



LOCALIZATION WORLD
CONFERENCE & EXHIBITS

Exhibit Brochure

Silicon Valley, October 20-22, 2009

Know-how for Global Success



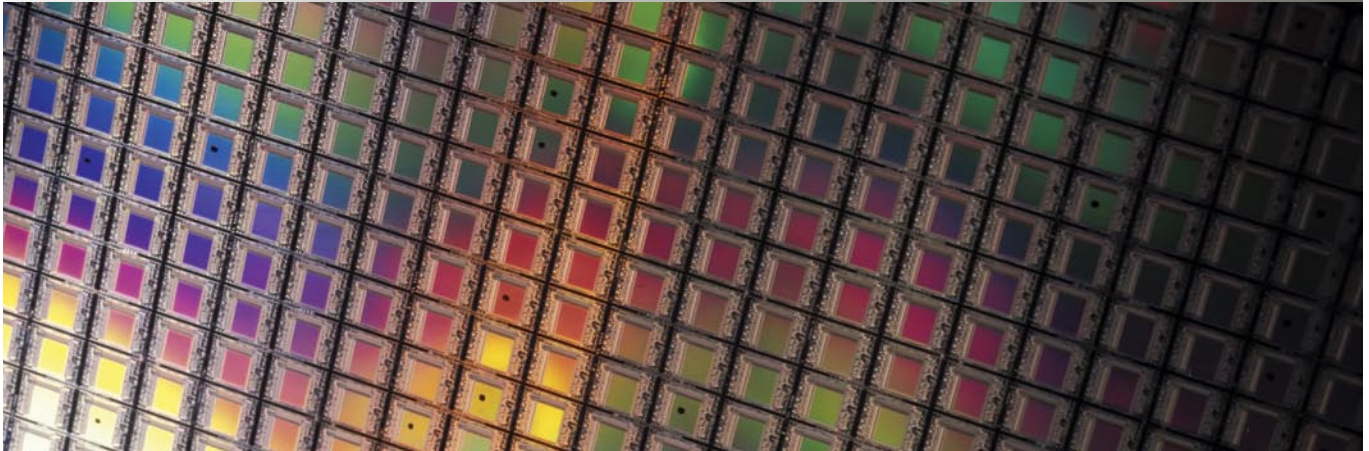


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Exhibit Type Selection

6X10 ft. space only – \$2,800 USD

includes:

- 6'x10' exhibit space with pipe and drape
- 6' rectangular table, two chairs and wastebasket
- 128k Wireless Internet access
- Conference registration for one person
- One additional attendee at a reduced rate of \$550
- One 5 amp electrical outlet
- Company listing with link on website
- Company description in printed program

10X10 ft. space only – \$3,800 USD

includes:

- 10'x10' exhibit space with pipe and drape
- 6' rectangular table, two chairs and wastebasket
- 128k Wireless Internet access
- Conference registration for one person
- One additional attendee at a reduced rate of \$550
- One 5 amp electrical outlet
- Company listing with link on website
- Company description in program

Custom Booth Space

If you require a booth of a special configuration or size, please contact Chris Luxton at +1 608 826 5001 or by email to exhibits@localizationworld.com



Exhibit Application Form

To sign up as an exhibitor at Localization World Silicon Valley, please complete and return the [Exhibit Application Form](#). The application should be returned to Chris Luxton by fax at +1 (608) 826-5004 or scan and e-mail to exhibits@localizationworld.com

Medallion sponsors will be given priority booth selection, according to exhibit type and timing of sponsorship. Additional exhibit discounts are available to Medallion sponsors.

Important Contacts

Localization World Exhibit Coordinator

Chris Luxton
The Localization Institute, Inc.
7601 Ganser Way
Madison, Wisconsin 53719
USA
Tel. +1 (608) 826 5001 (US Central Time Zone)
Fax +1 (608) 826 5004
exhibits@localizationworld.com
<http://www.localizationworld.com>

Localization World Registration Coordinator

Bonnie Merrell
Localization World Ltd.
319 North First Avenue, Suite 2
Sandpoint, Idaho 83864
USA
Tel. +1 (208) 263 8178 (US Pacific Time Zone)
Fax +1 (208) 263 6310
registration@localizationworld.com
<http://www.localizationworld.com>

Official Exhibit Company

Freeman Co. is the official exhibit company for Localization World Silicon Valley to be held at the Santa Clara Convention Center. Freeman Co. offers furniture and carpet rental, services for booth assembly, shipping and receiving, exhibit receiving and storage, as well as additional electrical services and sign and poster printing.

Click [here](#) for Freeman Co. quick facts and general information.

