



ISQED'14 China Exhibit Kit and Form

Mailing address:	ISQED P.O.Box 607 Los Altos, CA 94023-0607 USA	
Event Location:	Hangzhou Wenhui Hotel Hangzhou, China	
Contact:	Lana Dunn: lanad@svpti.com	
Exhibit Theme	General Theme: Leading Innovation and Quality in Electronic Design 2014 Theme: Security in a Connected World	
Exhibit area:	Hangzhou Wenhui Hotel (Exact location to be announced later)	
Exhibit registration:	Free. Online registration is done through ISQED web site.	
Registration hours:	On-line 24/7. Also can register at the registration desk at the conference.	
Exhibit Hours:	Tuesday Oct. 28: 10AM – 5:00 PM Wednesday Oct. 29: 10 AM-5:00 PM	
Exhibit Fee:	\$1000. Free for sponsors at \$3K level or higher	
Setup and Dismantle Information:		
Installation	Monday, Oct. 27 Tuesday, Oct. 28	5:30 PM – 8:30 PM, and/or 8:00AM – 10:00 AM
Dismantle:	Wednesday, Oct. 29	7:00 PM – 7:30 PM
And if exhibiting on Wednesday dismantle:		6:30PM – 7:30 PM

Shipping to Hotel

If you need to ship exhibit and promotional materials to Convention Center please mark them ISQED to C/O tba.



Booth package*

1. Each 10 x 8 booth space will have the following:
 - 6' skirted table (optional)
 - 2 chairs
 - 1 easel
 - 1 power outlet
2. Listing in the show schedule as an exhibitor
3. One complimentary conference pass (no tutorials)
4. One piece of product literature inserted in conference tote bag.

* Pipe and drape is included in the package. ISQED has the right to assign and revise the booth locations at any time.

Exhibit Promotions

ISQED will promote exhibits in several ways:

1. Bi-weekly Email blasts
2. Web Banners
3. New releases (you are highly encouraged to do your own new releases as well to promote the exhibits)
4. ISQED poster session is held beside the exhibition space
5. Refreshments will be served for exhibit attendees

Please do:

- Promote the exhibit through your organization by issuing press release, email blast, banners, etc.
- Encourage the employees within your organization to register and attend ISQED conference and exhibits.
- Bring your own pop-up (you can wheel it in, we do not have general contractor for this event)
- Organize your own set-up and dismantle
- Complete exhibitor badge form and Exhibitor information form
- If you like your literature to be included in the conference tote-bag mail them 3-5 days prior to the event to:

ADDRESS TBA
C/O: ISQED Event

- Collect leads at your exhibit**
- Sponsor Apple iPad give-a-ways (\$2K)
- Sponsor exhibits refreshments (\$500)
- Sponsor panel discussions (\$2K, will include free booth) [Topic to be determined]

Please don't:



**16th International Symposium on
Quality Electronic Design – ISQED'14 China**

Hangzhou, China

Conference Dates Oct. 27-29

Exhibit date Oct. 28-29

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- Ship anything in advance to the Hotel, there is no storage space
 - Attach anything on the ballroom walls
 - Leave your exhibit after the event – we have limited time for dismantling

Badges: Please complete the attached badge form for your company. Please indicate in the form, which individual is going to be also attending the conference

** ISQED policy does not allow sharing the attendee list with partners



ISQED 2014 Exhibit Personnel Registration Form

Company name (as you would like to see it in the badges):

Exhibit contact: _____ Phone # _____

e-mail: _____

Conference badge (exhibitors 1, sponsors 2):

Name: _____ Title: _____

Name: _____ Title: _____

Exhibitor badge:

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Please complete this form and email to Lana Dunn: lanad@svpti.com or fax it back to ISQED at (408) 516-8228



ISQED 2014 Exhibitor Information

Company name _____

Exhibit contact: _____ Phone # _____

E-mail: _____

Invoice contact & billing info :

Please complete the following questions as this will help us finalize the floor plan for the pavilion.

1. We will need the 6' skirted table yes no

2. We will need power for _____ (please indicate need, for example lights, laptop etc.)

3. We will need an additional easel yes no

4. If you have any other questions, please contact Lana Dunn: lanad@svpti.com

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