

## **GENERAL INFORMATION**

- **Show Management Team**
- **Event Schedule**
- **Deadline Information**
- **Deadlines Checklist**
- **Official Service Vendors**
- **Exhibitor Information & Services**
  - **Air Freight**
  - **Airlines / Hotel / Car Rental**
  - **Audio Visual**
  - **Background Drapery / Booth Furnishings**
  - **Booth Selection**
  - **Business Center**
  - **Carpet**
  - **Cleaning**
  - **Computer Rental**
  - **Crate Removal / Storage Return**
  - **Drayage**
  - **Electrical**
  - **Exhibitor Marketing Opportunities**
  - **Exhibitor Set-up / Tear down Passes**
  - **Floral Services**
  - **Hand Carried Items**
  - **Hanging Signs**
  - **Internet Access**
  - **Labor**
  - **Lead Retrieval Systems**
  - **Literature / Promotional Materials / Special Events**
  - **Media Kits**
  - **No Freight Aisles**
  - **Registration**
  - **Security**
  - **Show Floor Hours**
  - **Smoking**
  - **Sound**
  - **Telecommunications Service**
  - **Union Regulations**
- **Exhibitor List / Floor Plan**
- **Planning Calendar**

# SHOW MANAGEMENT TEAM

## Corporate

President/CEO	Charlie Greco	508-424-4816	charlie_greco@idg.com
Vice President, Events	Darrell Baker	508-424-4846	darrell_baker@idg.com
VP, Sls, Mktg & Product Dev.	Rob Scheschareg	508-424-4836	rob_scheschareg@idg.com
Executive Assistant	Annette O'Reilly	508-424-4848	annette_o'reilly@idg.com

## Operations

Event Operations Manager	John Douglas	508-424-4812	john_douglas@idg.com
Event Operations Coordinator	Traci Zimmerman	508-424-4820	traci_zimmerman@idg.com
Web Services Manager	Jennifer Bobrin	508-424-4853	jennifer_bobrin@idg.com
Registration Manager	Rosemary Kelly	508-424-4838	rosemary_kelly@idg.com

## Sales

Director of Sales	Jay Novack	508-424-4835	jay_novack@idg.com
Strategic Accts. Sales Manager	Aramis Jordan	508-424-4809	aramis_jordan@idg.com
Sales Manager (A-K)	Frank Netherwood	508-424-4850	frank_netherwood@idg.com
Sales Manager (L-Z)	John Yurewicz	508-424-4852	john_yurewicz@idg.com
Sponsorship Sales Coordinator	Debbie Diodati	508-424-4847	debbie_diodati@idg.com
Sales Coordinator	Debbie Camerato	508-424-4833	debbie_camerato@idg.com

## Marketing

Marketing Manager	Debbie Strauss	508-424-4802	debbie_strauss@idg.com
Marketing Coordinator	Kristin Gallo	508-424-4834	kristin_gallo@idg.com

## PR

Director of Public Relations	Brooke Selby	508-424-4808	brooke_selby@idg.com
Public Relations Coordinator	Beth Wickenhiser	508-424-4855	beth_wickenhiser@idg.com

## Conference

Director of Conferences	Natalie Vercauteren	508-424-4826	natalie_vercauteren@idg.com
Conference Manager	Kathy Moran	508-424-4825	kathy_moran@idg.com

## Finance

Director of Finance	Donna Moschella	508-424-4801	donna_moschella@idg.com
Accounting Manager	Jennifer LeMay	508-424-4823	jennifer_lemay@idg.com
Staff Accountant	Danielle LaMountain	508-424-4830	danielle_lamountain@idg.com

