**ADDITIVE MANUFACTURING USERS GROUP**
**29th Annual Education and Training Conference**
**Sunday, March 19 – Thursday, March 23, 2017**
**Hilton Chicago | Chicago, Il USA**

# 2017 Sponsor and AMUGexpo Exhibitor Manual

*Dear 2017 AMUG Sponsor and AMUGexpo Exhibitors,*

We are pleased that you have chosen to participate in the **2017 Additive Manufacturing Users Group Conference** and **AMUGexpo** at the **Hilton Chicago**. We value your participation and know that your company will play an integral part in the success of the conference.

We have developed this AMUG Sponsor and Exhibitor Manual to provide you with information that will assist you as a Sponsor and AMUGexpo Exhibitor and ensure that your experience with the AMUG Conference is a huge success.

Thank you for your support and participation. We look forward to seeing you in Chicago!

***The AMUG Board***

## Sponsor and AMUG*expo* Exhibitor Manual


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## Key Items

### Schedule of Events Overview

Visit www.am-ug.com for the most up-to-date Events and Agenda information.

**Friday, March 17**

*All Diamond & Platinum Sponsors will have access to their space at 8:00pm Diamond and Platinum Sponsors will receive dedicated move in times in the weeks to come. Please contact the Deputy Vice President to receive this information.*

**Saturday, March 18**

*All Sponsors and exhibitors will have access to their space at 8:00am Saturday, March 18th. Pipe and Drape will be installed at 8:00am.*

**Sunday, March 19**

*AMUGexpo Exhibitors and Gold Sponsors – Finalize Move-In and Set-up All set-up must be complete by 3:00pm*
AMUGexpo and Dinner begin at 5:00pm

**Monday, March 20**

AMUG Conference Begins*
AMUGexpo open during morning 10:00am – 12:00noon. All exhibitors are invited to join AMUG attendees for lunch, Monday, March 20, 12:00pm-1:15pm
AMUGexpo Exhibitor and Technical Competition opens 6:00pm
*AMUGexpo and Gold Sponsor – Tear Down and move out 10:00pm – 12:00pm*

**Tuesday, March 21**

AMUG Conference*
Awards Banquet** (off-site event)

**Wednesday, March 22**

AMUG Conference*

**Thursday, March 23**

AMUG Conference*
AMUG Closes
*Diamond and Platinum – Tear Down starts at 5:15pm*

**Friday, March 24**

*Diamond and Platinum – Tear Down and Large Shipment Move Out Move Out must be complete by 2:00pm*
UL Certification Course – requires registration and additional fee

*Must be a registered attendee to participate the AMUG Conference.
** If you are not a registered attendee, you may purchase tickets to attend the Awards Banquet.

**AMUGexpo Exhibit Hours**

| | |
|---|---|
| Sunday, March 19 – | 5:00pm – 10:00pm |
| Monday, March 20 – | 10:00am-12:00pm |
| | 6:00pm – 10:00pm |

## Online Real-Time Floor Plan

***Be sure you've updated your company information so attendees can find you!***

AMUG offers a real-time floor plan and exhibitor list https://www.eventscribe.com/2017/AMUG/exhibitors/. Attendees are able to see complete information about your Demo/Shared Demo Suite and Exhibit Booth by simply hovering or clicking on your booth number on the floor plan. In addition, they can search the exhibitor list by company name or booth number. Sponsors not exhibiting are classified as "non-exhibiting sponsor" and will be listed in "booth 0".

All sponsors and exhibitors will receive an email with a custom link to select their Demo/Shared Demo Suite or AMUGexpo Exhibit Space. Once you have selected your AMUG Demo/Shared Demo Suite, or Exhibit space through the online booth selection process, you will be prompted to provide complete information about your exhibit including sales contacts, websites, products, brochure, and company logo. And, sponsors and exhibitors can update their information at any time.

If you have not received an email with your custom link, contact Elizabeth Goode at Elizabeth@goodeink.com

## Register Booth Staff

**IMPORTANT**: Please be sure to register all booth staff through the AMUG RegOnline registration process at www.am-ug.com. If you have any questions regarding booth staff registration please contact Mark Abshire, AMUG Registrar at registrar@am-ug.com.

