

**2008 Exhibitor's Manual – 8th Annual Web Services/SOA on Wall Street Show
Feb 11, 2008, Monday, Sunday set-up, Feb 10**

Set-Up Sun, Feb 10: 6 pm – Midnight, Monday morning, Feb 11: 6-8 am.

Show Opens Mon, Feb 11: 8 am – 4 pm.

Roosevelt Hotel, East 45th Street & Madison Avenue

Loading Door: 70 Vanderbilt Ave Between E 45th & 46th St.

Deadlines Begin Jan 11, 2008

Show Hours: Mon, Feb 11, 8 am – 4 pm.

Conference Hours: Mon, Feb 11, 9 am – 4:50 pm

**Web Services/SOA on Wall Street
Flagg Management Inc
353 Lexington Ave
New York, NY 10016
212-286-0333 Fax 212-286-0086
flaggmgmt@msn.com
registration:
webservicesonwallstreet.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/Web Services", Feb 10-11, room rate \$249/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 Maria Edouard at the Roosevelt Catering Services at 212-885-6078.

Late Move-In Schedule: Unfortunately the hotel is not available until 6 pm Sunday, Feb 10 in the Grand Ballroom Foyer Mezzanine Level. For those exhibitors that have extensive set-up and computers to install, there will be a requirement to work through the evening. Russell Flagg and the Roosevelt Hotel staff will be able to assist exhibitors in working through the night to install you exhibits and systems. If you do not require a long set up, come in Monday morning, Feb 11, from 6-8 am.

Shipping: Ship to arrive by Fri, Feb 8. Shipments will be stored in the package room until move-in Sun night. Mark your shipments:

Company name: _____, Booth #: _____
2008 Web/SOA Show, Feb 11, 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. If you have items that you cannot find in your booth, they may still be in the package room, call 212-661-9600 x6489 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 Luncheon is in the Roosevelt Grill, 12-1 pm, Lobby Level. 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. **10:15-11 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, Feb 11. All valuables must be out by 5:00 pm. All freight must be removed completely by 6:00 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: Download Free VIP Show Passes at: www.webservicesonwallstreet.com. Invite your New York area financial colleagues to attend the free show from 8 am – 4 pm Mon, Feb 11.

Hotel Accommodations: Make hotel reservations at the Roosevelt Hotel. Room rates are \$249 single/double plus tax for the dates Feb 10-11, 2008. Phone 212-661-9600. Ask for "Flagg Management/Web Services" room rates.

Booth Package includes: hotel area carpeting, a draped 6' table – 30" high, 24' wide, two chairs, special I.D. 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 2008 Web Services banners and buttons to encourage your customers to visit you at the free show. You can download from our Website: www.webservicesonwallstreet.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.webservicesonwallstreet.com

Show Management: Russell Flagg will be available at the show on Sun-Mon, Feb 10-11, 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

**2008 WEB SERVICES/SOA 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	6 pm – 8 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

Maria Edouard, Catering Sales Manager, 212-885-6078 fax: 212-885-6162 medouard@rooseveltnyc.com

Roosevelt Hotel Shipment & Loading Door

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

Mark your FedEx, UPS and show shipments:

Company Name _____ Booth # _____

Roosevelt Hotel for Feb 11 – Web Services/SOA

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
Jim Clark, Nat'l Trade Show Mgr. jclark@nmrrrents.com

Morris Brothers Signs

Special Signs, Banners, Graphics of Any Type
37 West 20th Street, 7th Floor
New York, NY 10011
212-675-9130 fax: 212-675-7708
Peter Bellantone, Principal peter@mbgraphics.com

Photographer

Dov Friedmann
347-886-7246
dovfriedmann@mac.com
dovfriedmann.com

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: JAN 11

RETURN COMPLETED FORM TO

2008 WEB SERVICES/SOA ON WALL STREET

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2008 WEB SERVICES/SOA 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 2008.

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: JAN 11

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2008 WEB SERVICES/SOA ON WALL STREET

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2008 WEB SERVICES/SOA 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

ONE MEMBER OF YOUR FIRM OR YOUR BEST CUSTOMER IS INVITED TO REGISTER IN ADVANCE AT NO CHARGE FOR THE FULL CONFERENCE PROGRAM. THIS IS A \$395 VALUE. PLEASE INDICATE BELOW WHOM THAT INDIVIDUAL WILL BE AND WE WILL RESERVE A SPACE AT THE CONFERENCE.

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: JAN 11

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2008 WEB SERVICES/SOA ON WALL STREET

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2008 WEB SERVICES/SOA 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. _____	_____	_____	_____

**2008 Web Services/SOA on Wall Street
February 11, 2008, Mon, Roosevelt Hotel, New York, NY**

2008 Sponsorship Opportunities

Assigned exhibitors will have the opportunity to become participating sponsors in the Web Services/SOA 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
- 20 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 – Connotate, GigaSpaces, Hewlett Packard, IBM, Intel, Microsoft, Oracle

- 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 space 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

- 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 – **SOLD – U1 Technologies**
- Coffee & Beverage Break Service - morning - \$8000
- Coffee & Beverage Break Service - afternoon - \$8000
- Badge holders - \$8000
- Badge holder lanyards - \$8000

Advertising and Print Marketing - \$8,000 - \$4,000

The Official Directory will accept advertising, and will be distributed at the event to all conference and show participants. This 8 1/2" x 11" program will be a compendium of the conference and 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
- 2-color*, 7x10" ads – \$4,000

Ad Specs: Send film separations, 133-line screen, right reading, emulsion side down, with color proof, ad copy size 7x10", no bleeds without approval.

*Color is same as the program color.

Other sponsorship opportunities will be considered.

Contact: Flagg Management.

353 Lexington Avenue, New York, NY 10016

Phone: 212-286-0333 Fax: 212-286-0086 Email: flaggmgmt@msn.com

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

DEADLINE: JAN 11

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

**MAIL TO: 2008 WEB SERVICES/SOA ON WALL STREET
 c/o FLAGG MANAGEMENT INC
 353 LEXINGTON AVENUE, 10TH FLOOR
 NEW YORK, NY 10016 FAX: 212-286-0086**

The Official Directory for the Web Services/SOA 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 1,000 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):	\$5,000.
INSIDE FRONT COVER (2-COLOR):	\$5,000.
FULL PAGE (2-COLOR):	\$4,000.

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 2nd 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 Jan 15 along with any special instructions for printer to:

 FLAGG MANAGEMENT INC
 WEB SERVICES SHOW
 353 LEXINGTON AVENUE, 10TH FLOOR
 NEW YORK, NY 10016
 212-286-0333