



Quality Engineered Software and Testing Conference

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September 22 - September 26, 2008

QUEST Toronto Exhibitor When you arrive!

Thank you for your participation in the QUEST Toronto EXPO September 24-25th, 2008. Following are important details about the EXPO that you and your staff need to know.

Location

The EXPO is at:
The Hilton Toronto Hotel
145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Convention Center Foyer
Phone: Tel: 1-416-869-3456

Booth Move-In and Move-Out

The Exhibitors EXPO (Convention Center Foyer) is opened for set-up and tear-down of booths as follows:

Tuesday, September 23rd Move-In

1:00 pm – 3:30 pm Freeman decorating company sets up the standard booths.

3:30 pm – 6:30 pm: Booths are available for Exhibitors to move-in.

Wednesday, September 24th Move-In

6:00 am - 7:00 am: Booths are available for Exhibitors to move-in. Booth set-up should be complete and the area should be clean of boxes, crates, etc. prior to the opening of registration at 7:00 am.

Thursday, September 25th Move-Out

6:45 pm - 9:00 pm: Exhibitors tear-down booths after the Exhibitors Wine and Cheese Event.

Note: No booths are to be taken down during the Exhibitors Wine and Cheese Event

Booth Assignment

You will receive your assigned booth in the Exhibitors EXPO upon your arrival to Convention Center Foyer during the designated move-in times.

Exhibitor EXPO Hours

The Exhibitors EXPO is open to conference attendees as follows:

Wednesday, September 24th from 7:30 am to 4:30 pm

Thursday, September 25th from 7:30 am to 4:30 pm

Thursday, September 25th from 4:30 pm to 6:30 pm during the Exhibitors Wine and Cheese Event

Popular times for conference attendees to visit the Exhibitors EXPO are before the morning keynote presentations and during the morning refreshment break, lunch, and afternoon refreshment break.



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Standard Booth Features

Booths are identified with a one-line Booth ID Sign 8" x 44" displaying your corporate name. All booths have the following standard features:

- Booth Size: 8' x 10'
- Color: plum
- 8' pipe and drape back wall
- 3" high side rails
- 2' x 6' skirted table
- 2 padded chairs
- Waste basket
- Booth ID sign
- 750 watt, 120 volt electrical supply is available on request only.

(Indicate if you do not need electricity in your booth on the registration form; Additional electricity can be purchased from Freeman. See booth customization below.)

Booth Customization (Optional)

Freeman is the official service and decorating contractor for the QUEST conference. Freeman services can be purchased separately. These services include:

- inbound/outbound shipping
- storage
- labor
- additional booth equipment and accessories

For detailed information regarding Freeman's services, please refer to the Freeman Services Kit on-line by visiting www.myfreemanonline.com/ShowMain.jsp?show=220952 or calling 1-888-508-5054. **Purchase of Freeman services is at the discretion of the Exhibitor. Forms must be completed in the Freeman Services Kit, only if you are making optional purchases.**

Booth Electricity

If you request standard electricity for your booth on the QUEST Exhibitor Registration form you will be provided with the standard 750 watt, 120 volt electrical supply. If you wish to purchase additional electricity for your booth, then you will need to contact Bill Bradley with Freeman Electric at 416-620-1700 to place your order. An order for additional electric services must be received by **September 9, 2008**.

Exhibitor Badges

All Exhibitor staff must obtain their exhibitor badges at the Exhibitors registration desk in the Convention Center Foyer on Wednesday morning. You are entitled to a maximum of two people daily on-site at any one time to manage your booth and attend evening events. You may have different personnel attend the



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Wednesday and/or Thursday evening events other than the staff managing your booth during the daytime. Badges must be worn at all times.

Registration

To receive an EXPO badge, all Exhibitor staff must be listed on the QUEST Exhibitor Registration form that is included at the end of this packet. **Please complete and return this form by August 20, 2008.**

Attendance of Conference Sessions

Exhibitors are registered for the EXPO only. However, exhibitors are welcomed to attend the morning keynote presentations in the general session (Toronto 1) adjacent to the EXPO. Conference track sessions are not open to exhibitor personnel.

Lunch

Lunch is provided on Wednesday and Thursday for two exhibitor staff representatives. An early lunch seating from 11:45 am to 12:15 pm is available. Exhibitor staff is discouraged from eating their lunch in the general EXPO area.

Wednesday Evening Networking Casino Event

Two of your staff are welcome to attend the Casino night event at St. Andrews Club with the conference attendees and speakers. This event provides a networking opportunity in a casual environment. Exhibitor badges serve as admission tickets to the St. Andrews Club. You may also purchase two additional tickets for this evening event at \$100 each. Exhibitors are invited to participate in the evening's entertainment but will not be eligible to win any prizes.

Thursday Exhibitors Wine & Cheese Reception

Two of your staff is requested to attend the Thursday evening Exhibitors Wine & Cheese Reception in the Convention Center Foyer. This is the closing event of the Exhibitors EXPO and provides a final networking opportunity in a social setting. A comedy skit that highlights the Exhibitors is part of the reception's entertainment. Exhibitors' prizes draws occur at the reception. Exhibitors are not eligible to win other exhibitors prizes.

QUEST EXPO Passport

Each conference attendee receives a QUEST EXPO Passport that lists all Exhibitors. If an attendee visits all EXPO booths and has their passports stamped by all the Exhibitors, they are eligible for the QAI Grand Prize Drawing on Friday during lunch. Exhibitors will receive supplies from QAI to use for stamping the passports.



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Exhibitors Prize Draws and Giveaways

Exhibitors may choose to have a prize drawing to collect business cards at their booths. All prizes must be specified at time of completing the QUEST Exhibitor Registration form. A list of all available prizes will be included in the QUEST EXPO Passport. As a convenience, all attendees are given pre-printed cards with their name, company, mailing address, contact phone, and email address. Attendees may use these pre-printed cards or business cards to enter into exhibitor prize drawings.

Exhibitors' prize draws occur at the Thursday Exhibitors Wine and Cheese Reception. Prizes must be on-site at the conference and be made immediately available to the winner. To encourage attendees to visit Exhibitors' booths and enter their name, winners must be present on Thursday evening to win. QAI is not responsible for shipping prizes to winners.

Hotel Accommodations

We recommend your staff stay at the conference hotel, The Hilton Toronto Hotel, for convenience. A block of rooms at a corporate rate of \$235 per night has been arranged for this event. This price expires August 27, 2008 and is based on room availability. Be sure to reserve your room early because there is a limited number of rooms. For more information, please go to <http://www.qaiquest.org/toronto/hotel.html>.

Damages and Liability

Exhibitors assume all liability for any damages to the hotel property and to any booth furnishing provided by Freeman of Toronto, Ontario. No security will be provided for the exhibit area at anytime during the conference and exhibitors are encouraged to lock up or remove all electronic equipment during non-conference hours or when their booth is unattended. QAI and hotel hosting the conference are not responsible for any lost, stolen, or damaged items at anytime during the conference.

QUEST Conference Services

If you have questions, please contact:

FRANCINE CHASE

QUEST Conference Manager,
Phone: 866-724-6013 ext. 129
Email: fchase@qaiworldwide.org