## Promote Your AMUG Participation

We appreciate and value your participation in and support of AMUG. We encourage our Sponsors and Exhibitors to promote their participation at AMUG to owners and operators of Additive Manufacturing technology. In order for AMUG to assist you in your promotion of participation, please use the following hashtags and social media information as part of your marketing efforts. We will do our best to promote your information to our followers.

**Twitter hashtag:** #AMUG2017

**Twitter:** @AdditiveMFGUG

**Facebook:** facebook.com/additivemanufacturingusersgroup

**Instagram:** additivemfgug

**LinkedIn company page**: https://www.linkedin.com/company/amug/

**Tumblr**: http://additivemfgug.tumblr.com/

**Google+**: https://plus.google.com/+Additivemanufacturingusersgroup

## General

### Detailed Schedule and Timing for Sponsors and Exhibitors

**Due to another event happening during our set up times, Deputy Vice President, Mark Wynn will be reaching out to ALL Diamond and Platinum Sponsors for a designated move-in time**. Setup, AMUGexpo, and Tear Down for Sponsors and AMUGexpo Exhibitors is as follows:

| Activity | Date | Time |
|---|---|---|
| **SETUP** | | |
| **Destination Planning and AMUG**<br>Diamonds and Platinum's Move-in | Friday, March 17, 2017 –<br>*Equipment transfer from advance warehouse to hotel will be complete.* | 8:00pm – throughout night |
| **Destination Planning and AMUG Move equipment to Booth**<br>Diamond and Platinum's Move-in and Setup | Saturday, March 18, 2017<br><br>Sunday, March 19, 2017 | 8:00am – 10:00pm<br><br>8:00 – 3:00pm |
| **AMUGexpo Exhibitors Setup** | Saturday, March 18 and Sunday, March 19, 2017 | 8:00am -3:00pm* |
| Additional information regarding setup is provided on the specific Exhibitor and Sponsor information page 5-6.<br>*NOTE: All Demo Suites and Exhibit spaces will be closed at 3:00pm on Sunday, March 19 to all sponsors and exhibitors. AMUG and the hotel require this time to vacuum and setup the food and beverage stations. Please communicate this with all booth staff to help speed up the process for everyone. | | |
| **AMUGexpo** | | |
| AMUGexpo Day 1<br>AMUGexpo | Sunday, March 19, 2017 | 5:00pm – 10:00pm |
| AMUGexpo Day 2<br>AMUGexpo and Technical Competition | Monday, March 20, 2017 | 10:00am-12:00pm<br>6:00pm – 10:00pm |
| **TEAR DOWN:** | | |
| AMUGexpo Tear Down for Exhibitors Only (excludes Diamond and Platinum Sponsors) | Monday, March 20, 2017 | 10:00pm – 12:00am |
| **Pickup of parcels and equipment for the AMUGexpo occurs Tuesday, March 21 from 9:00am-10:00am. All AMUGexpo** | | |

| | | |
|---|---|---|
| **parcels and equipment must be moved out by 10:00am Tuesday, March 21.**<br>During tear down of the AMUGexpo on Monday, March 21, all items must be cleaned up, packed up and ready for shipping with return labels on all boxes, if applicable. Once the shipped elements are ready, your lead booth staffer must see one of the Deputy VP to confirm shipping address and number of items that are to be shipped and via what carrier with confirmation via initials. Parcels must then be picked up by the carriers no later than noon on Tuesday, March 21. If your company is using Destination Planning, please coordinate direct with your Destination Planning representative.<br>No packages will be shipped back to the advance warehouse, all must be shipped directly to the exhibitor's address. | | |
| Diamond and Platinum Sponsors<br>Demo and Shared Demo Suite Tear Down | Thursday, March 23, 2017<br>Friday, March 24, 2017 | Tear down begins at 5:15pm. Pickup of equipment begins Friday morning. All equipment must be shipped out by 2:00pm Friday, March 24, 2017. |

