

AISTech and Iron & Steel Technology Advertising Contacts:

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AISTech 2010 Exhibition Dates

Monday, May 3

Exhibit Hall Hours 9 a.m.–6 p.m.
Welcome Reception in the Exhibit Hall 5 p.m.–6 p.m.

Tuesday, May 4

Exhibit Hall Hours 9:30 a.m.–5 p.m.
Reception in the Exhibit Hall 4 p.m.–5 p.m.

Wednesday, May 5

Exhibit Hall Hours 9:30 a.m.–3 p.m.

Booth Size

The standard booth size is 10' by 10'.
Minimum: 1 booth. Maximum: None.

Booth Rates

Base rate: \$27.50 per square foot or \$2,750 for a standard booth

Examples of booth costs:

10' x 10' = \$2,750

10' x 20' = \$5,500

10' x 30' = \$8,250

Booth cost includes standard draperies, siderails (33" high) and a standard sign (44" x 9"). The cost also covers removal, storage and return of empty crates, 24-hour guard services, general lighting and general cleaning.

Assignments

Booth assignments will be based on the following factors (not in order of importance):

1. Previous show participation
2. Size requested
3. Advertising with *Iron & Steel Technology*
4. Date of receipt of application and deposit

International Trade Fair Provisions

The Exposition has been designated by the U.S. Department of Commerce as an International Trade Fair under the provisions of the Trade Fair Act of 1959. Working with the Expositions customs broker, exhibited materials and equipment can be brought into the U.S. duty-free. For further information, please contact the Exposition Manager.

Payment Information

To confirm a booth reservation, a 50% deposit is required at time of application. Please complete booth registration form and send all payments in U.S. dollars (drawn on U.S. bank) to: Association for Iron & Steel Technology, 186 Thorn Hill Road, Warrendale, PA 15086.

Booth Limitations

Standard Booths: No backwall, sidewall, drapes or other booth construction may exceed 8' in height. This includes signs, emblems, trademarks, medallions, cutout letters, etc.

Island/Peninsula Booths: May exceed 8' up to a limit of 12' in height if they occupy 400 square feet or more.

Perimeter Booths: May exceed 8' up to a limit of 12' in height.

The limits outlined above do not apply to machinery or equipment as regularly built and used in the steel industry.

Exceptions to the above rules must be approved by show management.

Unacceptable Exhibits

Operating exhibits are encouraged. However, any and all unusually dirty, noisy or hot machinery and equipment should be properly enclosed to respect the rights and safety of others.

Hall and Booth Restrictions

Aisle: 10' wide except as noted

Floor Load: Unlimited except over utility tunnel where floor load is 400 lbs./sq. ft.

Exhibit Area: Concrete base floor

Installation

Will begin at noon on Friday, April 30, 2010, and must be completed by Sunday, May 2, 2010, at 4 p.m.

Removal

The removal of all exhibit materials begins Wednesday, May 5, 2010, at 6 p.m. and must be completed by Thursday, May 6, 2010, at 11 p.m.



Increase your visibility — sponsor an event at AISTech 2010!

Sponsorship Opportunities

Sponsorships are an excellent way to increase your company's visibility. Creating your own sponsorship package can provide you with the marketing edge you want, and by sponsoring an event, you will position your company for maximum exposure.

Sponsorships for many AISTech 2010 activities are available, including: Receptions, Refreshment Breaks, Lunches, Aisle Signage, Internet Cafe, Golf Feature, TV Feature, Pens, Bags and Lanyards.

We will be happy to assist you in developing a sponsorship package based on your ideas and needs. Please contact Jeff Campbell at (724) 814-3030 for further details about sponsorships.

Make Your Exhibit Work Harder...



Advertise in

Iron & Steel Technology

Special advertising rates for
two AISTech issues:
March: Pre-Show Issue
May: Show Guide and Program Issue

If you make a commitment to place an advertisement in the May AISTech 2010 Show Guide, your company will be eligible to receive a 25% discount for advertising placed in the March Pre-Show Issue.