

April 4, 2007

Welcome to your April Exhibitor News Update.

We're coming up fast on the 2007 Forum opening and we look forward to seeing you soon in Florida.

Below is new information on the Forum as well as reminders about other topics. There are some important **deadlines** in the near future so please be aware of them.

We're also making these Updates available on the the Exhibitor Resources section of the ACORD LOMA Forum Web site at [www.acordlomaforum.org](http://www.acordlomaforum.org).

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### Registration

By now you should have received a personalized invitation to register. If you have not, please contact Christa Horne at [hornec@loma.org](mailto:hornec@loma.org). As our primary exhibit contact, you should have also received the link which enables you to register your additional complimentary registrations (comps) as well as any additional associates. You can register additional associates from your company (above your allocated comp allocation) by clicking [here](#).

If you have any questions regarding Exhibitor registration, please contact Christa Horne at LOMA ([hornec@LOMA.org](mailto:hornec@LOMA.org)).

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### Hotel Reservations

The hotel room block cut off date is **April 17, 2007** and we are already close to sold out on peak nights. Please visit the [travel page](#) on our Forum site to book your hotel today at the negotiated room rates. As a reminder Forum registration fees are separate from hotel bookings.

If you are holding a block of rooms at the Walt Disney World Swan & Dolphin, we will be contacting you shortly to request you assign those rooms to your associates or release them.

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Each year, all exhibitors are invited to submit applications to participate in the annual ACORD LOMA Press Event. This is a unique opportunity for you to present breaking news to leading members of the industry press. These must be never-before-announced products, services, or news announcements. More information available on the [Web site](#).

To apply, please download the application [here](#). Deadline is **April 16, 2007**.

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### **Exhibit Hall Floor Plan**

This year, we've added another new and powerful feature to the Forum ... an interactive floor plan. Attendees can now search through all exhibitor listings for names, keywords and more. They can generate lists of booths to visit and print out a map. To you as an exhibitor, this means that we need to make sure that your information is present and up to date. This is a live, interactive site so the sooner your information is available, the better.

Please visit the floor plan [here](#), take a look at your information, and if you have any changes, please contact Lori Torres at 845-620-1700, ext. 426 or at [ltorres@acord.org](mailto:ltorres@acord.org).

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### **Decorator**

Freeman is the exclusive decorator for the 2007 Forum. Freeman is also the exclusive provider of materials handling at this show. *All* materials, except for those items you carry personally into the exhibit hall, will be handled and billed by Freeman.

The exhibitor kit with full detail is available at [www.myfreemanonline.com](http://www.myfreemanonline.com) by searching ACORD LOMA. Audio Visual, Electric, Internet and Lead Retrieval order forms can be found by clicking the "Specialty Contractors" tab on the menu bar.

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### **Exhibit Hall Move In/Move Out**

All booths must be set up by 12:00 noon on Sunday May 20, 2007. If, for any reason beyond your control, you cannot set up by this time, you must notify me no later than 12:00 noon on Saturday May 19, 2007. If you cannot set up by the specified time, we will need to store your boxes off the show floor. No set up will be permitted during show hours regardless of reason.

Saturday, May 19, 2007	Move In (Pacific Hall) 8:00 am - 5:00 pm
	Move In (Atlantic Hall) 12:00 pm - 5:00 pm
Sunday, May 20, 2007	Move In (All Halls) 8:00 am - 12:00 pm
Tuesday, May 22, 2007	Move Out (All Halls) 2:00 pm - 8:00 pm

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### Private Meeting Rooms

We have available private, enclosed meeting rooms right on the show floor that will allow you to talk to prospects and customers behind closed doors in a 10 x 10 hard-walled room. The cost of rental for one room for the duration of the show is \$3,500. Rental includes one table with four chairs and one power supply. Meeting rooms will be located in Hall A which is in between the Atlantic and Pacific Halls. Hall A has a separate entrance which is accessible from the foyer and available for use during the following times:

Sunday, May 20, 2007	4:00 pm - 8:00 pm
Monday, May 21, 2007	8:00 am - 8:00 pm
Tuesday, May 22, 2007	8:00 am - 2:00 pm

To rent a meeting room, please contact [Alisen Herman](#). Rooms are limited and will be rented on a first-come first-served basis.

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### Sponsorship Opportunities

Several exciting sponsorship opportunities are still available. These are the ideal way to enhance your Forum experience by gaining additional exposure. Please view the full listing on our [event site](#).

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### Forum Bag Inserts

If you are interested in having promotional literature inserted into the official Forum bag, please contact Alisen Herman at [aherman@acord.org](mailto:aherman@acord.org). A sample of your bag insert must be submitted for approval by **April 15, 2007**. You must be a sponsor and/or exhibitor to have the materials inserted. The cost of this service is \$0.50 per-page, per-bag (at 2,800 bags). Materials must be supplied and shipped to Freeman to arrive on or before May 1, 2007. We cannot accept materials after that date.

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## Questions

If you have any questions, please contact:

Alisen Herman

[aherman@acord.org](mailto:aherman@acord.org)

845-620-1700, ext. 442.

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