



# Exhibitor Manual

Lynnwood Convention Center  
Monday, Tuesday, Wednesday, Thursday  
February 12-15, 2018

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# Event Overview

## Transformational Times are Upon Us Throughout the Aerospace Manufacturing Industry

The nature of how we design, develop and produce airplanes is transforming. In an era where innovation, increased efficiencies and cost reduction are paramount, digital technologies, data analytics, automation & robotics, advanced materials & manufacturing techniques are key enablers to the future success of aerospace companies.

The Pacific Northwest's premier aerospace conference delivers the latest market intelligence on these enablers, with first-hand examples of their successful application. A must-attend conference for C-Suite Executives, Strategic Planners, Business Development and other management professionals, this dynamic 4-day event in the heart of the Pacific Northwest Aerospace Cluster convenes a unique cross-section of the supply chain and industry experts to address global supply chain issues, discuss the latest forecasts and engage on the latest trends.

### Speakers:

The largest commercial aerospace manufacturing conference of its kind on the West Coast of the U.S., this conference brings together speakers from:

- OEMs: Boeing, Airbus, Embraer, Mitsubishi
- Supply Chain Partners: Tier 1 – 3 Manufacturers
- Industry Analysts: Teal Group, AeroDynamic Advisory and others to present on topics of importance to supply chain leadership including market outlook, global competitiveness, innovative and disruptive technologies and implementation strategies and leveraging new opportunities.

[Click here](#) to see the conference agenda

### Attendees:

Based on last year's participation, we're expecting an audience of over 600 registrants representing approximately 300 companies and international delegations from Europe, Asia & the Americas. Typical attendees include C-Level Executives, Strategic Planners, Program Managers and other aerospace professionals from OEMs, Tier 1 Integrators, Tier I-III suppliers and support businesses and organizations.

### Topics & highlights include:

- Latest analysis by Richard Aboulafia
- Boeing Supply Chain Leadership
- Tier 1 Integrators and Partners from around the globe

- B2B Suppliers Fair between OEMs, Tier I/II Integrators and Industry Suppliers
- 42 Exhibit Booths showcasing products & programs of the manufacturing industry
- Workforce Development/Human Resources Session and Fair
- Industry Awards Banquet, two receptions, VIP room, and multiple peer- to-peer networking opportunities

**Media:**

This conference is attended by representatives from local, domestic and international media: Seattle Times, Everett Herald, KING 5 TV News, Reuters, WSJ, Bloomberg & other industry reporters.

## Exhibitor Packages:

**All Inclusive Exhibit Booth (Main Hall & Mezzanine \$2000/\$4000)**

- Exhibit booth space with table and chairs (see dimensions on page 5)
- One booth attendee (no conference access)
- One full conference registrant
- Recognition on conference promotional materials
- 50% deposit of booth fees due at time of registration

**All Inclusive Exhibit Bistro Table (Main Hall or Mezzanine \$1750/\$3500)**

- Small exhibit table (see dimensions on page 5)
- One full conference registrant
- Recognition on conference promotional materials
- 50% deposit of booth fees due at time of registration

**Limited Exhibit Booth (Main Hall or Mezzanine \$1500/\$3000)**

- Exhibit booth space with table and chairs (see dimensions on page 5)
- One booth attendee (no conference access)
- Recognition on conference promotional materials
- 50% deposit of booth fees due at time of registration

## Exhibitor Registration & Participation:

Included Registration: One conference attendee and one booth attendee are included with the purchase of an All-Inclusive Exhibit Booth or Table. The conference attendee has access to the entire conference and included meals. The booth attendee does not have access to the presentations or meals. If you purchased a Limited Exhibit Booth, you receive a booth attendee ticket only.

Additional registrations may be purchased at the member rate.

**Badge Sharing:** For an additional fee, a single registration may be shared between two exhibitors, with each person attending at different times. Contact our office if you would like to sign up additional people to share a registration, as we will need to prepare a badge for each attendee. Cost for badge share is \$55.

**Booth Tending and Conference Sessions:** Booth traffic slows considerably during conference sessions, and picks up during breaks and receptions.

