

44rd Power Sources Conference and Exhibition

Dear Potential Power Sources Conference Exhibitor:

The **44th Power Sources Conference and Exhibition (PSC)** will once again be sponsored by the U.S. Army Research, Development & Engineering Command, Army Power Division, U.S. Army Communications-Electronics Research Development & Engineering Center, Sensors and Electronic Devices Directorate, and the Army Research Laboratory. The entire meeting (both the exhibits and technical sessions) is managed by Palisades Convention Management, Inc.

The 44th Power Sources Conference and Exhibition will be held at the **Riveria Hotel**, on **June 14-17, 2010**. As in the past, the meeting will focus on energy generation and storage technology that is of interest to the U.S. Department of Defense, relevant Government agencies, and the civilian marketplace.

All exhibitors will be listed in the *Power Sources Conference Advance Program* and *Power Sources Conference Exhibit Guide* (a guide to the exhibition including a brief description of the exhibitors' products and services) to be handed out to all attendees. In addition, all exhibitors will receive a *Power Sources Conference Attendees List* approximately 2 weeks after the close of the meeting.

Enclosed is an Exhibitor Package containing information on how to reserve exhibit space at PSC '10. The Package consists of the following: (1) an Application for Exhibit Space, (2) instructions for filling out the Application Form, (3) an Exhibit Space Floor Plan. Booth space can be reserved by simply calling Michele Klein (212) 460-8090 ext. 216 or by filling out the enclosed Application for Exhibit Space.

Qualifications for Exhibiting

Exhibitors must be manufacturers or representatives of manufacturers that produce products or perform services, which conform to the subject matter covered by the PSC technical program. PSC reserves the right to accept or reject any exhibitor.

Exhibit Space Rental Charge

Exhibit space will be rented at \$2000 for each 8 ft. deep by 10-ft. wide booth. There are no restrictions on the number of booths an exhibitor can reserve. Payment in full for reserved booths must be received by May 3, 2010 and should be accompanied by the signed and completed "Application for Exhibit Space." This application, properly executed by the applicant, shall, upon written acceptance and notification of booth(s) assigned by the PSC, constitute a valid and binding contract.

Cancellation Policy

If an exhibitor must cancel space already contracted for, the following cancellation fees will be assessed:

After: March 26, 2010 - 30%
April 9, 2010- 50%
April 16, 2010 - 100%

Cancellation fees will be assessed whether or not the canceled space is reassigned to another company. Cancellation notices must be in writing and signed by the appropriate company official.

Booth Materials Provided by the Conference

The Conference will provide each booth with an 8-ft.-wide cloth background with 42-in.-high side dividers and a 7 x 44-in. exhibitor identification sign.

Exhibitor Registration

Each exhibitor will receive one complete complimentary registration package for each booth rental. Each package will include a badge for admission to the exhibit area and all technical sessions and a copy of the conference Proceedings, a \$375 value.

Exhibitor Hotel Reservations

Upon receipt of payment and completed application form, each exhibitor will be provided with hotel reservation cards. Booth personnel are entitled to the special conference rates listed on the registration card.

Exhibit Hours

Every effort is being made to assure attendees' participation in the Exhibition. A reception scheduled from 6:00 pm to 8:00 pm on Monday, June 14, and coffee breaks held during exhibit hours on Tuesday through Thursday will be held in the exhibit hall. Technical sessions will be held on Monday from 2:00 pm to 5:00 pm and Tuesday through Thursday from 8:30 am to 12:00 noon and from 2:00 pm to 5:00 pm.

Exhibit hours will be as follows:

Monday, June 14	6:00 pm - 8:00 pm
Tuesday, June 15	9:00 am - 6:00 pm
Wednesday, June 16	9:00 am - 4:00 pm

Security

Surveillance will be provided by the Conference on a 24-hour basis; however, exhibitors are asked to insure all exhibit material against loss or damage. PSC, the Sheridan Philadelphia City Center Hotel, and their officers, employees, agents, and representatives will not assume or otherwise be responsible for any injury, loss or damage to the exhibitor, the exhibitor's officers, employees, agents or representatives or their property, however caused.

Service Contractor

All exhibitors will receive equipment and service order forms approximately 30-60 days prior to the Conference.

Freight Movement

All freight sent will be placed in exhibit booths by 12:00 noon on Monday, June 14. Exhibitors may deliver their own equipment directly to the exhibit booths after that time.

Installation/Dismantling

The exhibit area will be available for set up at 12:00 noon on Monday, June 14. All exhibits must be ready for opening by 6:00 pm on the same day. Dismantling must begin at 4:00 pm on Wednesday, June 16 and must be completed by 8:00 pm.

Every effort will be made to meet the needs of our exhibitors. We welcome suggestions that will enhance both the technical program content and the impact of the exhibition of this and future Power Sources Conferences. If you have any questions concerning the exhibit reservation procedure, please do not hesitate to call me at (212) 460-8090 ext. 216.

Very truly yours,



Michele Klein
Exhibit Sales Director
Palisades Convention Management