

Dear Colleague --

We'd like to invite your firm to participate this year as a Commercial Exhibitor in the Army's ITAM Workshop in San Francisco next August.

For a number of years, those who have joined us annually as Commercial Exhibitors for the ITAM Workshop have suggested -- half jokingly, I suspect -- that we should "go somewhere really special for the ITAM Workshop!" Well, we listened!

For 2004, we're goin' to San Francisco ... specifically, the 2004 ITAM Workshop will be held at the world-class Hyatt Regency San Francisco Hotel located down near the waterfront in the Embarcadero Center!

The Integrated Training Area Management (ITAM) Program is the Army's training land management program, which maintains and rehabilitates the training lands at all Army installations across the country and around the world.

The ITAM Workshop annually attracts approximately 500 ITAM Program coordinators and staff members from all Army installations across the United States and from Europe and the Far East.

2004 ITAM Workshop  
16-19 August 2004  
Hyatt Regency San Francisco Hotel -- Pacific Concourse  
... and the Commercial Exhibitor Expo at Camp Parks  
Sponsored by Camp Parks Training Site, Dublin, CA

All hotel commercial exhibits for the 2004 ITAM Workshop will be located in the hotel's Pacific Concourse area.

But going to San Francisco is not the only new development ... wait until you read what we've planned for Thursday, 19 August!

As you can probably guess, for the past two years, it has been difficult to provide an opportunity for commercial exhibitors to demonstrate their equipment during the annual Host Installation Field Tour because of more stringent military installation security arrangements that were a consequence of 9/11.

For 2004, Eric Pop and his colleagues at Camp Parks have come up with a new game plan for Thursday! Instead of the participants piling on buses and touring the host installation, everyone will be participating in a new experience!

All of Thursday's activities will begin and end at a new, central location: the Commercial Exhibitor Expo Grounds!

For Thursday, we're going to create a State Fair-like environment for a day ... a place where the participants will eat lunch, visit with the commercial exhibitors in a new environment, see many different equipment demonstrations, and depart from and return to after visiting the Camp Parks Field Tour Demonstration Sites.

On a tract at Camp Parks, the forty or so dazzling white, peaked-roof 10' x 10' Commercial Exhibitor Festival Canopies will surround the football field-sized "Town Square" area of the Commercial Exhibitor Expo Grounds ... imagine the outdoor Heavy Equipment Area at your State Fair!

The colorful Town Square at the center of the Expo Grounds will feature eight 20' x 20' Festival Canopies offering tables and chairs so that all of the attendees can sit under shade to visit and eat lunch.

From 12:30 pm until 3:30 pm, every commercial exhibitor will have the opportunity to demonstrate equipment, tools, processes, techniques, resources, and systems that relate to the ITAM Program and to land management, repair, and conservation.

If you want to demonstrate a fleet of earth-moving equipment -- and everyone likes to drive cool toys -- bring it on! If you want to demonstrate tillage or hydroseeding, you'll have the opportunity. If you want participants to get some hands-on experience with your GPS surveying equipment, there'll be lots of ground to survey. If you manufacture pre-fab buildings, bring one out and set it up!

If you want to set up a complete targeting system, we'll have the space (and the electric power) ... but no live ammo, please! If you want to show folks your erosion control products, load up a truck and bring 'em out to the Expo. If you sell equipment for clearing brush or improving roads, we'll let you flail around ... or smooth out a road. If you have equipment for turning swamps into instant roads, bring it out and show it off (sorry, we'll have to pretend there's a swamp...).

In short, if you can get it to the Commercial Exhibitor Expo Grounds at Camp Parks on Thursday, 19 August, we want you to fire it up -- turn it on -- crank it up -- switch it on -- and demonstrate it!

And even if you sell seed or GIS software instead of D9 Caterpillar tractors, you will want to join all the other commercial exhibitors at the Expo Grounds on Thursday to visit with the Workshop participants for three hours in a new environment!

During the Commercial Exhibitor Expo, a diverse group of regional Food Vendors located in the Town Square area will offer a variety of Northern California cuisine for the enjoyment of all! And a stage at one end of the Town Square area will feature live West Coast entertainment during the Expo.

PLEASE NOTE: It is important for each commercial exhibitor to realize that a Festival Canopy with their name on it will be waiting for them at the Commercial Exhibitor Expo Grounds on Thursday ... we are anticipating the participation of all commercial exhibitors in this new event!

WHAT:

You and your colleagues are invited to participate as a Commercial Exhibitor during the four-day 2004 ITAM Workshop, 16-19 August, San Francisco, CA.

WHO:

Businesses, organizations, companies, and individuals with products and services that relate to land management and conservation, land repair and reclamation, wind and soil erosion management, air and water quality issues, forestry and crop land management, GIS program development and support, road and trail creation and maintenance, environmental and climatological monitoring, unexploded ordnance, and other similar topics will find a ready audience among the ITAM Workshop participants.

WHEN:

Monday, 16 August 2004 through Thursday, 19 August 2004

WHERE:

(Monday through Wednesday)

Hyatt Regency San Francisco Hotel

Five Embarcadero Center

San Francisco, CA 94111

415.788.1234

800.233.1234 (Tollfree worldwide reservations number)

(Special government per diem lodging rate -- tell them you are with the ITAM Workshop.)

(Thursday)

Camp Parks Training Site

Commercial Exhibitor Expo Grounds

Dublin, CA

WHY:

The ITAM Program is the Army's formal strategy for focusing on sustained use of training and testing lands. The intent of the ITAM Program is to systematically provide a uniform training land management capability across the total Army. Compared to the costs of visiting individual military installations, the ITAM Workshop wins hands down in terms of being the most cost-effective sales strategy for holding significant face-to-face conversations with ITAM Coordinators and their staffs. If your firm's products and services can contribute to sustaining military training and training land rehabilitation and maintenance, please consider this opportunity seriously and join us this coming August in San Francisco!

HOW:

Reading the attached six-page Exhibitor Information Packet will provide you with all of the details!

Reviewing the Tentative Schedule for the 2004 ITAM Workshop will provide you with the critical details of the four-day schedule ... and remember, this year you have a central role in Thursday's exciting events!

Completing the Commercial Exhibitor Registration Form will get your company registered to participate as a Commercial Exhibitor this year!

Early registrants this year will have first choice for both a hotel booth location in the Pacific Concourse and for a Commercial Exhibitor Festival Canopy at the Commercial Exhibitor Expo Grounds at Camp Parks on Thursday.

Please remember the dates:

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16-19 August 2004  
Hyatt Regency San Francisco Hotel -- Pacific Concourse  
... and the Commercial Exhibitor Expo at Camp Parks  
Sponsored by Camp Parks Training Site, Dublin, CA

If you have any questions, please e-mail or call me at:

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We look forward to having you join us this coming August in San Francisco!

Regards,

Bert