

**2009 Exhibitor's Manual – High Performance Linux on Wall Street Show**  
**April 6, 2009, Monday. Set-up Sunday late, April 5.**

Set-Up Sun Night, April 5: 7 PM, Mon Morning April 6: 6-8 AM

Show Opens Mon, April 6: 8 AM – 4 PM.

Roosevelt Hotel, East 45th Street & Madison Avenue

Loading Door: 70 Vanderbilt Ave Between E 45TH & 46TH ST.

Deadlines Begin March 6, 2009

Show Hours: Mon, April 6, 8 AM – 4 PM.

Conference Hours: Mon, April 6, 9 AM – 4:50 PM

**HP Linux on Wall Street  
Flagg Management Inc  
353 Lexington Ave  
New York, NY 10016  
212-286-0333 Fax 212-286-0086  
flaggmgmt@msn.com  
registration:  
linuxonwallstreet.com**

- 1. PROMOTE YOUR FIRM AT THE SHOW.** Download and email free show invitations.
- 2. PHONE FOR HOTEL RESERVATIONS TODAY TO:**  
Roosevelt Hotel, East 45th Street & Madison Avenue, 212-661-9600  
Ask for "Flagg Management/Linux", April 5-7, room rate \$299/single or double plus tax.
- 3. SUBMIT FREE EXHIBITOR BADGES TO FLAGG MANAGEMENT INC.**
- 4. SUBMIT FREE LISTING IN OFFICIAL DIRECTORY TO FLAGG MANAGEMENT INC.**
- 5. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS AND DIRECTORY ADS.** See order forms.

Dear Exhibitor Colleague:

You will need to order electric, telephone, connectivity service from the Roosevelt Hotel. You must have a credit card to confirm your order. For electric, connectivity, telephone service, use the order forms in your exhibitor's manual or call Christine Traina at the Roosevelt Catering Services at 212-885-6079.

**Installation and set-up begins on Sunday, April 5 at 7 pm. Come in Sunday only if you need more time.** Set-up continues Monday 6 – 8 am, when the show opens at 8 am. You should order your electric and connectivity and phone service from the Roosevelt Hotel in advance so it will be waiting for you when you arrive on Monday.

**Conference registration will begin at 7 am and the opening general session will begin at 9 am, on Monday, April 6 in the grand ballroom, Mezzanine Level.** The Roosevelt Hotel at East 45th Street and Madison Avenue in the heart Manhattan and convenient to Grand Central and ground transportation as well as subway and commuter train service.

**Shipping:** Ship to arrive by Fri, April 3. Shipments will be stored in the package room until move-in Sun, April 5, 7 pm. Mark your shipments:

**FLAGG**

**Company name:** \_\_\_\_\_, **Booth #:** \_\_\_\_\_

2009 Linux, April 6, Mezzanine Exhibit Area

Roosevelt Hotel

70 Vanderbilt Ave, (between East 46th and East 45th Streets)

New York, NY 10017, phone: 212-661-9600.

**Note: The hotel does not have fork lift trucks or a loading dock.** Your trucker should have a tail gate lift to unload into the street at 70 Vanderbilt Ave. The hotel does have a pallet jack to deliver inside the hotel. The hotel will deliver your items up to the show on Sunday by 7 pm. If you have items that you cannot find in your booth, they may still be in the package room, call 212-661-9600 x6489, Lizza Oliver, or the convention services manager. The hotel charges for delivering boxes.

**Conference Sessions:** All sessions are in the Grand Ballroom and the Plaza Suite on the Mezzanine Level of the hotel. The opening session is at 9 am. All exhibitors are invited to this opening session.

**Show Hours: Show hours are 8 am – 4 pm**, and have been set to maximize conference traffic and walk-in traffic. Dedicated show viewing periods: **8-9 am** Registration and coffee service. **10-11 am** Midmorning break in the exhibits. **1-1:30 pm** Dessert service in the exhibits. **3:15-4 pm** Afternoon break in the exhibits.

**Dismantling:** Show closes at 4 pm, Mon, April 6. All valuables must be out by 5:00 pm. All freight must be removed completely by 5:00 pm. ALL GOODS LEFT UNATTENDED ARE THE RESPONSIBILITY OF THE EXHIBITOR. **See information on Move-Out:** FedEx or UPS at Show Close. FedEx Phone: 800-463-3339 UPS Phone: 800-742-5877

**Move-Out 4:00 pm – FEDEX or UPS at Show close:**

**1. Bring your FedEx air bills with you. 2. Make sure you have your FedEx account number. 3. You must phone FedEx and get a FedEx pick-up number. 4.** If you are shipping Federal Express or UPS at the show close, **you must prepare completed FedEx or UPS air bills** with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material.