# EVENT SCHEDULE

<b>Dates</b>	Conference: August 12 <sup>th</sup> – August 15 <sup>th</sup> , 2002 Exposition: August 13 <sup>th</sup> – August 15 <sup>th</sup> , 2002	
<b>Location</b>	<b>Moscone Center</b> 747 Howard Street San Francisco, CA 94103 800.274.4457 www.moscone.com	
<b>Facility Move-In</b>	Saturday, August 10, 2002 Sunday, August 11, 2002 Monday, August 12, 2002	1:00pm-7:00pm 8:00am-6:00pm 8:00am-6:00pm <b>**IDG World Expo has established a targeted move in schedule. Please see the following page for more details.</b>
<b>Registration</b>	Monday, August 12, 2002 Tuesday, August 13, 2002 Wednesday, August 14, 2002 Thursday, August 15, 2002	8:00am-6:00pm 8:00am-5:00pm 8:30am-5:00pm 9:00am-3:00pm
<b>Exposition</b>	Tuesday, August 13, 2002 Wednesday, August 14, 2002 Thursday, August 15, 2002	10:00am-5:00pm 10:00am-5:00pm 10:00am-4:00pm
<b>Conference/Tutorials</b>	Monday, August 12, 2002 Tuesday, August 13, 2002 Wednesday, August 14, 2002 Thursday, August 15, 2002	9:00am-4:00pm 11:00am-7:30pm 11:00am-7:30pm 9:30am-2:15pm
<b>Keynotes &amp; Feature Presentations</b>	Tuesday, August 13, 2002 Tuesday, August 13, 2002 Tuesday, August 13, 2002 Wednesday, August 14, 2002 Wednesday, August 14, 2002 Wednesday, August 14, 2002	11:00am-12:00pm 2:30pm-3:30pm 4:30pm-5:30pm 9:00am-10:00am 12:30pm-1:30pm 3:15pm-4:15pm
<b>Facility Move-Out</b>	Thursday, August 15, 2002 Friday, August 16, 2002 Saturday, August 17, 2002	4:01pm-10:00pm 8:00am-6:00pm 8:00am-1:00pm
<b>Show Information</b>	<a href="http://www.linuxworldexpo.com">www.linuxworldexpo.com</a>	

# DEADLINE INFORMATION

## Service Order Deadlines

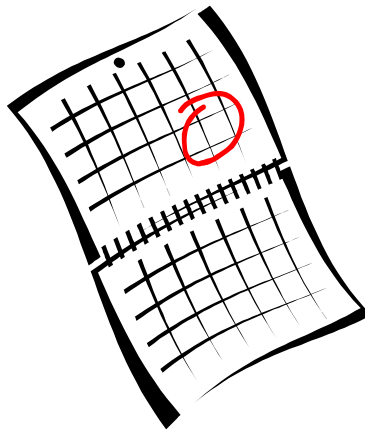
In this section you will find a deadline checklist. The deadline checklist has been created to help reduce any confusion regarding due dates on show services. Please use this page as a reminder to yourself to place your orders and send in your forms. Be sure to retain a copy of each form for your records.

We recommend that all services be ordered in advance. **The dates on the deadline checklist are the absolute latest the forms can be received to be considered an advance order and receive the appropriate discounts or to avoid penalties.**

## Marketing Deadlines

### **LinuxWorld Conference & Expo/San Francisco 2002 Show Guide & New Product Listing**

As an exhibitor at LinuxWorld Conference & Expo/San Francisco 2002, your company will be listed on our website ([www.linuxworldexpo.com](http://www.linuxworldexpo.com)) and you have the opportunity to be represented in the LinuxWorld Conference & Expo Show Guide with a product category listing and, if applicable a new product listing. Please submit your company information by **May 17, 2002** deadline. (See the Marketing & Promotional Opportunities section of the Exhibitor Manual for more details).



## OFFICIAL SERVICE VENDORS

### ***Air Freight/Shipping***

Freeman Transportation  
7000 Placid, #101  
Las Vegas, NV 89119  
phone: 800.995.3579 fax: 702.263.9260  
Website: www.totalshow.com

### ***Audio Visual***

Projection Presentation Technology  
4390 Parliament Place  
Lanham, MD 20706  
phone: 301.459.9011 fax: 301.459.8170  
Website: www.projection.com

### ***Booth Cleaning***

Freeman Decorating Company  
7000 Placid, #101  
Las Vegas, NV 89119  
phone: 800.995.3579 fax: 702.263.9260  
Website: www.totalshow.com

### ***Catering***

SFCF Catering Division/Moscone Conv. Ctr.  
747 Howard Street  
San Francisco, CA 94103  
Phone: 415.974.4040 fax: 415.974.4074  
Website: www.moscone.com

### ***Computer Rentals***

Projection Presentation Technology  
4390 Parliament Place  
Lanham, MD 20706  
phone: 301.459.9011 fax: 301.459.8170  
Website: www.projection.com

### ***Decorator/Drayage***

Freeman Decorating Company  
7000 Pacid, #101  
Las Vegas, NV 89119  
phone: 800.995.3579 fax: 702.263.9260  
Website: www.totalshow.com