There is no requirement to occupy your booth at all times, which is why we have created a workstation room downstairs for you to utilize. You are strongly encouraged to be at your booth during breaks, breakfast and receptions, as the beverages, continental breakfast and hors d'oeuvres are served in the exhibit area, driving traffic to the booths.

“Booth attendees” do not receive meals, however coffee & water are available.

We strongly recommend taking laptops and sensitive material with you at the end of each day.

## Booth Space & Table Dimensions:

All Inclusive and Limited Exhibit Booth spaces:

Each booth space is draped in black, 8' high along the back, and 3' high on two sides. The spaces are 6' deep X 10' wide – if your booth will not fit within these measurements, you may purchase another booth space for \$750 (based on availability).

All Inclusive Exhibit Bistro Table space:

Up to 4 Bistro tables will be placed in the main exhibit hall and up to 5 Bistro tables will be placed along the Mezzanine.

**Tables & Chairs:** A complementary table and two chairs are provided with an All Inclusive or Limited Exhibit Booth unless exhibitor requests otherwise. The tables measure 30" x 8' and include black cover and skirting (3 sides). Other table sizes and shapes are available upon request, but may involve an additional fee depending on in-house availability.

For the all Inclusive Exhibit Bistro Table, chairs are available upon request. Bistro tables measure 42" tall by 30" round.

**Booth Location:** Booth space is filled on a first-come, first-served basis. If you have not already requested a specific space, check our floor plan and let us know if you have a preference on location. We cannot guarantee your location, but will do our best to accommodate your request.

Hanging of Materials: Booth materials may be pinned to the draping or hung from the pipes. Hangers and straight pins will be available during set-up times.

Additional Materials: If you would like any additional materials, such as easels, stools, additional chairs, etc., contact our office for availability. Although many items are available at no cost, fees may be associated with non-inventory items.

## Power:

If you need electricity or special lighting, we will need to know by January 26. Since the convention center does not provide outlets unless they are requested, the hardware must be ordered ahead of time. Hookups are not available unless we ask for them prior to the conference.

PNAAC is charged for each hook-up, and the cost varies depending on your needs. Basic electricity costs \$65.00 (120 Volt, 5 amps). If you need more than that, we will send you the full price list.

## Shipping of Booth Materials:

You are responsible for the arrival and departure of all your booth materials. Per PNAAC and Lynnwood Convention Center policy “Should there be special requirements for delivery of event materials, including over-sized freight, crates, pallets, please contact [Lisa Childs](#). PNAAC/Lynnwood Convention Center/SMG does not take responsibility for incomplete, mislabeled shipments, un-packing, opening of crates and disposal. If a vendor is shipping weight restrictive items, it’s the responsibility of the Vendor to arrange assistance with these types of items.”

Booth materials may be shipped directly to Lynnwood Convention Center, and must arrive on one of the following days:

February 9th or 12th between 8am – 5pm

The packaging should be labeled “PNAAC Conference”

LCC’s shipping address is: 3711 196th Street SW, Lynnwood, WA 98036

## Promotional Materials:

Exhibitors’ logos are displayed in select conference promotions and on the agenda posted on the PNAAC website beginning in December/January, and on signage during the conference. Logos and company descriptions/contact information are also printed in The Conference Guide, which is handed out to each attendee.

In order to ensure that we can include your logo and listing information in printed materials, we should have already received your information by December 31st. As soon as we receive your logo, we include it on our agenda.

## Booth Set-up & Take-down:

### Set-up:

Monday, February 12th 11:00 a.m. to 4:00 p.m.

PNAAs staff will be available on-site from the hours of 9:00 to 3:00 [doors will close at 4:00, so set-up must be complete by then]

Tuesday, February 13th 8:00 a.m. to 10:30 a.m. For those that are not able to set-up on Monday, you have a few hours before the conference start time.

### Take-down:

Thursday, February 15th: 1:30 p.m. to 6:00 p.m.

