



Advanced Laser Applications Conference & Exposition 2018

EXHIBITORS SERVICE MANUAL

[VisTaTech Center at Schoolcraft College](#)

18600 Haggerty Road, Livonia, MI 48152-2696

May 23rd – 24th, 2018

Advanced Laser Applications Conference & Exposition

5340 Plymouth Road, Suite 205

Ann Arbor, MI 48105-9520

Phone: (734) 997-9249

Fax: (734) 786-2242

Website: **www.gamcinc.com**

E-Mail:

Samantha Jordan, **samanthaj@gamcinc.com**

Tarek Uddin, **tareku@gamcinc.com**



EXHIBITORS COMPANY REGISTRATION

- All exhibitors will be provided with an Exhibitors Badge ‘on-site’ in order to gain access to their booth.
- Register your personnel now to avoid ‘on-site’ delays, please fax your payment information to (734) 786-2242, or tareku@gamcinc.com
- Registration Forms can be found in this Service Manual, or can be found online at www.gamcinc.com

COMPLIMENTARY REGISTRATION – One complimentary registration per 8 ft. x 8 ft. exhibition booth. Cannot be combined with discounted “Directors, Chairs, Authors and Co-Authors” Registration.

- The ALAC 2018 Complimentary Registration is intended for the registration of your personnel, customers, guest, or clients. **Please use the “General Registration in this Service Manual to register on or before May 11, 2018. Please write “Sponsor” on the payment line.**

SERVICES INCLUDED WITH YOUR BOOTH SPACE

- Space 8 ft. x 8 ft. or otherwise stated
- Standard 6ft table with a black tablecloth and red skirt
- Two Chairs
- Wastebasket
- General lighting, heat/air conditioning
- Removal, storage and return of empty crates by exhibitors at the designated area
- Security during opening times of the building
- One complimentary registration for 8 ft. x 8 ft. booth

EXHIBITORS SERVICE DESK

- **Registration Desk** will have a representative at the **Exhibitors Service Desk** in the exposition area during installation and dismantling.
- All questions concerning service should be brought to the **Exhibitors Service Desk** during set up and dismantling time.
- All requests for exhibitor set-up and dismantling labor, in-loading and out-loading must be placed with the venue.

OTHER SERVICES

- If you need power at your exhibit booth it must be arranged through GAMC. An additional cost may be applicable for this service.
- If you require additional labor, please contact the venue.

EXHIBITORS MOVE-IN

Tuesday, May 23rd

7:00 am – 10:00 am

EXPOSITION HOURS

Wednesday, May 23rd

10:30 am – 5:00 pm

Thursday, May 24th

8:00 am – 3:00 pm

EXHIBITORS DISMANTLE/MOVE OUT

Thursday, May 24th

3:30 pm – 5:30 pm

EXHIBIT INSTALLATION & REMOVAL

- **Installation of exhibits will take place on Wednesday, May 23rd starting at 7:00 am. Exhibit installation must be finished by 10:00 am that same day.**
- No exhibit, whole or part, may be removed from the assigned space during neither the period of the exposition, nor prior to the close of the exposition at 3:00 pm, Thursday, May 24th, 2018.
- Dismantling will commence immediately at the close of the show and must be completed by 5:30 pm, Thursday, May 24th, 2018.
- Exhibitors are responsible for labeling their own crates for storage.

SHIPPING, STORAGE, & HANDLING OF EXHIBITS

- If you are shipping: All exhibit materials should be shipped to the venue.
- You may ship by any carrier of your choice.
- NO FORKLIFT SERVICE AVAIABLE. FORKLIFT AND LABOR COULD BE HIRED WITH A COST.
- All exhibits can be moved manually by exhibitors, and exhibitors are not required to hire any labor.
- The VisTaTech Center will be responsible for maintaining in and out traffic schedules.
- The College does not have storage space for crates, pallets or large shipments. Any materials to be sent to the College may arrive no earlier May 22, 2018. The College will not be responsible for any loss or damage to materials sent there prior to May 22, 2018.

