

Exhibitor Information Packet

2004 ITAM Workshop

16-19 August 2004

Hyatt Regency San Francisco Hotel – Pacific Concourse &
Commercial Exhibitor Expo at Camp Parks

Sponsored by Camp Parks Training Site, Dublin, CA

You are cordially invited to join us in San Francisco!

Occasionally in years past, a participant or commercial exhibitor would say to us, "Next year, let's go somewhere really glamorous for the annual ITAM Workshop -- and let's do something special for our commercial exhibitors!"

Well, both your wishes have been answered!

We're goin' to San Francisco ... specifically, to the world-class Hyatt Regency San Francisco Hotel located down near the waterfront in the Embarcadero Center! All hotel commercial exhibits for the 2004 ITAM Workshop will be located in the hotel's Pacific Concourse area. See for yourself what a great venue this will be -- go have a peak at the beautiful slideshow at the Hyatt Regency's website:

<http://sanfranciscoregency.hyatt.com/property/hotelinfo/slideshow/index.jhtml>



Featuring a new event for 2004: The Commercial Exhibitor Expo at Camp Parks!

And in conjunction with the Camp Parks Field Tour on Thursday of the ITAM Workshop, we're going to stage a new event ... the Commercial Exhibitor Expo! At the festive Expo Grounds, each and every commercial exhibitor will have a 10' x 10' Festival Canopy with their company's name across the front.

The dozens of Commercial Exhibitor Festival Canopies will be laid out around the perimeter of the Expo Grounds "Town Square," which will feature eight Festival Canopies providing space to sit down and visit while you eat lunch. Numerous regional Food Vendors will offer a variety of Northern California cuisine, and a stage will feature West Coast entertainment during the Expo. To the rear of each company's Canopy, we will provide enough room to demonstrate anything -- and we mean anything!

2004 ITAM Workshop Dates: 16-19 August 2004

Hyatt Regency San Francisco Pacific Concourse Exhibit Area

Hyatt Hotel Exhibit Set-up Dates and Times: Sunday, 15 August, 1:00pm – 5:00pm — OR —
Monday, 16 August, 4:00pm – 8:00pm

Hyatt Hotel Exhibit Hours – Dates and Times: Monday, 16 August, 9:15am – 4:00pm
Tuesday, 17 August, 10:00am – 6:30pm
Wednesday, 18 August, 9:30am – 4:00pm

Hyatt Hotel Exhibit Teardown: Wednesday, 18 August, 4:00pm – 7:00pm

Camp Parks Field Tour and Commercial Exhibitor Expo Grounds

Camp Parks Commercial Exhibitor Expo Equipment Move-in: Monday through Wednesday, 16-18 August
10:00 am – 4:00 pm daily

Camp Parks Commercial Exhibitor Expo Booth Setup: Thursday, 19 August, 8:00 am – 11:00 am

Camp Parks Commercial Exhibitor Expo Hours: Thursday, 19 August, 11:00 am – 3:30 pm

Camp Parks Expo Teardown: Thursday, 19 August, 3:30 pm – 5:00 pm — OR —
Friday, 20 August, 10:00 am – 4:00 pm

Workshop Exhibitor Point of Contact:

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Workshop Location:

Hyatt Regency San Francisco Hotel
Exhibits in the Pacific Concourse
Five Embarcadero Center
San Francisco, CA 94111
415.788.1234
800.233.1234 (Worldwide reservations)

Online Hyatt Regency reservations:

<http://sanfranciscoregency.hyatt.com/groupbooking/itam>

ITAM Workshop Headquarters: the Hyatt Regency San Francisco Hotel

A block of 575 rooms has been reserved at the Hyatt Regency San Francisco Hotel, Five Embarcadero Center, San Francisco, CA 94111, (415) 788-1234 for all ITAM Workshop participants and exhibitors. A group rate (plus applicable city and state taxes) of \$139 per night (or the then-prevailing government per diem rate) for single or double occupancy has been arranged.

Contact the Hyatt Worldwide Reservations System at (800) 233-1234 to make reservations on or before 31 July 2004. Please identify yourself as attending the ITAM Workshop. Any reservations received after 31 July 2004 will be honored on a space available basis at the \$139 group rate. All fees are subject to applicable taxes. Please note that no arrangements have been made for “overflow” hotel accommodations in San Francisco.

Hyatt Hotel Pacific Concourse Exhibit Area ...

As we noted earlier, all hotel commercial exhibits for the 2004 ITAM Workshop will be located in the newly-remodeled Pacific Concourse area of the Hyatt Regency San Francisco Hotel. All booths for the 2004 ITAM Workshop will be 8' deep x 10' wide "pipe and drape" booths, equipped with one six-foot skirted table, two chairs, a sign, and a wastebasket. Please note that the ceiling height in the Pacific Concourse is exactly eight feet high. Unfortunately, because of ceiling height and space limitations, this year we can not accommodate the display of equipment in the Pacific Concourse.

However, the Commercial Exhibitor Expo at Camp Parks on Thursday offers all commercial exhibitors the opportunity to come out "to the field" on Thursday and demonstrate all manner of equipment and resources.

Information regarding the commercial exhibit area floor plan, booth location selection, purchase of booth electrical and/or telecommunications service, rental of additional booth equipment, purchase of Workshop mementos, and the shipment of exhibit materials to and from San Francisco will be contained in the Exhibitors' Packet, which will be sent following registration. Booth locations will be assigned after all exhibit registrations have been received.

A new opportunity for your company:

The Camp Parks Field Tour and Commercial Exhibitor Expo ...