### ***Electrical Services***

Edlen Electrical  
129 Sylvester Road  
So. San Francisco, CA 94080  
phone: 650.225.0900 fax: 650.225.0950  
Website: www.edlen.com

### ***Internet Access***

ShowNets  
11670 N. 120<sup>th</sup> Street  
Scottsdale, AZ 85259  
phone: 480.314.7716 fax: 480.314.7717  
Website: orders@shownets.net

### ***Floral***

1-800-PLANT-IT

59 Oak Hill Road  
Southboro, MA 01745  
phone: 800.752.6848 fax: 508.480.0083  
Website: www.800plantit.com

### ***Labor***

Freeman Decorating Company  
7000 Placid, #101  
Las Vegas, NV 89119  
phone: 800.995.3579 fax: 702.263.9260  
Website: www.totalshow.com

### ***Lead Retrieval***

RCS  
2368 Eastman Avenue, Suite 11  
Ventura, CA 93003-7797  
phone: 800.235.3332 fax: 805.654.1676  
Website: www.rcsreg.com

### ***Security***

Maloney Security  
1055 Laurel Street  
San Carlos, CA 94070  
Phone: 650.593.0163 fax: 650.593.1101  
Website: www.maloneysecurity.com

### ***Talent Agency***

J. Williams Agency  
980 Canton St. / Bldg. #1, Suite C  
Roswell, GA 30075  
phone: 770.518.0078 fax: 770.518.8082  
Website: jwilliamsagency.com

### ***Telecommunications***

Moscone Conv. Center/Telecom. Department  
747 Howard Street  
San Francisco, CA 94103  
phone: 800.274.4457 fax: 415.974.4065  
Website: www.moscone.com

### ***Travel/Housing***

IDG World Expo  
3 Speen Street/Suite 320  
Framingham, MA 01701  
phone: 508.620.6700 fax: 508.620.6668  
Website: www.linuxworldexpo.com

## EXHIBITOR INFORMATION & SERVICES

### **Air Freight**

The official air freight carrier is **Freeman Transportation**. Their telephone number is **800.995.3579**. A service representative will be available on site. More information on their services can be found in the Freeman section of this manual.

### **Airlines/Hotel/Car Rental**

IDG World Expo (**IDG**) is the official travel company for LinuxWorld Conference & Expo in San Francisco. Contact IDG World Expo (IDG) for all your travel needs at **508.620.6700** or go to the last section of this manual for information regarding reservations or log onto [www.linuxworldexpo.com](http://www.linuxworldexpo.com).

### **Audio Visual**

**Projection Presentation Technology** is the official AV supplier. They will maintain a full staff on-site and may be reached at **301.459.9011** prior to the show. Refer to the Service Order Forms section for ordering information.

### **Background Drapery/Booth Furnishings**

Background drapery throughout the show is alternating **black, white and red**. Booth equipment, services, and furnishings are available through **The Freeman Companies (FDC)**. Order forms for the services they provide should be completed and returned promptly to take advantage of the advance order prices when offered. Please indicate your booth number on all forms. Refer to the Freeman section for ordering information. You may contact Freeman Decorating directly at **702.263.1404** with any questions or log on to [www.totalshow.com](http://www.totalshow.com)

### **Booth Selection**

Booth Selection for LinuxWorld Conference & Expo 2003, at the Moscone Center in San Francisco will be held on-site, August 13-August 15, 2002 at the Moscone Center. An information packet detailing booth selection for LinuxWorld Conference & Expo, at the Jacob K. Javits Convention Center, January 2003 will be mailed to you prior to the upcoming event. While on-site you will also be reminded of your booth selection date and time.

### **Business Centers**

There is a Business Center located in the Lower North Concourse in the Moscone Center. For your convenience, major credit cards are accepted for both services and purchases.

### **Carpet**

We take pride in the appearance of the LinuxWorld Conference & Expo; therefore, your entire booth area **must** be carpeted. If your entire exhibit space is not carpeted, you will be charged for filling the space with aisle carpet. Aisles within the exhibit halls will be covered with **red carpeting**. Please refer to the Freeman section of this manual for details regarding ordering your booth carpet.

### **Cleaning**

**Freeman Decorating Company** will be the contractor for any cleaning services you may require. You may contact them directly at **800.995.3579** or refer to the Service Order Forms section for ordering information.