CRATE REMOVAL & STORAGE RETURN

- Exhibitors will not be permitted to store empty crates and boxes in the booth area. This is a Fire Marshall Regulation and will be strictly enforced.
- Crates and cartons properly marked and identified by exhibitors can be stored and retrieved at no additional charge.
- All empties are to be marked for removal as soon as possible to allow for the movement of incoming freight.
- It is recommended that you consolidate your small cartons into your larger ones.

MEDIA REGISTRATION

- Advance Media Registration is required.
- Media representatives should go directly to the **Registration Desk** at the entrance of the venue.
- Name badges must be worn at all times.

HOTEL INFORMATION

Hyatt Place Detroit/Livonia

19300 Haggerty Rd, Livonia, MI 48152
(734) 953-9224

- The Expositions of ALAC 2018 and all technical sessions will be held at the VisTaTech Center at Schoolcraft College.

SHIPPING

JON SMITH
Lead Account Manager
Direct: (734) 467-4592 Email: jsmith@schoolcraft.edu

ATTN: ALAC
VisTaTech Center at Schoolcraft College
18600 Haggerty Road, Livonia, MI 48152-2696

INSURANCE

- GAMC insurance coverage does not extend to exhibitors.
- It is recommended that all exhibitors secure fire, theft, personal liability, medical and property damage insurance to protect them against loss or claim.
- GAMC does not assume any liability for thefts from the exposition site.

ALAC 2018 – IMPORTANT DATES AND DEADLINES

Due by May 11th, 2018

Complimentary Registration Forms

Due by May 11th, 2018

Exhibitors' Customers Conference Registration Form.



Registration Form

FEE SCHEDULE FOR REGISTRANTS

General Registration Fee is \$1795 (Access to sessions for all days of the conference; also includes an access to the ALAC 2018 Livonia Library for the available abstracts, papers and presentations for one month starting 5 – 10 days after the conclusion of the event, coffee breaks, lunch(es), reception, and access to the exposition) Login information will be delivered to you via email.

- General Registration/Co-Author Registration Fee is \$1795
- Authors, Chairs, and Director of Global Automotive Management Council Registration Fee is \$795

PLEASE PRINT OR TYPE (ALL FIELDS REQUIRED)

The address you provide must be the **billing address** associated with the account

I'd like to receive email communications about this and future GAMC events:

Full Name: _____

Position: _____

Organization: _____

Email: _____

Card Number: _____

Expiration Date: _____

CVC: _____

Amount: _____

Address: _____

ZIP: _____

Phone (Office): _____

Mobile: _____

Please indicate by an "X" in the appropriate blank box (es).

I will attend the Open House on: May 23rd

I will attend the Open House on: May 24th

I will attend the CONFERENCE and EXHIBITS on: May 23rd May 24th

PAYMENT METHODS: (All checks must be drawn from U.S. banks in U.S. funds)

Make Check Payable to: Global Automotive Management Council in the amount of, US\$ _____

Signature: X _____ Date: _____

Mail, Fax or Email Registration Form to: Tarek Uddin, Business Development Manager, tareku@gamcinc.com, 5340 Plymouth Road, Suite 205, Ann Arbor, MI 48105, USA. FAX: (734) 786-2242. REFUND POLICY: Refunds are available with a 50% surcharge until 60 days before the conference. In addition, a \$35 administrative fee will be charged. Refunds are no longer available in the 60 days prior to the conference date. All returned checks receive a \$25 fee. Prices subject to change. Online Registration Available at www.gamcinc.com

Comments: _____

How did you hear about us? _____



Electricity & Other Services Form

All prices are in USD – Processed by GAMC

Electrical Access - \$50 per Electrical Outlet at your Booth

Booth Number: _____ Number of Outlets: _____

Other Services (Please Specify) _____

PLEASE PRINT OR TYPE (ALL FIELDS REQUIRED)

The address you provide must be the **billing address** associated with the account