We are pleased to announce that for the 2004 ITAM Workshop, all commercial exhibitors are invited to display their products and services and/or demonstrate their equipment at the Commercial Exhibitor Expo at Camp Parks on Thursday, 19 August 2004.

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! 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.

The Commercial Exhibitor Expo Grounds ...

For 2004, we have an entirely new opportunity for every commercial exhibitor who participates in the 2004 ITAM Workshop in San Francisco!

On a tract at Camp Parks, the forty or so dazzling white, peaked-roof 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 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...).

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! 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!

The Thursday Schedule of Events ...

Because the Commercial Exhibitor Expo on Thursday of the ITAM Workshop is an entirely new event for all commercial exhibitors, we want to detail the Thursday Schedule of Events for you.

- 8:00 am – Commercial exhibitors arrive at Camp Parks – either by car/truck or via BART – to set up their exhibits. Food vendors will arrive and set up and begin food preparation, so they can begin serving at about 11:00 am. (For the convenience of the commercial exhibitors, shuttle buses or vans will run from the Dublin BART station on a regular schedule to meet each train arriving at the station beginning at 8:00 am.)
- 11:00 am Workshop participants begin arriving at the Dublin BART station, where they are met by a fleet of buses to ferry them non-stop from the BART station to the Commercial Exhibitor Expo Grounds at Camp Parks.
- 11:00 am The food and drink vendors open for lunch, with participants sitting down to eat under one of the eight or so 20' x 20' Festival Canopies scattered about the Town Square area.
- 11:00 am – Regional soft "acoustic" musicians and singing groups begin performing on the stage in the Town Square area.
- 12:20 pm – A brief introduction from stage via the public address system gets the afternoon's events underway.
- 12:30 pm – Commercial exhibitors staff their booths and conduct demonstrations. Featured demonstrations will be listed on posted and announced schedules.
- 3:30 pm
- 12:30 pm – Regional musicians and singing groups continue performing from the stage
- 3:30 pm

- 12:30 pm – A bus departs from the bus loading area near the Commercial Exhibitor Expo site every ten minutes or so for one of the ITAM "Demonstration Areas" located at various sites around Camp Parks. Public address announcements in the "Town Square" area continue throughout the afternoon to highlight imminent bus departures for ITAM Demonstration Area presentations and special commercial exhibitor demonstrations.
- 3:30 pm The shuttle buses begin to run the non-stop shuttle service back to the Dublin BART station for the return trip to the hotel in downtown San Francisco.

This is a very special opportunity!

We want to repeat that all commercial exhibitors have the opportunity – at no additional cost – to participate in this exciting new event! Please begin thinking now about how your firm can take advantage of show casing your products, services, and equipment during the Commercial Exhibitor Expo on Thursday!

ITAM Workshop Refreshment Breaks ...

The scheduled 0700 Morning Breaks, the AM Breaks, and the PM Breaks will all be held in the Food Court area in the Pacific Concourse – located "behind" the Commercial Exhibit Area. This will bring the participants down to the Pacific Concourse two or three times a day, so you can rest assured that you will see most participants in the Pacific Concourse several times throughout the Workshop.

Based on our experience from last year, we are going to formally open the commercial exhibits when the AM Break is scheduled to begin each morning. See the attached [Tentative Schedule](#) for further details.

The popular No-host Social Hour is once again scheduled to begin at 5:00 pm on Tuesday evening, 17 August 2004 and is planned to last for about 90 minutes. Plentiful hors' d'oeuvres will be served, and several cash bars will be open in the Pacific Concourse during the Tuesday evening No-host Social Hour.

Participation in the No-host Social Hour is included in the Exhibitor Fee for each firm's first three representatives, and in the Registration Fee paid by additional corporate representatives. For those exhibitor representatives who would like to bring a non-registered spouse or other guest to the No-host Social Hour on Tuesday evening, please purchase an Additional Ticket as noted on page two of the Exhibitor Registration Form.

Thursday Evening Gala aboard the World War II aircraft carrier USS Hornet ...

This year, the Thursday Evening Gala – on 19 August 2004 – will be spent aboard the World War II aircraft carrier USS Hornet, currently berthed at the former Alameda Naval Air Station.

To travel to the USS Hornet, our group will depart the San Francisco Ferry Building at about 6:30 pm via chartered ferry for the 30-minute cruise under the Oakland Bay Bridge and across the San Francisco Bay. (We should note that travel by chartered ferry is the only practical way to get to the USS Hornet.)

On board the USS Hornet, you will see a gorgeous view of the San Francisco skyline from the Fantail of the Flight Deck and enjoy a delicious buffet dinner on the Hanger Deck.

During the evening, you will have the opportunity to join expert tour guides on a variety of tours to the Captain's (or Navigation) Bridge, the Engine Room, the Flag Bridge, Primary Flight Control, and many other interesting areas. Take a ride in the 12-seat flight simulator; talk with World War II Navy pilots about their experiences; and inspect (and/or sit in!) one of the many restored naval aircraft.

This special Thursday Evening Gala aboard the USS Hornet is not to be missed!

The Thursday Evening Gala event is NOT included in the Exhibitor Fee, nor in the participant Registration Fee. Tickets for this one-of-a-kind event, as well as the round-trip Ferry ticket, must be purchased in advance as noted on page two of the [Exhibitor Registration Form](#). Please be advised that there are likely to be few tickets available at registration, so order your tickets now.

Additional Information ...

Other details – including floor plans for the Pacific Concourse commercial exhibit area in the Hyatt Regency San Francisco Hotel and the layout of the Commercial Exhibitor Expo Grounds at Camp Parks on Thursday – will be provided when we send out the exhibitor registration acknowledgments and the Exhibitors' Packet.

We certainly are looking forward to your participation!