## AMUGexpo Exhibitors, Gold and Gold+ Sponsors

**WHAT IS INCLUDED WITH AMUGexpo EXHIBIT SPACE**

a) **Booth** – approximately 10-foot by 10-foot floor space.
b) **Pipe and Drape** – AMUG will provide standard pipe and drape for the AMUGexpo exhibit space. Standard booths will have 8-foot drape (if applicable) at the back and 3 foot drape arms between each booth. Colors: Blue and White.
c) **Table** – skirted table with two chairs will be provided. Tables are 6 foot unless otherwise notified.
d) **Electrical** – Standard 110-volt electrical power is provided. Additional electrical power requirements can be arranged at extra cost.
e) **Registration** – (2) booth management passes are provided to the AMUGexpo Exhibitor.
f) **Badges** – Exhibitors must register all persons working in the booth. Badges must be worn at all times.

## Platinum Sponsors – Booth

**WHAT IS INCLUDED WITH YOUR PLATINUM BOOTH**

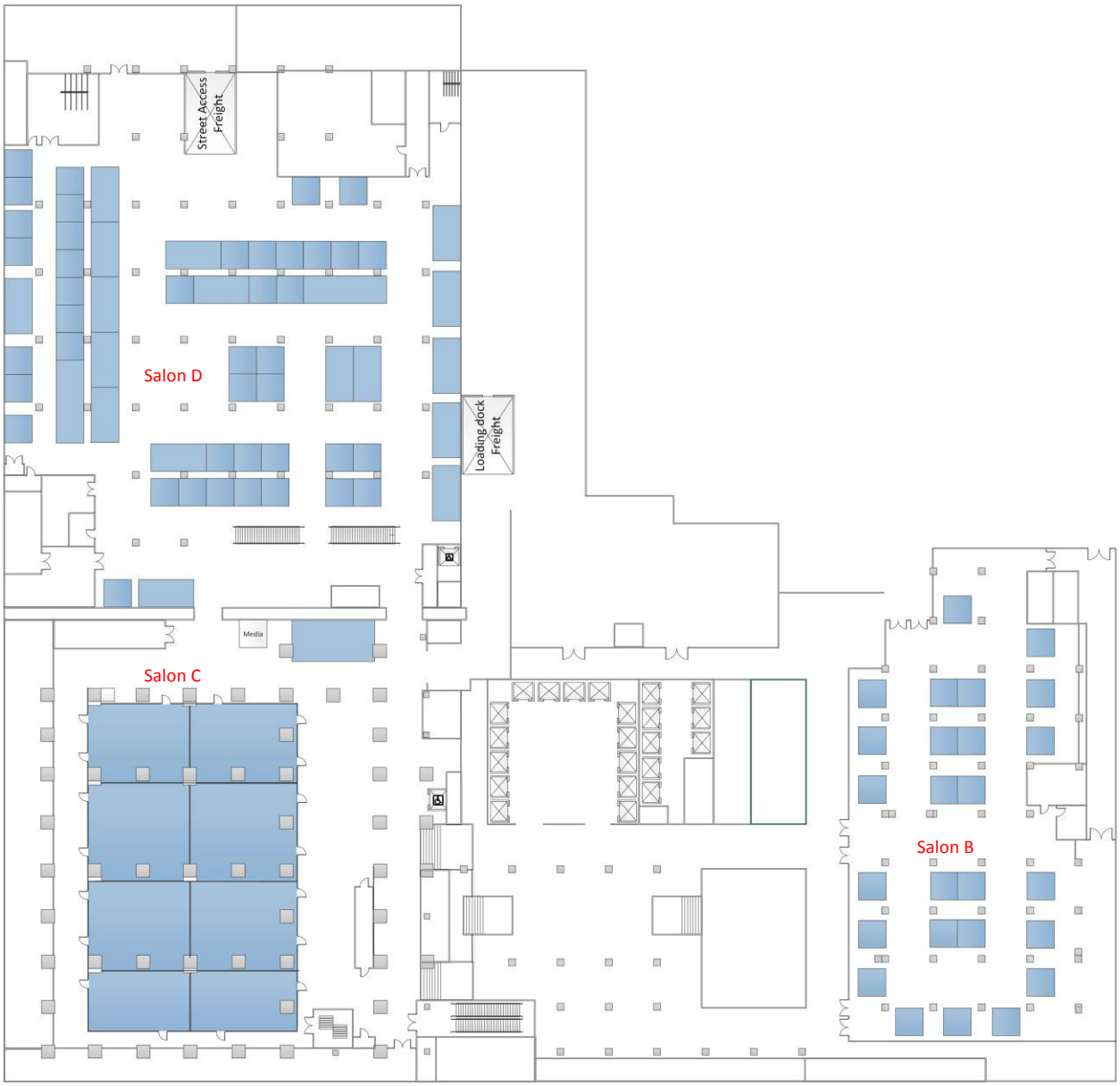
a) **Booth** – approximately 10-foot by 20-foot floor space on the AMUGexpo floor.
b) **Pipe and Drape** – Pipe and drape will be provided for the booth areas.
c) **Table** – Tables and chairs are available. Please coordinate with the Deputy VP.
d) **Electrical** – Standard 110-volt electrical power is provided. Additional electrical power requirements can be arranged at extra cost. See Electrical page 8 for more information.
e) **Registration** – (2) booth management passes are provided to Platinum Sponsors.
f) **Badges** – Sponsors must register all persons working in the booth. Badges must be worn at all times.