Full Name:

Position:

Organization:

Email:

Card Number:

Expiration Date:

CVC:

Amount:

Address:

ZIP:

Phone (Office):

Mobile:

PAYMENT METHODS: We accept Visa, MasterCard, and American Express

(All checks must be drawn from U.S. banks in U.S. funds)

Make Check Payable to: Global Automotive Management Council in the amount of, US\$ _____

Signature: X _____ Date: _____

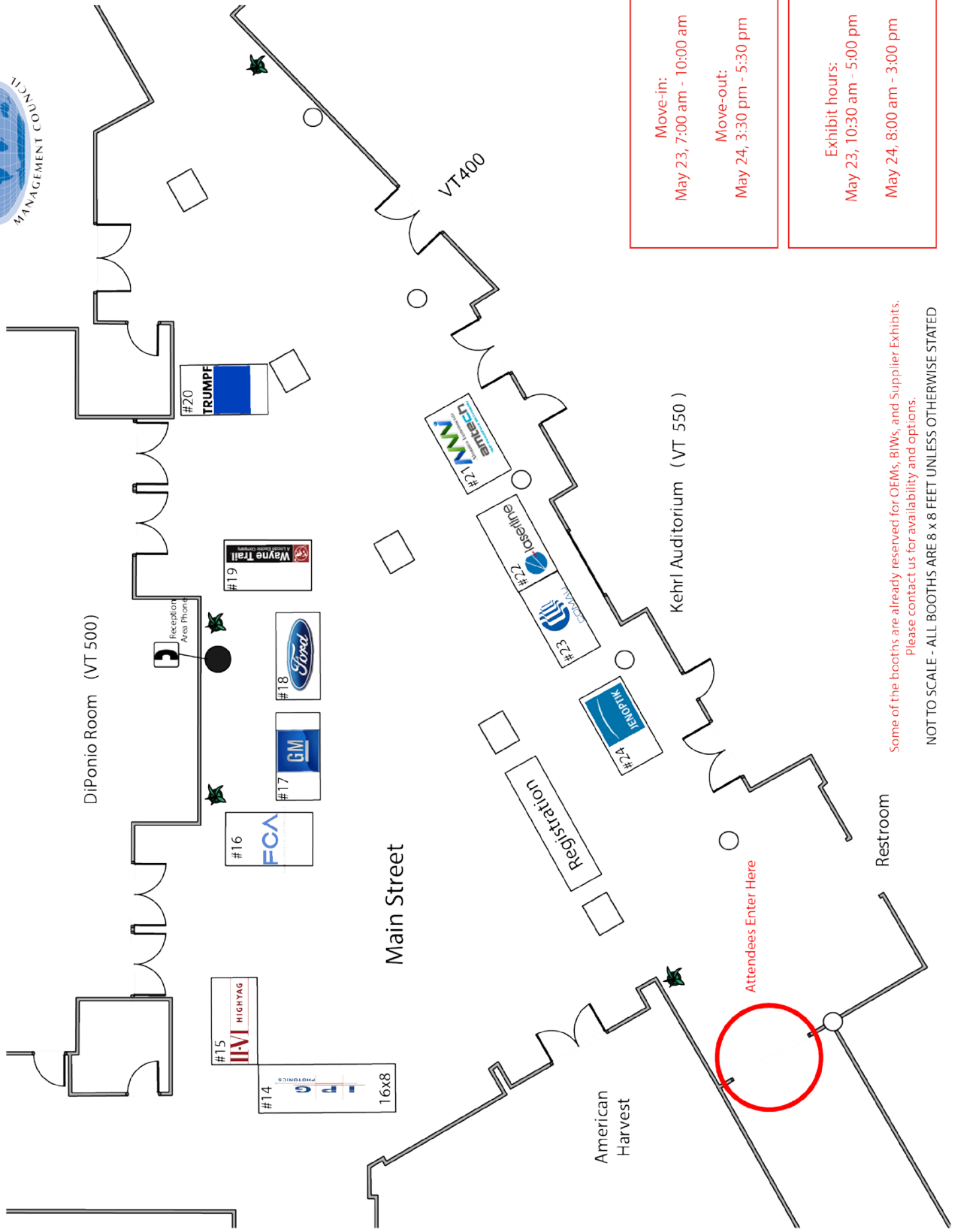
Mail, Fax or Email Services Form to: Tarek Uddin, Business Development Manager, tareku@gamcinc.com,
5340 Plymouth Road, Suite 205, Ann Arbor, MI 48105, USA. FAX: (734) 786-2242 | No Refunds