Call FedEx and schedule a pick-up from the Roosevelt Hotel, 70 Vanderbilt Avenue, NY, NY 10017. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877) **DO NOT LEAVE FEDEX OR UPS SHIPMENT WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.**

**Move-Out 4:00 pm UPS at Show Close:** is also available for pick-up at the Roosevelt Hotel. You must have a **UPS account number** and **UPS land or air bills**. Call UPS and schedule a pick-up at 800-742-5877.

**Exhibitor Badges: NOTE:** Pick up all exhibitor badges at the Registration Desk on the Mezzanine Level Coat Room by the elevators of the Roosevelt Hotel. None have been mailed in advance. Additions or corrections may be made at the show.

**Badge Colors:** Conference: yellow. Exhibitors: blue. Show-Only: white. Speaker: white ribbons Press: red ribbons.

**Security:** EXHIBITORS ARE NOT RELIEVED OF THEIR PRIMARY RESPONSIBILITY FOR ALL OF THEIR GOODS SHIPPED TO THE SHOW. DO NOT RISK LOSS OR DAMAGE TO ANY OF YOUR VALUABLES. DO NOT STORE ANY OF YOUR VALUABLES UNDER YOUR BOOTH. IF IT'S VALUABLE, TAKE IT WITH YOU. Valuable software, laptops, give-aways, briefcases, cameras, purses, and any other shoplifter type goods should be watched carefully. Women are advised to carry purses, do not set down anywhere. A wise and prudent approach to show security can save loss or damage to goods.

**Responsibility:** The last person to leave is responsible for packing and shipping out all goods. DO NOT LEAVE YOUR BOOTH UNATTENDED, AND ESPECIALLY AT THE SHOW CLOSE.

**Promote the Free Show in advance:** Emails now have more impact and can generate new awareness about your company and your participation in the show. Use emails to promote attendance. Go to our Website and download these email invitations. You can download from our Website: **www.linuxonwallstreet.com**.

**Hotel Accommodations:** Make hotel reservations at the Roosevelt Hotel. Room rates are \$299 single or double plus tax for the dates April 5-April 7, 2009. Phone 212-661-9600. Ask for "Flagg Management/Linux" room rates.

**Booth Package** includes: hotel area carpeting, a draped 6' table – 30" high, 24' wide, two chairs, logo sign on an easel, waste basket - everything you need in your exhibit space that is 6' deep by 8' across.

**Free Directory Listing:** Fax in your Official Directory listing form and your exhibitor personnel badge form to Flagg Management Inc. Badges must be worn at all times. Business and professional visitors only.

**Download Banners and Buttons to put on your website.** Use our 2009 Linux banners and buttons to encourage your customers to visit you at the free show. You can download from our Website: **www.linuxonwallstreet.com**

**Download new email free show passes to your email customer lists.** Maximize your impact. Generate new awareness about your company and your participation in the show. Use emails to promote attendance. Go to our Website and download these email invitations. You can download from our Website: **www.linuxonwallstreet.com**

**Show Management:** Russell Flagg will be available at the show on Sun-Mon, April 5- 6, to the show close. Do not wait to resolve any problem. See Russell Flagg and put his experience to work for you.

FLAGG MANAGEMENT INC

Russell E. Flagg,  
Show Management

**2009 HIGH PERFORMANCE LINUX ON WALL STREET**

ROOSEVELT HOTEL, EAST 45TH ST & MADISON AVE  
SHOW SCHEDULE AT A GLANCE

Show Hours: Mon 8 am – 4 pm

Conf Hours: Mon 9 am – 4:50 pm

Move-in: Sun 7 pm – 9 pm

Move-in: Mon 6 – 8 am

Move-out: Mon 4 – 5 pm

## Service Contractors and Roosevelt Hotel Contacts

### **Roosevelt Hotel – Electric, Phones, Connectivity**

Roosevelt Hotel Catering/Convention Services  
Madison Ave at East 45th Street  
New York, NY 10017  
212-661-9600 fax: 212-885-6162

Christine Traina, Catering Manager, 212-885-6079 fax: 212-885-6162 [ctraina@rooseveltnyc.com](mailto:ctraina@rooseveltnyc.com)  
Bob Hennessy, Dir. of Engineering, 212-885-6110 [bhennessy@rooseveltnyc.com](mailto:bhennessy@rooseveltnyc.com)  
Kime Melesse, Dir. of IT, 212-885-6038 [kmelesse@rooseveltnyc.com](mailto:kmelesse@rooseveltnyc.com)  
Mike Santos, PSAV Sales Manager, 212-867-8768 [msantos@psav.com](mailto:msantos@psav.com)  
Lizza Oliver, Package Room 212-661-9600 ext. 6489

### **Roosevelt Hotel Shipment & Loading Door**

70 Vanderbilt Ave  
Between East 45th & 46th Streets  
212-661-9600

### **No fork lift trucks or loading dock.**

Your driver's truck should have a lift gate to lower your shipment onto the street at 70 Vanderbilt Avenue.