Most of the attendees will be on the lower level after the main conference sessions end at 1:30 p.m., so exhibitors generally take-down at that point

## Conference Agenda and Duration:

[Click here](#) for a current agenda

### Tuesday:

Registration opens at 10:00 a.m. on Tuesday, so booth traffic could start as early as 11:45 a.m. (please be sure to be fully set up by 11:45 a.m.).

At 4:30 p.m., the evening reception will be held in the main exhibit area.

At 6:00 p.m., dinner is served, after which it is ok to close your booth for the evening. (Exhibitors are welcome to attend dinner, but must pre-order your dinner to ensure availability; dinner costs an additional \$75).

### Wednesday:

Registration and continental breakfast open at 7:30 a.m. Wednesday morning, and breakfast will be served in the main exhibit area, so booth traffic could start as early as 7:15 a.m.

At 4:30 p.m., the evening reception will be held in the main exhibit area.

It is ok to close your booth for the evening at the close of the reception at 6:00 p.m.



Thursday:

Registration and continental breakfast open at 8:00 a.m. on Thursday morning, and breakfast will be served in the main exhibit area, so booth traffic could start as early as 7:45 a.m.

At 12:00 p.m., lunch is served. At 1:15 p.m., closing remarks are made and there is a short break prior to the B2B Suppliers Fair and other afternoon activities.

At 1:30 p.m., the B2B Suppliers Fair will start and run through 5:00 p.m. This takes place on the lower level of the Convention Center. Traffic will be slow after the Suppliers Fair begins. Please keep your booth up until at least 1:30 p.m. (the end of lunch), after which point you may take down at any time.

However, you are welcome to keep your booth up through the afternoon activities if you choose.

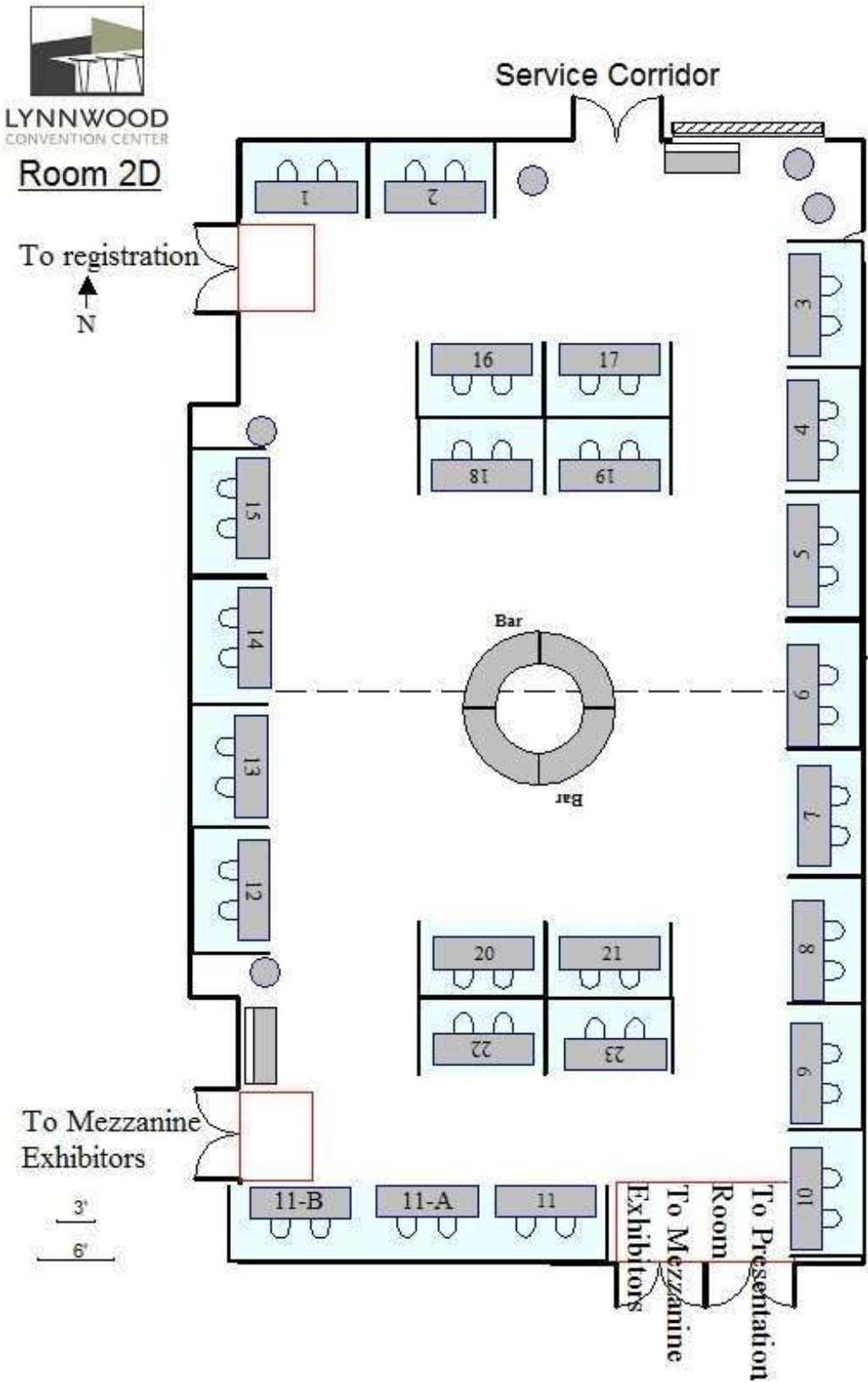
## Contact Information:

