

Broadcast
& Technology



Tuesday & Wednesday
October 4 & 5, 2011
Turning Stone Resort Event Center
Verona, NY

Coming in October:

The SBE22 Broadcast & Technology Expo

Characterized by some as the NAB of the Northeast, **The SBE22 Broadcast & Technology Expo** has become the largest regularly-scheduled broadcast and production technology show in the Northeast.

Presented by Central New York Chapter 22, Society of Broadcast Engineers, Inc., this is the 39th consecutive edition of this **original** SBE Regional Convention. The location is the Event Center of the Turning Stone Resort and Casino, right in the center of New York State, just off Thruway Exit 33, Verona, NY, a convenient 20 minutes east of Interstate 81 at Syracuse.

The Expo regularly draws personnel from broadcast stations, production houses, educational institutions, houses of worship, law-enforcement agencies from New York, New England, Pennsylvania, Ohio and Canada ... in short, a cross-section of everyone using electronic media.

In addition to exhibiting, manufacturers and vendors can expand visibility with sponsorship availabilities for the Expo as well as for the popular golf outing on Tuesday, October 4, an excellent opportunity to spend quality time with clients. Papers or topics are encouraged for the technical sessions and workshops.

The Turning Stone Resort & Casino complex includes hotels, three first-class golf courses, shops, a showroom, spa and gaming.

Included with this announcement is general exhibitor information. A floor plan and application for booth space can be found on the Expo website www.sbe22expo.org. The booth rates are the same as last year in consideration of the poor economic climate. No application can be considered firm until payment is received by SBE Chapter 22.

See next page for additional information and contact information.

EXHIBITOR INFORMATION:

Event Center Exhibit Hours: Wednesday, October 5, 2011, 8:30 am to 4:30 pm

Setup Times: Tuesday, October 4, 2011, 1 pm to 10 pm; Wednesday 7:30-8:30 am

Exhibit Space: Each 10 by 10 foot exhibit space is \$800, or \$750 for SBE Sustaining Members



**Society of Broadcast Engineers, Chapter 22, Inc.
Turning Stone Resort Event Center, Verona, NY (Thruway exit 33)**

1. Booths will be assigned on a first-come, first-served basis.
2. Because booth requirements vary so widely from exhibitor to exhibitor, booth areas will be marked, but **will not be physically separated at their sides**. Exhibitors may arrange with the decorator for four-foot high booth sides. The back of each booth will be eight-foot high pipe and drape.
3. Booth spaces may be combined side-by-side, back to back, or in other configurations. Call for more information.
4. If required, each booth will be provided with a eight foot table and tablecloth. Additional drapes, skirting, risers, signage and other booth decorations may be arranged with Northeast Decorating at exhibitors' expense. The room will be carpeted.
5. Booth side elements higher than four feet shall not extend beyond five feet depth to avoid blocking adjacent booths.
6. Exhibitors are expected to keep exhibits within set boundaries, both in fairness to other exhibitors, and to comply with fire regulations.
7. Each booth will be provided with 120-volt electrical service. Arrangements can be made for special service, such as 240 volts, at exhibitor expense.
8. Telephone or Internet service is available from the Turning Stone Sales office at exhibitor's expense.
9. Exhibitors with displays in suites removed from the convention center will be listed in the floor directory if the standard booth fee is paid.
10. SBE Chapter 22 reserves the right to limit the number of booths assigned to any single exhibitor and to make all booth assignments. No booth reservation is firm until Chapter 22 receives full payment. Confirmations will be sent by e-mail or postal service.
11. **Hotel rooms will be available at special convention rates of \$119 for a standard room. For reservations call 1-800-771-7711.** Be sure to mention the SBE Expo. Turning Stone will not hold this block of rooms beyond September 3.
12. **Turning Stone will not accept shipments prior to show week.** Deliveries arriving at the Turning Stone before 10/3 will be refused. Exhibitors must arrange for drayage for deliveries before 10/3. The show decorator can provide drayage.

EXHIBITOR CANCELLATION AND REFUND POLICY:

Cancellations must be made in writing and sent to SBE Chapter 22, Inc., at the address or fax number listed for applications. Reductions in exhibit space will be treated as a cancellation for that portion of the reserved space, and subject to the terms of the cancellation policy.

