



Itanium® Conference & Expo April 15-18, 2007

Spotlighting Linux on Itanium®-based Platforms
Doubletree Hotel | San Jose, California | USA

Gelato ICE 2007 Exhibitor Form

Important Dates for Exhibitors

ASAP: Exhibitor Form Due
ASAP: Company Description Due
Apr 01: Exhibitor Payment Due
Apr 15: Exhibitor Move-In (13:00-17:30)
Apr 15-18: Conference
Apr 18: Exhibitor Move-Out (16:00-18:00)

Location

Doubletree Hotel
2050 Gateway Place
San Jose, CA 95110, USA

Conference URL:

www.ice.gelato.org

Conference & Exhibition Hours

Sunday, April 15

18:30-20:30 Opening Reception at the
Doubletree Hotel*

Monday, April 16

8:30 - 9:00 Registration/Exhibits Open*
9:00 - 12:30 Technical Sessions
12:30 - 14:00 Lunch in Exhibit Hall*
14:00 - 15:30 Technical Sessions
15:30 - 17:30 Poster Session in Exhibit Hall*
17:30 - 18:00 Exhibits Open*

Tuesday, April 17

8:30 - 9:00 Exhibits Open*
9:00 - 12:30 Technical Sessions
12:30 - 14:00 Lunch in Exhibit Hall *

Tuesday, April 17 (cont'd)

14:00 - 15:30 Technical Sessions
15:30 - 16:00 Exhibits Open*
17:00 - 21:00 Tuesday Night Social & Dinner

Wednesday, April 18

8:30 - 9:00 Exhibits Open*
9:00 - 12:30 Technical Sessions
12:30 - 14:00 Lunch in Exhibit Hall*
14:00 - 15:30 Technical Sessions
15:30 - 16:00 Break in Exhibit Hall*
16:00 - 17:30 Technical Sessions

* Exhibits are open 30 minutes before and after the technical sessions each day and during all breaks and lunches as well as during the Opening Reception on Sunday, April 15. Please note slight scheduling changes may occur

General Exhibitor Benefits

- Exposition space (10' x 10')
- 50-word description on www.ice.gelato.org and in program brochure
- Two (2) complimentary exhibit staff passes (w/ access to full conference)

Exhibition Space

Included

10' x 10' total size
8' table (and/or bring your own traveling booth set-up)
One 2,000 Watt electrical outlet
Wireless Internet Access
One Wastebasket
Carpeting

Optional

Additional Outlets (ask for availability)
Wired Internet Access (ask for pricing)

Exhibit Hours

Exhibits are open 30 minutes before and after the technical sessions each day and during all breaks and lunches as well as during the Opening Reception from 18:30-20:30 on Sunday, April 15.

Exhibit Move-In

Sunday, April 15, 13:00-17:30

Exhibit Move-Out

Wednesday, April 18, 16:00-18:00

Shipping Details

Exhibit shipments can arrive at the Doubletree Hotel no earlier than April 11, 2007. Ship items to:

<Company Name--expo>

Gelato ICE 2007

Attention: Andrew Schuh

Doubletree Hotel

2050 Gateway Place

San Jose, CA 95110, USA

Gelato Exhibit Contact

Andrew Schuh Phone: +1-217-265-6562 E-mail: aschuh@gelato.org

Your Primary Exhibit Contact

Company Name: _____

Contact Name: _____

E-mail: _____

Phone: _____

Marketing Deliverables

50-word description on conference Web site and in program

Description for Website & Program (due ASAP)

Company Name

Company Description (50-word limit)

Gelato Marketing/PR Contact

Nan Holda Phone: +1-217-265-0947 E-mail: nan@gelato.org

Your Primary Marketing/PR Contact

Name: _____

E-mail: _____

Phone: _____

Payment Information

Payment should be made by check payable to the **University of Illinois**. Please send checks by April 1, 2007, to:

Attention: Andrew E. Schuh

Coordinated Science Laboratory

1308 W. Main Street

Urbana, IL 61801-2307

**Please Fax or
E-mail this
Completed
Form to:**
Andrew Schuh
Fax: +1-217-333-5579
E-mail:
aschuh@gelato.org