Comments: _____

May 23 - 24, 2018

VistaTech Center at Schoolcraft College

18600 Haggerty Rd. Livonia, MI. 48152-2696



Move-in:
May 23, 7:00 am - 10:00 am

Move-out:
May 24, 3:30 pm - 5:30 pm

Exhibit hours:
May 23, 10:30 am - 5:00 pm
May 24, 8:00 am - 3:00 pm

Some of the booths are already reserved for OEMs, BIWs, and Supplier Exhibits.
Please contact us for availability and options.

NOT TO SCALE - ALL BOOTHS ARE 8 x 8 FEET UNLESS OTHERWISE STATED



The text herein shall constitute the entire agreement between the parties. This Agreement supersedes and all other Agreements or contracts, either oral or written, between the parties with respect to the subject matter hereof.

EXPOSITION TERMS AND CONDITIONS

1. Booths and all exhibit material

Must comply with the GAMC Exposition Rules and Regulations, which are in effect at the time this contract is signed.

Booth plans must be submitted to the GAMC Exposition Management for approval not less than one hundred twenty (120) days prior to the opening date of the Exposition.

2. Installation and dismantling of Exhibits

Installation and dismantling of exhibits may not begin before the specified starting times and dismantling must be finished by the specified completion times

3. Space Payment

A deposit of at least fifty (50) percent of the highest rental cost of any requested space must accompany this contract. The balance of the Total Rental Cost is due no later than one hundred twenty (120) days by the exhibitor prior to the opening date of the Exposition. Failure by the Exhibitor to pay the Total Rental Cost by the due date may be considered a Cancellation of Exhibit Space by the GAMC Exposition Management and may result in the exhibitor being prohibited from participation from the Exposition. Purchase orders will not be recognized as an acceptance of the Exhibit Space Contract. Exhibits may not be erected until the Total Rental Cost has been received by GAMC.

4. Reduction of Exhibit Space

In the event of an exhibit space cancellation and if GAMC receives notice of such cancellation more than one hundred twenty (120) days prior to the opening date of the Exposition, then GAMC shall retain a service charge equal to fifty (50) percent of the rental cost of the space.

In the event of an exhibit space reduction, including cancellation and GAMC receives written notice of such reduction, more than ninety (90) days prior to the opening date of the Exposition, then GAMC shall retain a service charge equal to fifty (50) percent of the rental cost of the space not used. Within one hundred twenty (120) days of the opening day of the Exposition, the Exhibitor is liable for 100% of the rental cost of the space.

5. Interruption of Exhibition

The site where the Exposition is to be held, in the sole determination of GAMC becomes unfit for occupancy or is substantially interfered with by reason of act of God or any other by virtue of any ordinance or law of any Municipal, State or Federal governmental agency or any act beyond the control of GAMC, this agreement may be terminated by GAMC.

In the event of such termination, the Exhibitor waives any and all damages and agrees that GAMC may, after deducting all costs and expenses, including a reserve for claims, refund to the Exhibitor as and for complete settlement and discharge for all said Exhibitors' claims and demands, his pro-rata share of all funds paid by all Exhibitors.

In the event the Exposition is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the Exhibitor waives any claims against GAMC.

6. Exhibit/Program

Though GAMC may provide show/conference promotion, it does not guarantee any show and/or conference attendee/visitor.