1. Cancellations between July 1 and August 1 are refundable at 75% of fees paid.
2. Cancellations between August 1 and September 14 are refundable at 50% of fees paid.
3. Cancellations after September 14 are non-refundable. (Fees may be applied as a sponsorship.)

EXHIBIT RESTRICTIONS AND CONDITONS

1. Signs or other articles may not be fastened to the exhibit hall walls, fixtures or ceilings. Use of any attachment methods which could harm the floor are prohibited as well. Pipe and drape hangers are available at no additional cost.
2. Exhibitor agrees to protect, indemnify, save and keep harmless SBE Chapter 22, Inc., Turning Stone Resort and Casino, the Oneida Indian Nation, Northeast Decorating, and each of their employees, directors, officers and agents from and against all costs, losses, expenses or liabilities to third parties arising from any act or omission of the exhibitor or its representatives in connection with the exhibitor's participation in the Broadcast & Technology Expo.
3. SBE will provide security for the exhibit hall during hours deemed necessary. Exhibitors agree to hold harmless SBE Chapter 22, Inc., Turning Stone Resort and Casino, the Oneida Indian Nation or Northeast Decorating from any claims resulting from missing or damaged equipment. SBE Chapter 22, Inc. makes no representation regarding adequacy of security measures. Insurance coverage of exhibitors' equipment is the sole responsibility of the exhibitor.

PUBLICITY: Exhibitors are urged to provide a print-ready vector graphic logo and brief description of products or services they wish to feature, for inclusion on the Expo web site, SBE22expo.org. Chapter 22 will mail promotional material to members, station managers, chief engineers, schools, production houses, houses of worship and other interested people and groups. Additional copies of the SBE promotional material for mailing by exhibitors are available upon request. SBE will also send promotional material to exhibitor-provided lists. Forward names and addresses to Maurita Marley, maurita@unimar.com.

CHAPTER 22 CONTACTS:

Booth Applications: Gary Hartman 315 446-8667; fax 315 218-7537; g.hartman@twcny.rr.com
 Facilities: Mark Roehm 315 634-6413; mark.roehm@twcable.com
 Sponsorships & Expo Chair: Tom McNicholl 315 793-3477, x 250; tmcnicholl@wktv.com
 Technical Papers: Greg Carter 585 546-0757; gcarter@whec.com
 Chapter Chairman: Christopher Baycura 315 470-6927; cbaycura@esf.edu
 Publicity: Maurita Marley maurita@unimar.com
 Expo Web Site: sbe22expo.org

DECORATOR, DRAYAGE: Northeast Decorating, Susan Brewer, 315 471-9989, suzi@nede.net

Exhibit hall open October 5 Exhibits setup October 4

NOTE: This application contains embedded fields which can be completed using Adobe Reader. To return form by e-mail, save the completed form and attach file to email. To return by fax, complete form and print.

Company Name: _____ Web Site: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Mobile Phone: _____

Contact Person: _____ E-Mail: _____

Address & Phone: (if different from above) _____

Unless indicated otherwise, confirmation and information will be e-mailed to the Contact Person.

Exhibitors are urged to provide a print-ready vector graphic logo and a brief description of products or services they wish to feature on the Expo web site, SBE22expo.org.

Booth location Preference(s): First _____ Second _____ Third _____

SBE Sustaining Member? _____

Standard 10'x10' booths: \$750, Sustaining Members; \$800, non-members

(A listing of Sustaining Members may be found on the National SBE web site, sbe.org)

Make check payable to: **SOCIETY OF BROADCAST ENGINEERS, CHAPTER 22**

E-mail completed form to: g.hartman@twcny.rr.com

If email is not available:

Fax to:
315-218-7537
(A secure fax line)

OR Send check and completed form to: **SBE Chapter 22**
c/o Gary S. Hartman
3285 E. Genesee Street
Syracuse, NY 13214

If paying by corporate credit card, please complete:

MC Visa Amex Total amount charged \$ _____

Name as it appears on card _____ Expiration Date _____

Card number _____

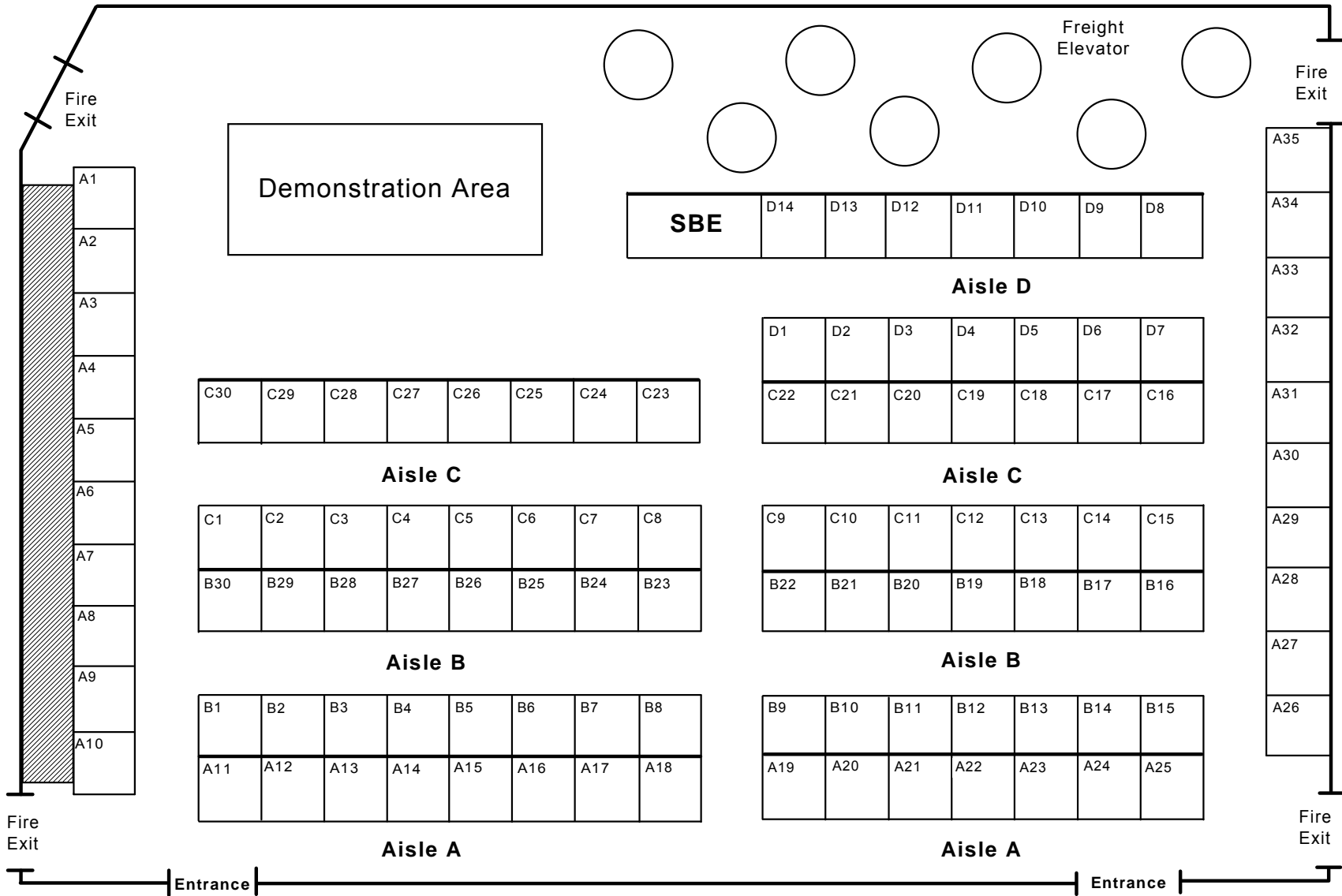
Signature _____

IF ACKNOWLEDGEMENT OF APPLICATION IS NOT RECEIVED WITHIN FIVE DAYS, CONTACT US AT ONCE

In submitting this application, exhibitor acknowledges acceptance of the SBE22 Broadcast & Technology Expo cancellation and refund policy and exhibit restrictions and conditions listed on page 2 of packet.

Sponsorship opportunities also available at: sbe22expo.org

**SBE Chapter 22, Central New York, Inc., a not-for-profit organization
 incorporated in the State of New York. Tax identification number: 16-1414385.**



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