### **Computer Rental**

**Projection Presentation Technology** is the official AV supplier. They will maintain a full staff on-site and may be reached at **301.459.9011** prior to the show. Refer to the Service Order Forms section for ordering information.

## EXHIBITOR INFORMATION & SERVICES Cont.

### **Crate Removal/Storage Return**

If you have ordered this service, crates, boxes and packing materials will be removed from your booth and stored during the show. Please keep in mind that empty crates and cartons are returned only if they are properly labeled. Remove all old labels from your crates before attaching new ones. Blank labels will be available at the Freeman Decorating Service Desk. Clearly mark all labels with the correct company name and booth number.

**Helpful Hint:** *Do not pack your corrugated boxes in your larger wooden shipping crates. Corrugated materials are often returned to your booth sooner than larger crates and this will expedite your move out process.*

### **Drayage**

**The Freeman Companies** are the ONLY drayage contractor allowed on the exhibit floor. They will receive all shipments, whether consigned in advance to their warehouse or sent directly to the Moscone Center. If you are not shipping in advance to FDC, please consult the Freeman section for "Shipping to Show Site" information.

**\*\*Please be aware that all advance freight will be loaded into the center at overtime rates.\*\***

### **Electrical**

**Edlen Electrical Services** is the official electrician for LinuxWorld Conference & Expo. Please indicate your booth number on the electrical form, which can be found in the Service Order Forms section. You may contact them directly at **650.225.0900** with any questions.

### **Exhibitor Marketing Opportunities**

LinuxWorld Conference & Expo offers exhibitors a variety of promotional opportunities tailored to your company's marketing needs. To find out more about these services, contact your sales manager.

### **Exhibitor Set-Up/Tear Down Passes**

Exhibitors and/or exhibitor staff wishing to enter the exhibition facility for the purpose of set-up or tear down only must obtain a temporary stick-on badge at the EAC Counter, located outside the entrance to the hall at the Moscone Center. Temporary badges are valid ONLY during move-in and move-out, not during official exhibit hours. Permanent badges must be obtained from the registration area for admission during show days. These badges are also valid during the move-in and move-out.

### **Floral Service**

**1-800-PLANT-IT** is the official floral decorator. Service representatives will be available to assist you with all of your needs prior to the show as well as on-site. You may contact them at **800.752.6848**. Refer to the Service Order Forms section for ordering information.

### **Hand Carried Items**

**Move-in or move-out through the Moscone Center lobbies is strictly limited to hand carried items. Wheels of any kind (dollies, flatbeds, or anything mechanical) are prohibited.** Material that requires the use of wheeled or mechanical equipment must be delivered to the exhibit floor through the loading docks. Upon exiting, during move-in or show days, please be sure to have a "Removal of Property Pass" ready for validation. This pass can be picked up at the Freeman service desk or the Show Office located in the exhibitor services area.

### **Hanging Signs**

Please refer to the Booth Construction & Signage section to make sure that the location and size of your booth allows you to hang an overhead sign. Only Freeman Decorating Company may hang signs or booth structures from the exhibition facility.

## EXHIBITOR INFORMATION & SERVICES Cont.

### Internet Access

Internet access will be provided by **ShowNets**. You may contact them at **480.314.7716** or via email at **orders@shownets.net**. Please refer to the Service Order Form section for information on price discounts for those exhibitors who order early.

### Labor

**Freeman Decorating Company** is the official labor contractor. Labor will be available to set-up, service and dismantle your exhibit. Installation of your booth may begin as soon as your freight has been delivered to your exhibit space. The labor order form is located in the Freeman Section of this manual.

If your company plans to use labor from a firm other than Freeman I&D Services, please review the rules and regulations for the use of an Exhibitor Appointed Contractor. These rules and related forms can be found in the I&D/EAC Rules & Forms section of this manual.

### Lead Retrieval Systems

**RCS** will be providing several options for lead retrieval equipment. Refer to the Service Order Form section for more information and an order form. Please contact RCS directly at **800-235-3332** with any questions.

### Literature/Promotional Materials/Special Events

Literature/promotional materials/special events and giveaway samples may only be distributed from the confines of your contracted exhibit space.

These activities are permissible from within the confines of your contracted exhibit space only, unless prior "sponsorship" arrangements have been made with Show Management.