If you have any questions or special requests, contact:

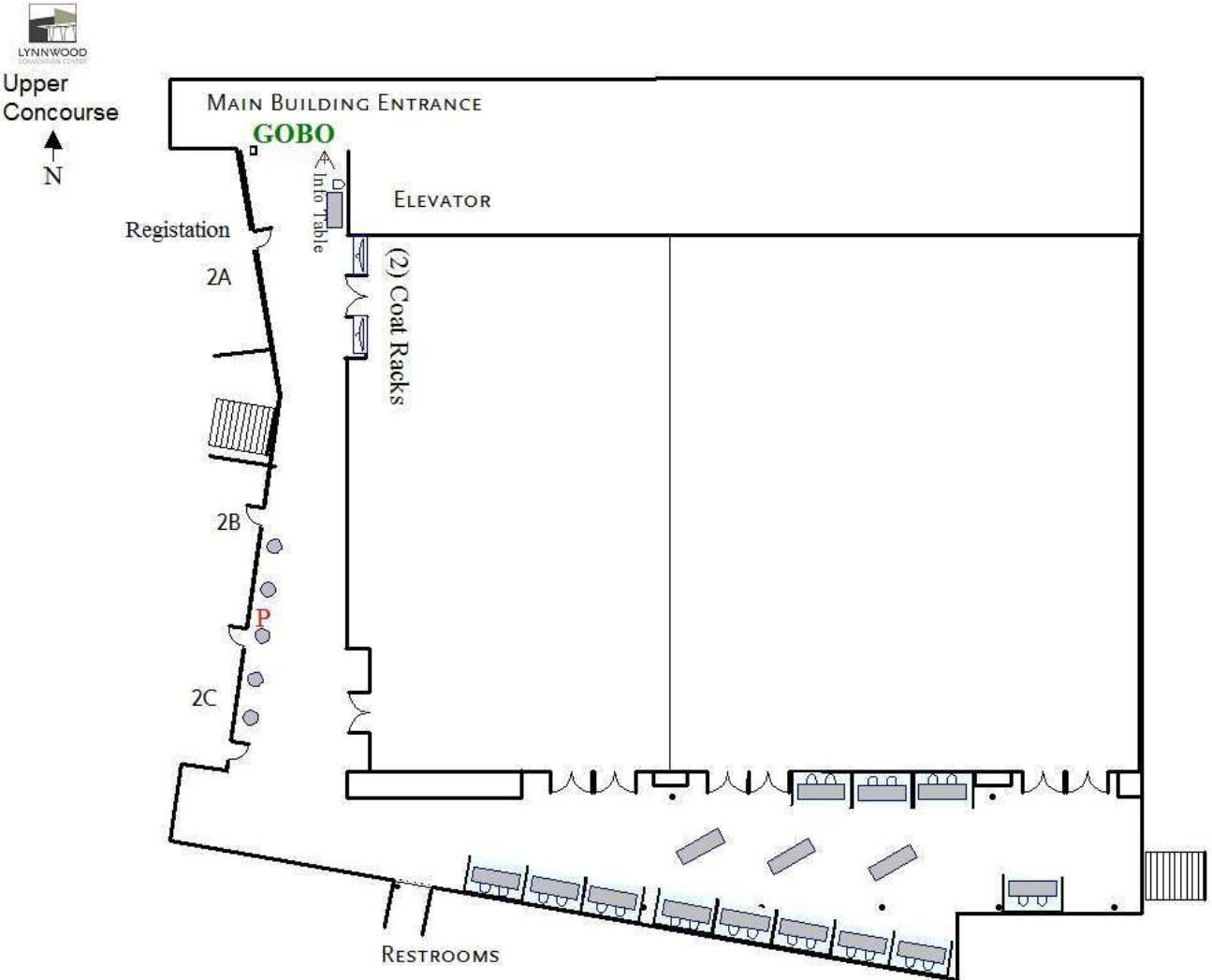
Lisa Childs: 425.885.0290 X103 / [lchilds@pnaa.net](mailto:lchilds@pnaa.net)



