

15th INTERNATIONAL DIFFUSE REFLECTANCE CONFERENCE
August 1 - 6, 2010 Wilson College, Chambersburg, Pennsylvania, USA

EXHIBITOR SETUP INFORMATION

Setup may begin at any time after the space becomes available to us on Sunday, Aug. 1. This year we expect that will be about 12:00 noon. I probably won't arrive before about 2-3 PM or so, in any case.

Anyone wishing to ship their equipment to the college should address the shipment to:

c/o Kathy Lehman
Wilson College
1015 Philadelphia Avenue
Chambersburg, PA 17201

IMPORTANT: MAKE SURE THAT ALL BOXES ARE CLEARLY AND PROMINENTLY MARKED THAT THEY ARE FOR THE IDRC

ALL SHIPMENTS MUST INCLUDE A SHIPPING MANIFEST AND MUST ARRIVE AT THE COLLEGE BEFORE FRIDAY, JULY 30, SINCE THE CAMPUS POST OFFICE WILL BE CLOSED ON FRIDAY, AS WELL AS OVER THE WEEKEND.

Arrangements have been made for exhibitor's shipments to be delivered to the exhibit area in Laird Hall by Sunday. The exact time this will take place is unknown.

Almost everybody has been to Chambersburg before and knows the drill. For those who haven't, the exhibit area is in Laird Hall. I will post signs once I arrive. If anyone who wants to set up before I arrive and can access their equipment may do so, but please be careful to not block any doors; this a fire safety rule we have to abide by.

Enough tables will be available for all exhibitors but we do not preassign locations; the choice of who gets which location will be decided on site. Those who have been to previous Chambersburg meetings know that the open arrangement of the space means that there is equal access to all exhibits regardless of the exact location, so we expect good will to prevail. In case of conflict, my coin will decide.

Standard 110 volt AC is in good supply and there are plenty of outlets spaced around the room. On the other hand, you may select or be assigned a table not particularly close to an outlet, so make sure you bring enough extension cords (preferably heavy-duty) and outlet strips to accommodate all your equipment. Also bring enough duct tape to tape the cords down, so as to avoid any safety hazards due to tripping over a cord.

We have never had any security problems at Chambersburg, and the exhibit area is normally not locked, therefore registrants may view the exhibits whenever they get the urge. Normally, however, everyone tends to move en masse between the lecture hall, the cafeteria and the exhibit area, which is also where the evening mixers are held. Therefore, the evening beer party is a premier time for conferees to wander through the exhibits, so you should try to be available to

answer questions then. On the other hand, "manning" your exhibit during the lectures the way you do at Pittcon for example, is usually futile, and your time is likely better spent attending the lectures also. You may also, of course, make appointments with the other conferees to demonstrate your equipment one-on-one at any time that is mutually convenient.

The format for the exhibitor presentations on Tuesday evening is that the session is open to the exhibitors for presentations, which are not required to be technical. They may be out-and-out sales pitches if you wish, or something in between. The time allotted for each talk equals the total time available (2 hours) divided by the number of talks. As of this writing we have ten companies exhibiting. Since we often don't know how many talks there will be until just before the session starts, flexibility on both our part and your part is required. Any exhibitor who does not wish to make a presentation should inform us.

I hope we all have a good time, and a beneficial time at Chambersburg and I am looking forward to seeing everybody there.

Very truly yours,

Howard Mark
Exhibit Chair
IDRC 2010

\o/
/_\