



2012 EMERSON GLOBAL USERS EXCHANGE  
MAY 29-31, 2012 • DÜSSELDORF

EXCHANGING  
**IDEAS.**  
CREATING  
**SOLUTIONS.**

## 2012 Emerson Global Users Exchange, Düsseldorf - Event Information Book

*This book has been compiled for those companies involved with the Solutions Exhibition at Emerson Exchange in Düsseldorf*

### 1. QUICK FACTS

#### **Solutions Exhibition Location:**

Maritim Hotel, Düsseldorf  
**Maritim Hall**

#### **Third Party Exhibit Move In:**

**Monday, May 28, 17:00**

All exhibits need to be ready by 23:00 that day

#### **Training:**

**Mandatory for all exhibit staff**

**Tuesday, May 29, 14:30**

NOTE: Nobody except exhibitors will be allowed to visit the exhibit hall prior to exhibit opening on Tuesday

#### **Exhibit Hours:**

<b>Tuesday, May 29</b>	<b>16:30 - 19:00</b>
<b>Wednesday, May 30</b>	<b>16:30 - 19:00</b>

#### **Logistics:**

**No direct shipments to the Maritim Hotel are allowed.** All goods required for the exhibition shall be sent to **Kuehne & Nagel / Dusseldorf Warehouse.**

NOTE: You may decide to hand carry the goods. Please ensure that no packing material can be stored in the Hotel and should be removed from the exhibition floor before cleaning.

#### **Booth Tear-down:**

**Wednesday, May 30** 19:30 – 22:00 or

**Thursday, May 31** 13:00 – 18:00

Return of Goods. Packed materials will be transported to Kuehne & Nagel Dusseldorf Warehouse on Thursday afternoon and will be ready for pick up by your forwarder on Friday June 1<sup>st</sup> or Monday June 4<sup>th</sup>.

#### **Registration:**

Two exhibitors are allowed to register per booth rental. They need to register separately through the following website:

<http://www.emersonexchange.org/emea/2012/registration.asp>

Registration fees apply and are not included in the booth rental – early bird discount will finish on March 30<sup>th</sup>, 2012.

#### **Hotel:**

We have room blocks in several hotels – please visit our website to book your hotel room:

<http://www.emersonexchange.org/emea/2012/hoteltravel.asp>



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## 2. PLANNING TEAM CONTACTS

		Phone	Email
<b>Rob van der Zwan</b>	Exhibition design and execution	+31 653 622 467	Rob.van-der-Zwan@Emerson.com
<b>Marleen Kuipers</b>	Overall event management	+31 612 186 735	Marleen.Kuipers@Emerson.com
<b>Dorina Nas</b>	Registration	+40 374132249	Dorina.Nas@Emerson.com

## 3. SOLUTIONS EXHIBITION

Along with Presentations and Industry Sessions, the Solutions Exhibition is a key element of the Emerson Exchange conference. Below are important details that each exhibitor should consider:

- The Solutions Exhibition is intended to allow users/attendees to get hands-on product demonstrations and face-to-face conversations with technical experts, solution developers, product managers, and other knowledgeable vendor personnel.
- Remember, this is a conference with demonstration of technology for existing customers who are looking for ways to make better use of their existing and future investments in products and services.
- Booth staff should avoid comparing their products to their competitors' products.
- Networking is one of the essential success factors of the conference as stated by attendees and, for that reason, we do not allow competing activities to be scheduled during conference and exhibit hours.

NOTE: Exhibitors are invited to attend all of the meals, social functions, and workshops with the exception of Emerson Roadmaps; Please understand that this is an event for Emerson users. As a courtesy to these attendees, we ask that:

- Exhibitors are the last to enter the workshops to ensure that there is ample seating for the users.
- Exhibitors refrain from participating in the question and answer sessions.
- Exhibitors refrain from promoting or selling their products during the workshops. This should be reserved for exhibit times.

We appreciate your sensitivity to these requirements.

## 4. EXHIBIT LAYOUT

The exhibition space consists of two floors – a ground floor and a balcony with great views on the ground floor. The ground floor of the exhibits is reserved for Emerson companies. The booths on the balcony are for exhibitors. Food and drinks will be provided during the exhibition. Layout will be done by the Emerson Exchange Organization. You will hear closer to date which exhibit booth is assigned to you.