### Press Kits

Exhibitors' press kits will be made available to the media only. Unauthorized personnel will not be allowed in the Media Center. Company press kits may be delivered to **Room** (to be determined), beginning **August 12, 2002 at 12 noon**. One person from each exhibiting company may come to the Media Center each morning before the show opens to replenish media kits. Media Center staff will **not** be responsible for replenishing your company's press kits. Exhibitors will not be allowed in the Media Center during show hours, so please be sure to come down first thing in the morning.

### No Freight Aisles

Certain aisles in the exhibit hall will be designated "**no freight aisles**". These will be identified by floor markings and are to remain clear of crates, cartons, and equipment at all times. Show Management will remove any freight obstructing these aisles. Return of freight will be at exhibitor's expense.

### Registration

Please complete the Exhibitor Registration form before July 22<sup>nd</sup> to obtain badges before arriving on-site. On-site registration for exhibitors takes place during the following dates and times:

#### Exhibitor Registration Hours:

<b>Monday, August 12, 2002</b>	<b>8:00am-6:00pm</b>
<b>Tuesday, August 13, 2002</b>	<b>8:00am-5:00pm</b>
<b>Wednesday, August 14, 2002</b>	<b>8:30am-5:00pm</b>
<b>Thursday, August 15, 2002</b>	<b>9:00am-3:00pm</b>

## EXHIBITOR INFORMATION & SERVICES Cont.

### Security

Show Management will maintain 24-hour perimeter security during set-up, show days, and tear down. We strongly suggest that you consider hiring security for your individual booth. If you have additional security needs, please contact **Maloney Security** at **650.593.0163** or refer to their order form located in the Service Order Forms section. **Please Note: IDG World Expo is not responsible for lost, damaged or stolen property during The LinuxWorld Conference & Expo/ San Francisco 2002.**

### Show Floor Hours

**Tuesday, August 13, 2002 10:00am-5:00pm**  
**Wednesday, August 14, 2002 10:00am-5:00pm**  
**Thursday, August 15, 2002 10:00am-4:00pm**

### Smoking

According to the San Francisco City Ordinance, the Moscone Center is a non-smoking building.

### Sound

A maximum noise level of **85 db** will be maintained throughout the entire show. The measurement will take place ten feet from the origin (speaker etc). The use of sound systems is permissible provided that the sound is directed into the exhibitor's space. Show Management reserves the right to shut down any demonstrations exceeding the maximum noise level after notifying the exhibitor in violation three times. Electricity may be disconnected and will remain off until the situation is resolved to Show Management's satisfaction. At that point, electricity will be turned on at the exhibitor's expense. Show Management shall have absolute control over the implementation of this regulation, the intent of which is that sound systems shall not be audibly objectionable to attendees and neighboring exhibitors.

### Telecommunication Service

All telephone orders must be placed with **The Moscone Center**. In order to assure prompt installation of telephone and data lines, please indicate requirements and special services on the order form included in the Service Order Forms section. If you have any additional questions or concerns, you may contact The Moscone Convention Center Facility Services at **800.274.4457**.

### Union Regulations

All necessary union labor is available to the exhibitor on advance order by use of the forms provided in this manual. Union labor is also available at the Freeman Decorating Service Center during set-up, show days and tear down.

Exhibitors can often become unnecessarily involved in union jurisdiction disputes. Lost time and expenses can be avoided immediately by contacting the Freeman Decorating Company Labor desk in the Service Center. If disputes occur, it is the FDC labor's job to help you. Avoid arguments; in most instances you will be talking to the wrong person. For more specific labor guidelines, please reference the Freeman section or the I&D/EAC/LABOR Rules & Forms section.

## **EXHIBITOR LIST / FLOOR PLAN**

**FOR THE MOST UP-TO-DATE INFORMATION,  
VISIT OUR EXHIBITOR HEADQUARTERS PAGE AT  
[www.linuxworldexpo.com](http://www.linuxworldexpo.com)**

Your online resource for all the information you need to maximize your experience at LinuxWorld Conference & Expo/San Francisco 2002 can be easily accessed by going to:  
[www.linuxworldexpo.com](http://www.linuxworldexpo.com).

### **Exhibitor List**

In this section you will be able to:

- Search exhibitor lists by alpha
- Search by product category
- Search by sub-category
- Search for special interest pavilion
- Sort by exhibitor name
- Sort by booth number

### **Floor Plan**

In this section you will be able to:

- List exhibitors by name
- List exhibitors by booth number
- List exhibitors by product categories
- List selected exhibitors
- Print floor plan & listings
- Save and recall a floor plan