



WELCOME EXHIBITOR

On behalf of the Test Instrumentation Workshop Chair, Wendy Peterson and the ITEA Board of Directors, we would like to thank you for generous contribution to the success of this year's workshop by Exhibiting in Las Vegas. This is a quick look at a few things we thought you might find useful.

Please submit the following to Lena@itea.org by April 22nd to be included in the printed program:

1. A high resolution PNG or JPG logo

Due to acquisitions and rebranding, we want to make sure we put your best foot forward with your latest and greatest logo.

2. A 50 word company description

Please include in a Word document a point of contact name, phone, and email to be printed in the program guide at the workshop.

3. An Ad for the program guide

10x20 Booth ½ page Ad

10x10 Booth ¼ page Ad

AD DETAILS

Horizontal format

1/2 page ads = 6 1/2" wide x 4 1/8" deep.

Vertical format

1/4 page ads = 3" wide x 4 1/8" deep.

We recommend a 1pt rule around the ad to frame the ad.

Graphics should be a minimum of 300 dots per inch.

Formats: We accept PDF, TIFF, JPEG or EPS formats for both MAC and PC platforms. All fonts must be embedded in the Ad.

EXHIBITOR SERVICES

Our Tradeshow vendor for this event is Alliance Exposition and they are at your service. Everyone should have already received an email from the company with a link to the exhibitor kit. Alliance Exposition can be contacted at 888.528.2011 or ExhibitorAssistance@alliance-exposition.com.

- For exhibitors who are existing users in Alliance OnLine from prior events, you will be prompted to log in using your existing credentials. This is your email address and the password created in the past to access the AOL site. If you do not recall your password, there is a reset button on the login page.
- For exhibitors who are new users in Alliance OnLine, the email campaign will intuitively prompt you to create a password prior to linking you to the event portal.

MISCELLANEOUS THINGS OF INTEREST

With the theme of Range of the Future and great participation from DoD leadership, we hope to have attendance upward of 250!

Venue

Tuscany Suites [Florentine C&D]

Exhibit Set-Up

- Monday, 16 May 11:00am – 5:00pm
- Tuesday, 17 May 8:00am – 5:00pm

Exhibit Hours

- Wednesday, 18 May 9:00am – 5:00pm/ 5:00 – 7:00pm Reception
- Thursday, 19 May 9:00am – 4:00pm

Exhibit Tear-Down

- Thursday, 19 May 4:00pm – 8:00pm

Our last break will be 3:00 – 3:30pm. Please do not break down before 4pm.

Accommodations

The Tuscany Suites, 255 East Flamingo Rd, Las Vegas, NV 89169.

A block of rooms have been negotiated with a special below government per diem rate of \$79 per night for Sunday – Thursday, and \$149 per night for Friday and Saturday. To receive the special rate call 702-893-8933 or click the link below to book your reservation by **April 13, 2022**.

Book online at <https://www.tuscanylv.com>

We look forward to seeing you in Las Vegas. Please let us know how we can make this event one of the best for you and your organization. I am here to help in any way.

Kind regards,

Lena Moran

Lena@itea.org

951-219-4817