inventory of 247 deluxe guestrooms and suites. To care for our guests, the Clock Tower Resort and Conference Center provides hair dryers, in-room coffee makers, iron and ironing boards, color cable TV with HBO, and touchtone telephones with voicemail and wi-fi in every room as well as throughout the Resort. To care for our guests that may need ADA accessible room types, we are happy to have several in our inventory for their needs. Guests that travel with pets will be glad to know that the Resort allows small pets for a fee given at reservation time.

### **Other nearby hotels:**

\*Courtyard Rockford  
7676 East State St.  
Rockford, Illinois 61108  
(815)397-6222  
[www.marriot.com](http://www.marriot.com)

\*Radisson Hotel Rockford  
200 S Bell School Rd  
Rockford, IL 61108  
(815) 226-2100  
[www.radisson.com](http://www.radisson.com)

\*Hilton Garden Inn Rockford  
7675 Walton Street  
Rockford, IL 61108  
(815) 229-3322  
[www.rockford.stayghi.com](http://www.rockford.stayghi.com)

\*Note: Rates have not been negotiated with these hotels.

## Exhibit Registration Form

April 21-22, 2010

Clock Tower Resort & Conference Center, 7801 East State Street, Rockford IL 61108

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

Contact for future correspondence: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Booths** – includes exhibitor contact listing to be distributed at conference and on [www.goglobalrockford.com](http://www.goglobalrockford.com), one 10' x 10' exhibit space, one 8' table with skirt & 1 chair, conference admission for 1 person for each day. Due to charges incurred, cancellations made less than 60 days prior to the event will not be refunded.

\_\_\_ \$800.00 Exhibition Booth Industry

\_\_\_ \$400.00 Government Rate

\_\_\_ table-top display    \_\_\_ full booth (please specify one)

### **Payment Options**

Enclosed is my check payable to **Rockford Area Economic Development Council**

Please Charge my:     Visa     MasterCard

Cardholder's Name \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Questions:** Contact Go Global event management firm PR Etc., Inc. 815-282-9976 or email: [info@goglobalrockford.com](mailto:info@goglobalrockford.com).

**Fax** your reservation:    815-987-8129  
-OR-

**Mail** your reservation:    Go Global  
100 Park Avenue, Suite 100  
Rockford, Illinois 61101

[www.GoGlobalRockford.com](http://www.GoGlobalRockford.com)

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