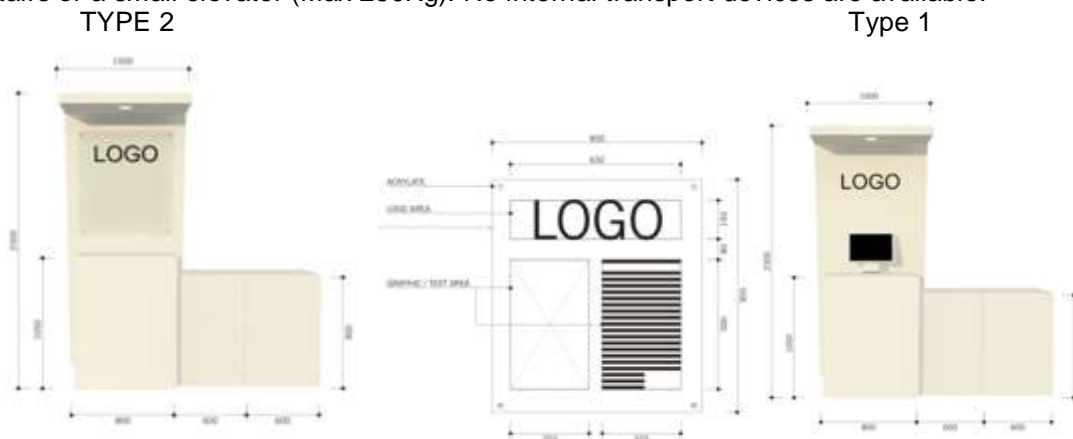
## 5. EXHIBIT BOOTH THIRD PARTY

Emerson will provide your display Unit

- Each Display unit is 2 meters wide, 70 cm deep and height varies between 90 cm and 230cm  
Each cabinet is provided with lock .
- You may choose for a display unit with Company Logo and Video screen (Type 1) or a unit with company Logo and a graphic or text panel (Type 2)
- Computer screen and electricity is provided (max 220V and 10 Amp) on request (please upload the product registration form prior to April 10, 2012)
- Logo area: please provide artwork for this in EPS format – upload through the exhibition center by April 10<sup>th</sup>
- Text/graphic Area. Please upload text and graphic artwork for the Acryl Front of the booth in order to allow a smooth pre-fab process before April 10<sup>th</sup>. Please feel free to use one of the following three options
  - Text area of 65 cm wide and 50 cm high
  - Text and graphic area of each 32 cm wide and 50 cm high
  - Graphic area of 65 cm wide and 50 cm high
- 24 hour security is provided
- 150-word show guide listing with black and white logo (one per exhibitor) – upload through the exhibition center by April 10<sup>th</sup>

For other requirements, please fill out the 'Third Party Display Identification form' to be down- and uploaded through the exhibition center by April 10<sup>th</sup> latest

Note: only light weight hand carry equipment can be presented as the balcony can only be reached by stairs or a small elevator (Max 250Kg). No internal transport devices are available.



## 6. SET UP

The booth staff list is monitored by security at all times at the exhibit doors.

- Please limit the set-up staff to only those involved with installing the displays only. If too many people are in the room, it slows the progress for the rest of the setup teams.
- All set-up crew will receive a wristband, allowing you in and out access to the exhibit hall



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once your name has been verified by security. Your wristband will be valid until noon on Tuesday, after that time you will be required to have an Emerson Exchange Badge to enter the exhibit hall. The (maximum) two people registered from your company will be put on this list.

- On show days, only those with exhibit badges can get in to the exhibit hall prior to show opening, if they need to work on their display. They should remain only in their area until the exhibit hall opens.

## **7. EXHIBIT HALL ATTIRE**

- The minimum dress for all exhibit hours is business casual attire.

## **8. SHIPPING INFORMATION**

Delivery of goods: please use the following address:

Kühne + Nagel ( AG & Co. ) KG  
KN ExpoService  
Messeplatz, Gate 1  
40474 Duesseldorf  
Germany  
c/o  
EMERSON GLOBAL USERS EXCHANGE  
May 29-31, 2012  
MARITIM HOTEL DUESSELDORF

### Marking Instructions

Please make sure all packages are individually marked and be clearly marked on two sides indicating:

- Emerson Global User Exchange 2012, Dusseldorf
- the exhibitor's name, hall and booth no. (will be confirmed later),
- the gross weight and - this is of vital importance –
- the case or piece no.(e.g. 1/3, 2/3 and 3/3 if three pieces are being shipped).
- In addition, commercial and/or proforma invoices are required. These should contain at least the following information:
  - detailed description of the goods ( incl. model and serial number/s)
  - value of every single item as well as total value (CIF Duesseldorf)
  - country of origin or manufacture

All pieces must be packed securely in order to avoid any damage during transportation by an international carrier

Please categorize the goods into exhibits, display stand materials and brochures, gifts and other give-away items. The latter are usually exempt from customs duties and taxes (except for Food and Beverages).

- Please bring copies of ALL tracking numbers, shipper, quantity and description of cartons/skids sent to Emerson Exchange so that they can be located faster.
- Direct shipments to the hotel are not allowed and no guarantee can be given that the package is located on time.



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## 9. LEAD RETRIEVAL UNITS

Lead retrieval units will be available for rent with our third party supplier. You will receive more information on this before April 10th.

## 10. THIRD PARTY CHECKLIST

The list below summarizes the next actions you need to take & documents to review. You can find all these documents in the [Exhibitor Center](#). You will need to register in order to access your account; please note that you can always return to review the exhibition documents and/or to upload the materials required from your side.

Action	Completed (Y/N)
Register two attendees	
Review exhibitor code of conduct	
Review 2012 Exchange Düsseldorf Terms and Conditions	
Upload text & artwork Graphic for Acryl panel	
Upload company logo	
Upload company description for conference book	
Rent lead retrieval unit	
Upload Third Party Display Identification sheet	