Freeman Co.
901 E South St
Anaheim, CA 92805

Exhibitor Service Phone: +1 (714) 254-3410 (US Pacific Time Zone)
Exhibitor Service E-mail: FreemanAnaheimES@freemanco.com

Freeman Exhibitor Kit and Order Forms (Including Furniture Rental)

Click [here](#) for the Freeman Co. Exhibitor Kit. This document contains pricing information and order forms for products and services offered by Freeman Co. Contained within the Exhibitor Kit are order forms for additional furniture and carpet rental as well.

Discount Price Deadline

In order to receive advance order discount rates listed on the price sheet, Freeman Co. must receive your order and payment by October 6, 2009. Save money by ordering products, services and labor in advance.

Material Shipping Information

Freeman Co. will accept crated, boxed or skidded materials beginning Monday, September 21, 2009, at the warehouse address below. **Please note that additional charges will apply for all items shipped or received by Freeman Co. Consult the Exhibitor Kit for pricing.**

Warehouse Shipping Address:

Exhibiting Company Name / Booth # _____
 LOCALIZATION WORLD SILICON VALLEY 2009
 C/O FREEMAN CO.
 YELLOW FREIGHT SYSTEMS
 201 HASKINS WAY
 SOUTH SAN FRANCISCO, CA 94080

Materials arriving after October 13, 2009, will be received at the warehouse with an additional after-deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM (US Pacific Time).

Freeman Co. will receive shipments at the show site beginning Tuesday, October 20, 2009. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the exhibitor.

Show Site Shipping Address:

Exhibiting Company Name / Booth # _____
 LOCALIZATION WORLD SILICON VALLEY 2009
 C/O FREEMAN CO.
 SANTA CLARA CONVENTION CENTER
 5001 GREAT AMERICA PKWY
 SANTA CLARA, CA 95054

Tips to Save on Material Handling

Consolidate shipments - when total weight is less than 200 lbs. For example:

3 Separate Shipments	1 Consolidated Shipment
60 lbs. charged @ 200 lbs. \$ 176.00	3 pieces (1 shipment)
52 lbs. charged @ 200 lbs. \$ 176.00	177 lbs. charged @ 200 lbs
65 lbs. charged @ 200 lbs. \$ 176.00	
Total \$528.00	Total \$176.00

Added benefit: Your shipments are less likely to get misplaced if they are packaged together with larger items.

Please note: All items and materials that must be brought into the facility may be subject to Material Handling Charges under Union Labor restrictions and are the responsibility of the exhibitor. This also applies to items not ordered through the Official Show Vendors.

On-site Connectivity and AV Rentals

Wi-Fi Internet Access for Exhibitors

SmartCity is the internet provider for the Santa Clara Convention Center. Standard 128k "instant internet" wireless access will be provided to each exhibitor and is included with the cost of the exhibit booth. The speed of this connection is 128k. A username and password will be provided to you on the first day of the conference. A higher speed connection is available (1.54MB) at an additional cost and can be purchased by credit card at the time of the conference. Additional internet services and hardware can be purchased directly by contacting SmartCity:

Patricia Johnson
 E-mail: pjohnson@smartcity.com
 Phone: +1 (408) 595-9806 (US Pacific Time Zone)
 Website: www.smartcity.com

Electrical Connection

A standard electrical outlet of 500 Watts (5 amps) will be included with each exhibit booth. If you require additional electricity or higher wattage, please order this directly from Freeman Co. The Electrical Order Form is contained within the [Exhibitor Kit](#). Orders placed before October 6, 2009, will receive the advance order discount rates.

Equipment Rental

Additional AV equipment, monitors, plasma screens, projection equipment and computers may be rented through PSAV, the AV company assisting with Localization World Silicon Valley. Click [here](#) for an equipment order form or contact:

Michael Mackey, Project Manager
 PSAV – Santa Clara Convention Center
 E-mail: mmackey@psav.com
 Phone: +1 (408) 748-7087 (US Pacific Time Zone)
 Fax: +1 (408) 748-7089

Exhibit Schedules and Logistics

Exhibit Registration Schedule for LW Silicon Valley 2009

June 29, 2009	Registration opens Priority space selection for Medallion Sponsors
August 20, 2009	Space assignments will be announced
September 30, 2009	Registration for exhibits closes

Exhibit Hall Schedule for LW Silicon Valley 2009

Set-up time for exhibits

October 20, 2009 (Tues.) 1:00 pm – 4:00 pm

Exhibit hours

October 21, 2009 (Wed.) 8:15 am – 5:00 pm

October 22, 2009 (Thurs.) 8:30 am – 4:00 pm

Take-down time for exhibits

October 22, 2009 (Thurs.) 4:00 pm – 6:00 pm

Advance shipment of exhibit material (see previous page with Freeman Co. information)

Exhibitor Restrictions Due to Union Labor Rules

Union Jurisdictions in the San Francisco Bay Area – PLEASE READ!