# Exhibit Hall Floor Plan



# Mezzanine Floor Plan



# PNAA's 2018 Conference

## Exhibitor Worksheet:

Please fill out the following and return to our office with a high-resolution copy of your logo as soon as possible or no later than December 31st  
 You will find important details about the exhibit area in the Exhibitor Handbook.  
 Please feel free to [contact our office](#) with any questions (contact information below).

Name of Exhibiting Company: <input style="width: 80%;" type="text"/>	
1. Would you like a complimentary table with your booth?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Comments: <input style="width: 90%;" type="text"/>	
2. Will you need chairs?	Yes <input type="checkbox"/> No <input type="checkbox"/>
How many? One <input type="checkbox"/> Two <input type="checkbox"/> More (may be additional charge): <input style="width: 50px;" type="text"/>	
Comments: <input style="width: 90%;" type="text"/>	
3. Will you need electricity? (additional charge)	Yes <input type="checkbox"/> No <input type="checkbox"/> Basic (\$65) or more? <input style="width: 100px;" type="text"/>
Comments: <input style="width: 90%;" type="text"/>	
4. What are your approximate booth dimensions? (must fit within 6'X10" space)	I will use the table that is provided (30" X 8') <input type="checkbox"/> My booth is the following size: <input style="width: 150px;" type="text"/>
5. Do you have any special requests or needs?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Please Explain: <input style="width: 90%;" type="text"/>	
6. What contact information would you like to appear in our sponsor/exhibitor guide?	Same as on registration <input type="checkbox"/> [if yes, skip to question 7]
Contact Name: <input style="width: 500px;" type="text"/>	Title: <input style="width: 150px;" type="text"/>
Address (city/state/zip): <input style="width: 90%;" type="text"/>	
Phone: <input style="width: 150px;" type="text"/>	Email: <input style="width: 200px;" type="text"/> Web site: <input style="width: 100px;" type="text"/>
7. Please provide a paragraph (max 100 words) describing your company (for use in promotional materials and in our slide show during program breaks)	<input style="width: 90%; height: 80px;" type="text"/>
8. 50% Deposit due with signed contract. Final Payment due December 31, 2018. Signed contract indicates the applicant's willingness to abide by all the exhibit terms and conditions and general regulations. The Terms of Cancellation are located in the Exhibitor Handbook.	Payment Information: Deposit payment MUST accompany this application Check Sent (payable to PNAA) \$ _____ Charge: Credit Card Amount \$ _____ please enter your payment information in our online registration system or call it in to our office _____ _____

Please return form by December 31<sup>st</sup> to: Lisa Childs [lchilds@pnaa.net](mailto:lchilds@pnaa.net) 425.885.0290