GAMC shall retain all the rights to amend this exhibit/program, but not limited, to redesign the floor plan, to reassign the booth numbers, to change schedules of exhibit hours, to change move-in, and move-out times and to co-locate with other event(s), all other changes not mentioned in this contract.

6. Exhibit/Conference Visitors & Other GAMC's Rights

Though GAMC may provide necessary show/conference promotion, it does not guarantee any show and/or conference attendee/visitor.

GAMC retains the rights, but not limited, to redesign the floor plan, to reassign the booth numbers, to change schedules of exhibit hours, move-in, and move-out times and to co-locate with other event(s).

7. Liability and Indemnification

Adequate and reasonable watchman and guard service will be provided at all times by GAMC. Neither GAMC nor the management of the Site shall be liable for damage, loss or destruction of the exhibits by reason of fire, theft, accident or other destructive causes, and each Exhibitor shall rent Exhibit Space at their sole risk. Neither GAMC nor the management of the Site nor any of their employees, agents, or servants will be accountable or liable for accidents to Exhibitors, their employees, agents or servants.

The Exhibitor shall be liable to GAMC and/or the Site for any damage done to the building and/or the furniture and fixtures contained therein attributable to the Exhibitor, its employees, agents or servants.

The Exhibitor agrees to indemnify, save harmless and defend GAMC against any liability, claim or expense resulting from any injury or damage to any person or property which occurs within the Exhibitor's exhibit space or as the result of any act or omission of the Exhibitor, its employees, agents or servants.

8. Restrictions

- I. Booths must be staffed by technical specialists who are qualified to discuss engineering details of the development and products/applications of their company. Competitive products/applications may not be displayed, referenced or otherwise employed for comparative purposes.
- II. All booth personnel must be conservatively clothed in acceptable attire and must confine their activities to the booth space of the Exhibitor by whom employed
- III. No exhibit will be permitted which, by virtue of noise or other means of interruption with surroundings. ALL SOUND SYSTEMS must incorporate volume controls or ear phones. GAMC reserves the right to sound systems if annoying to surrounding exhibitors. (See section on "Sound in GAMC Rules and Regulations").
- IV. Any distribution of literature or samples shall be limited to the Exhibitor's booth.
- V. No exhibitor shall operate any tool or piece of equipment without prior written approval of the GAMC Exposition Management.
- VI. Exhibitors shall not schedule, foster, or conduct outside activities, which would take qualified attendees from the exhibit during exhibit hours.
- VII. Food products may not be distributed in any exhibitor's booth.
- VIII. Drawings, contests and raffles must have an educational or technical orientation. All drawings, contests and raffles must have the prior written approval of the GAMC Exposition Management.
- IX. EXHIBITOR AGREES, WITHOUT EXCEPTION, THAT NO SELLING, ORDER-TAKING OR RECRUITING OF PERSONNEL WILL OCCUR IN THE DISPLAY AREA OR WITHIN OTHER CONVENTION FACILITIES PROVIDED. (This policy has some variation between Europe, North America and Asia.)
 - X. Any activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitor's booths shall be suspended for any periods specified by GAMC. If movies and demonstrations are shown in the exhibit, the booth space must be able to contain a reasonable size audience. (See illustration in the GAMC Exposition Rules and Regulations).
- XI. Sub-leasing or multiple company sharing of exhibit space is subject to the following conditions:
 - a. National Government may sponsor a multiple company exhibit.
 - b. Trade associations may develop an integrated exhibit.
 - c. Manufacturers' Representatives may develop a multiple company exhibit.
 - d. Normally, minimum space allocation shall be 100 square feet (9 square meters) per company represented.
 - e. All co-tenants agree to be bound by the terms and conditions of this contract.

9. Interpretations and Amendments

GAMC reserves the right to interpret these regulations as it deems proper to insure the success of the Exposition and to further the educational purposes of the GAMC Conference. The exhibits are intended to supplement the information disseminated at the technical session.

Signature x _____

Date x _____