Mark your FedEx, UPS and show shipments:

FLAGG

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Roosevelt Hotel for March 9 – Benefits New York  
70 Vanderbilt Avenue  
New York, NY 10017  
212-661-9600

### **NMR/National MicroRentals Inc.**

Computer, Monitor, Printer, VCR, and Other A/V Rental Services  
28 Abeel Road  
Monroe Twp, NJ 08831-2036  
800-637-2496, 609-395-0550 fax: 609-395-7142 [www.nmrrrents.com](http://www.nmrrrents.com)  
Jim Clark, Nat'l Trade Show Mgr. [jclark@nmrrrents.com](mailto:jclark@nmrrrents.com)

### **Morris Brothers Signs**

Special Signs, Banners, Graphics of Any Type  
37 West 20<sup>th</sup> Street, 7<sup>th</sup> Floor  
New York, NY 10011  
212-675-9130 fax: 212-675-7708  
Peter Bellantone, Principal [peter@mbgraphics.com](mailto:peter@mbgraphics.com)

### **Photographer**

Dov Friedmann  
914-751-2796 ; cell : 347-886-7246  
[dovfriedmann@mac.com](mailto:dovfriedmann@mac.com)  
PhotographybyDov.com

**OFFICIAL DIRECTORY LISTING (ALPHABETICAL)**

**DEADLINE: MARCH 6**

**RETURN COMPLETED FORM TO**

**2009 HPC/LINUX ON WALL STREET**

**MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.**

MAIL TO: 2009 HPC/LINUX ON WALL STREET  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016 **FAX: 212-286-0086**

**SPECIAL NOTE: NEW PRODUCTS**  
Please indicate new products that will  
be shown for the first time in 2009.

**NEW PRODUCTS: New Products Only:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PLEASE TYPE OR BLOCK LETTER**

BOOTH # \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

DIVISION OF: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Email address: \_\_\_\_\_ URL address: \_\_\_\_\_

Indicate a brief generic description of the products, systems or services that you will have on display (limit to about 25 words). This listing will be edited for consistency and brevity. (PLEASE PRINT)

\_\_\_\_\_

For identification purposes, please print name of official submitting this form:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**EXHIBITOR CONFERENCE**

**DEADLINE: MARCH 6**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**2009 HPC/LINUX ON WALL STREET**

**MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS**

MAIL TO: 2009 HPC/LINUX ON WALL STREET  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016      **FAX: (212) 286-0086**

**EXHIBITOR CONFERENCE – ALL BADGES TO BE PICKED UP AT THE SHOW**

YOUR BEST CUSTOMER OR PROSPECT IS INVITED TO REGISTER IN ADVANCE AT NO CHARGE FOR THE FULL CONFERENCE PROGRAM AS YOUR GUEST. THIS IS A \$395 VALUE. PLEASE INDICATE BELOW WHOM THAT INDIVIDUAL WILL BE AND WE WILL RESERVE A SPACE AT THE CONFERENCE AND SEND THEM CONFIRMATION.

PLEASE PRINT

INDIVIDUAL NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

For identification purposes, please print name of official submitting form.

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES**

**DEADLINE: MARCH 6**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**2009 HPC/LINUX ON WALL STREET**

**MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS**

MAIL TO: 2009 HPC/LINUX ON WALL STREET  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016      **FAX: (212) 286-0086**

**BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES – ALL BADGES TO BE PICKED UP AT THE SHOW**

PLEASE PRINT

BOOTH # \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

For identification purposes, please print name of official submitting form.

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

<u>First Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

**2009 High Performance Linux on Wall Street**  
**April 6, 2009, Monday**  
**Roosevelt Hotel, New York, NY**

**2009 Sponsorship Opportunities**

Assigned exhibitors will have the opportunity to become participating sponsors in the High Performance on Wall Street show and conference program. At the Platinum, Gold and Silver sponsorship level, sponsors will have their company logo on all our printed and online material, they will have their logo displayed on our Website, and will be prominently listed in our pre-show and at-show official program guide.