IT IS IMPORTANT THAT ALL EXHIBITORS REVIEW THE EXHIBITOR KIT FOR UNION LABOR RESTRICTIONS AND PRICING INFORMATION.

Unlike past Localization World conference venues, the Santa Clara Convention Center is required to utilize labor unions for services provided at this venue. You may appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, please read the following.

Display Labor

By definition, the installation or dismantling of exhibits that requires the use of hand tools or takes one person more than 30 minutes, or exceeds ten feet in any direction, falls within the jurisdiction of the Local 510 of the Sign Display and Crafts Union. You can handle and set out the products you manufacture; however, all background materials – display boards, backdrops, stands – anything the products are displayed upon, attached to, or made part of, and laying of floor tile and carpets must be installed by union labor. Labor can be ordered in advance by returning the Display Labor order form or on-site at Freeman Co.'s service center.

Material Handling

The Teamsters Union Local 85 has jurisdiction over all unloading and reloading of materials. The union also has jurisdiction over the operation of all material handling equipment, including all dollies and hand trucks.

You may hand carry only what you can manage by yourself (one person) in one trip, using no equipment. Since hand-carried materials may not come through the freight entrance, show management will designate a specific entrance for hand-carried items. Current union jurisdiction precludes hotel personnel from delivering materials to exhibit booths.

Electrical Services

IBEW Electricians jurisdiction covers all electrical labor for each booth, including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections and hardwiring of all electrical equipment (for example, 208 volt and higher services, panels, motors, and audio visual equipment). Installation of all lighting hung from truss or beams and distribution of all cabling throughout (San Francisco includes the lighting truss assembly and hanging). All stage hand labor used in the exhibit area will be supplied through Freeman Co. with exception of a company representative/supervision, plasma screen mounting, computer set up and interconnectivity. Unless contracted directly with the in-house AV/internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by company electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or exhibitors.

Exhibition Rules

- A. Exhibit rental.** The exhibit space rental is for the sole use of the contracting organization that appears on the Exhibit Application Form. No portion of the booth shall be sublet or assigned to another organization without the consent of the conference organizers.
- B. Space assignment.** Assignments will be made after the receipt of the application and payment on a first-come, first-serve basis. The conference organizers reserve the right to reassign exhibit spaces at any time in the interest of creating a cohesive exhibit.
- C. Signs and advertising.** Localization World will provide a sign for each exhibit space. No signs or advertising devices shall be displayed outside the exhibit space.
- D. Exhibit hours.** Displays must be staffed during all regular exhibit hours. Adherence to set-up and take-down schedule is required. Localization World reserves the right to curtail exhibits or parts of exhibits that reflect against the character of the conference.
- E. Loss, damage.** Neither Localization World, its sponsors, their employees or agents will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's property. By signing the exhibit space application, the exhibitor releases Localization World, its sponsors, their employees and agents from any agreement to indemnify them against any and all claims for loss, damage or injury. Exhibitors are advised to carry insurance.
- F. Sales.** Any on-site selling must comply with all laws regarding taxes.
- G. Printed materials.** Printed materials may only be distributed within the exhibitor's assigned booth and may not be placed in other areas of the conference venue without the consent of the conference organizers.
- H. Storage of empty containers.** Exhibitors must make separate arrangements for the storage of their empty containers and shipping materials during the conference. These accommodations should be made through the official exhibition company referenced herein.
- I. Termination.** If the conference is terminated due to picketing, strike, embargo, injunction, act of war, act of terrorism, act of God, or a state of emergency declared by a government agency, the exhibitor waives any and all damages. After deducting all costs and expenses including a reserve for claims, Localization World may refund to the exhibitor the prorated amount of all funds paid by the exhibitor.
- J. Cancellation.** No refund will be given for the cancellation of space after the assignment of space has been made. The space may be resold, reassigned or used by Localization World without benefit or refund to the exhibitor.
- K. Events.** Any function, event or meeting sponsored by an exhibitor must be scheduled in advance through Localization World and must not conflict with the conference schedule.

For additional information: exhibits@localizationworld.com

Tel. +1 (608) 826-5001 (US Central Time Zone)

If you are interested in exhibiting at Localization World Silicon Valley 2009, please download our Exhibit Application Form at <http://www.localizationworld.com/lwsv2009/exhibits.php> or request a copy by sending an e-mail to exhibits@localizationworld.com