Sponsorship is a requirement for vendors that wish to lead conference presentations.

**Platinum Elite sponsorship level – \$30,000**

- Keynote session with a top executive from the exhibit organization and an invited Wall Street speaker
- Exhibitor logo on all printed and online material
- Logo on website
- Listing in pre-show and at-show official program guide
- Two exhibit spaces in the table top show
- 10 full conference registrations to invite guests of your choice to the conference program
- Electronic list of show and conference registrants including name, company, address, phone, and fax

**Gold Sponsorship Level – \$15,000 – IBM, Oracle, Novell, Microsoft, Intel**

- Speaking opportunity on a panel or break-out session
- Exhibitor logo on all printed and online material
- Logo on website
- Listing in pre-show and at-show official program guide
- One exhibit spaces in the table top show
- 10 full conference registrations to invite guests of your choice to the conference program
- Electronic list of show and conference registrants including name, company, address, phone, and fax

**Silver Sponsorship Level - \$8,000 – Cambridge Computer**

- Exhibitor logo on all printed and online material
- Logo on website
- Listing in pre-show and at-show official program guide
- One exhibit space in the table top show
- 5 full conference registrations to invite guests of your choice to the conference program
- Electronic list of show and conference registrants including name, company, address, phone, and fax

**Other Silver Sponsorships will provide for Sponsorships of the:**

- Tote bags - \$8000
- Coffee & Beverage Break Service - morning - \$8000
- Coffee & Beverage Break Service - afternoon - \$8000
- Badge holders - \$8000
- Badge holder lanyards - \$8000

**Advertising and Print Marketing**

The Official Program and Exhibitor's Guide will accept advertising, and will be distributed at the event to all conference and show participants. This 8 ½ x 11 program will be a compendium of the conferences and the exhibitors. This reference will have a long life well after the event is concluded.

- **Advertising in the Official Program:**
  - Back cover, 7x10, 4-color – \$8,000
  - Inside front cover, 7x10, 2-color – \$5,000
  - Inside back cover, 7x10, 2-color – \$5,000

Other sponsorship opportunities will be considered. Contact Flagg Management Inc.

**OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER**

**RETURN COMPLETED FORM TO  
SHOW MANAGEMENT IMMEDIATELY**

**DEADLINE: MARCH 6**

**MAIL TO:      2009 HPC/LINUX ON WALL STREET  
                    c/o FLAGG MANAGEMENT INC  
                    353 LEXINGTON AVENUE, 10<sup>TH</sup> FLOOR  
                    NEW YORK, NY 10016      FAX: 212-286-0086**

The Official Directory for the High Performance Linux on Wall Street Show is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the one-day Show & Conference, as well as months after the show is done. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. Over 800 copies of this Directory will be printed and distributed at the show at the Roosevelt Hotel, NYC.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: \_\_\_\_\_

Booth # \_\_\_\_\_ Company Name: \_\_\_\_\_

Division of: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

**RATE FOR OFFICIAL DIRECTORY ADVERTISING:**      Advertising in the Official Directory is non-commissionable.

    BACK COVER (4-COLOR):      \$8,000.

    INSIDE BACK COVER (2-COLOR):      \$4,000.

    INSIDE FRONT COVER (2-COLOR):      \$4,000.

    FULL PAGE (2-COLOR):      \$3,000.

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 115 lb coated stock.

The Official Directory reserves the right to establish the PMS 2<sup>nd</sup> color in a 2-color ad.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

    Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

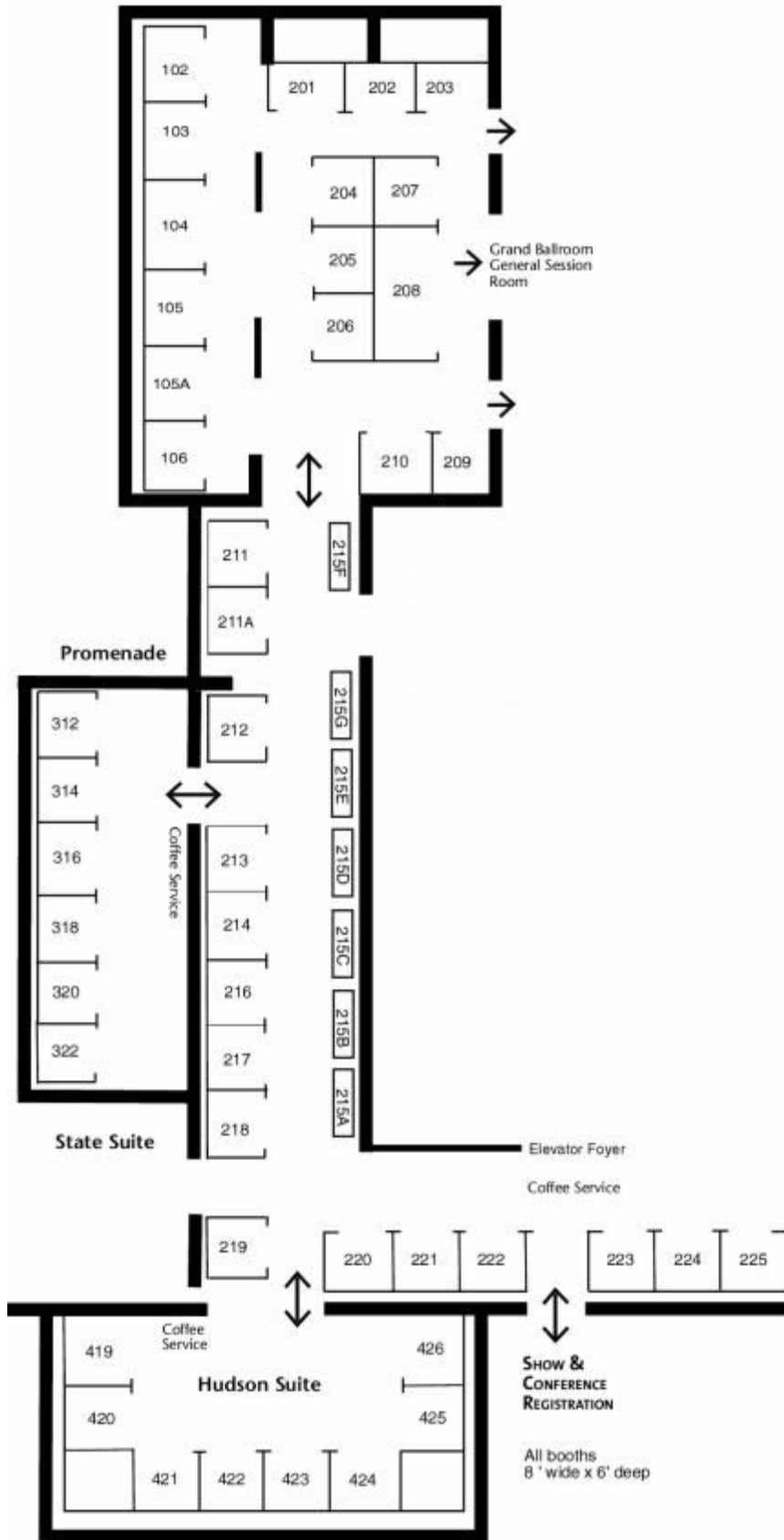
Mailing instructions: Send negatives by March 6 along with any special instructions for printer to:

    FLAGG MANAGEMENT INC  
    LINUX ON WALL STREET  
    353 LEXINGTON AVENUE, 10TH FLOOR  
    NEW YORK, NY 10016  
    212-286-0333

# Floor Plan

## Roosevelt Hotel, NYC

Madison Ave and 45th St, next to Grand Central Station



**2009 High Performance Linux on Wall Street  
April 6, 2009, Roosevelt Hotel, New York, NY**

Partial List of Exhibitors as of 2/16/09

A-Team Group	Special
Arista Networks, Inc.	211A
Cambridge Computer	102
Chelsio	217
Collaborative Software Initiative	203
Corporate Technologies	220
Dataram	223
Dell Inc.	105A
Fusion-io	221
Global Investment Technology	Special
HPCwire/Tabor Communications	Special
IBM Corporation	208
Intel	206
James River Technical, Inc.	212
Linux Journal	Special
Maxworks Inc.	106
Mellanox Technologies	213
Microsoft Corporation	204
Microway Inc.	218
Napatech Inc.	222
Novell	201
Oracle Corporation	207
PKA Technologies, Inc.	105
PrismTech	214
Red Hat	209
Texas Memory Systems	216
Wall Street Technology Association	Special

**Sponsors**

A-Team Group	Sponsor
IBM Corporation	Gold Sponsor
Oracle Corporation	Gold Sponsor
Novell	Gold Sponsor
Red Hat	Gold Sponsor
Cambridge Computer	Silver Sponsor
Intel	Sponsor
Microsoft Corporation	Sponsor
Global Investment Technology	Media Sponsor
HPCwire	Media Sponsor
Linux Journal	Media Sponsor
Wall Street Technology Association	Association Sponsor