## Diamond Sponsors – Demo Suite

**WHAT IS INCLUDED WITH YOUR DIAMOND DEMO SUITE**

a) **Demo Suite + Conference room** – dedicated demo suites are of varying sizes. Please check with Deputy VP for exact dimensions. In addition to the demo suite, you will be provided an individual conference room for presentations.
b) **Pipe and Drape** – Pipe and drape will not be provided in the Demo Suite areas.
c) **Table** – Tables and chairs are available. Please coordinate with the Deputy VP.
d) **Electrical** – Standard 110-volt electrical power is provided. Additional electrical power requirements can be arranged at extra cost. See Electrical page 8 for more information.
e) **Registration** – (4) booth management passes are provided to the Diamond Sponsors.
f) **Badges** – Sponsors must register all persons working in the booth. Badges must be worn at all times.

View live floor plan at
https://www.eventscribe.com/2017/AMUG/exhibitors/




**Height Restrictions**

| | |
|---|---|
| Salon B | Min Height – 8’ 4” |
| Salon C | Min Height – 12’ |
| Salon D | Min Height – 8’ 9” |

## Electrical, Internet and Audio Visual

The companies listed below are the in-house and contracted vendors responsible for Electrical, Internet/Telecommunications, and Audio/Visual services for all meetings and events at the Hilton Chicago.

Once you have made arrangements for additional Electrical, Internet Access of Audio Visual Equipment, please inform the Deputy VP of your additional services to assist your needs onsite at the event. Mark Wynn, Deputy VP deputyvp@am-ug.com, mobile +1 734-716-3881.

### Electrical

Each exhibit space includes one 110V outlet. Should you have additional electrical needs, please contact:

**Roger Mitchell, Event Manager**
**Phone: +1 (904) 249-3729**
**Email: rmitchell@destinationplanning.com**

*Note, you/your company are responsible for any additional power hookup charges.*

### Internet Access, Audio Visual Equipment

Should you have additional AV needs, please contact:

**Roger Mitchell, Event Manager**
**Phone: +1 (904) 249-3729**
**Email: rmitchell@destinationplanning.com**

*Note, you/your company are responsible for any additional AV equipment supplied.*

# SHIPPING

## Shipping instructions

**Destination Planning Corporation**
**For Advanced or Large Shipments**

AMUG has contracted Destination Planning to handle freight into and out of the 2017 conference venue. Sponsor and exhibitors will be responsible for payment of shipment to the warehouse and back to their destination. However, upon arrival **Destination Planning's services are at no additional cost to sponsors and exhibitors**, if the instructions are followed. *Shipments made directly to the hotel may incur additional handling charges through the hotel.*

Please follow the instructions and complete any required forms that are appropriate for the size/weight of your booth materials. Destination Planning will be accepting shipments at the UPS Advanced Shipping Warehouse as early as February 16th and no later than March 15th (**Fees may apply to shipments that arrive after March 15th)**. Should you have any questions regarding your shipment, please contact your AMUG representative or the Deputy VP Mark Wynn at deputyvp@am-ug.com.

If you will be shipping a machine or other items directly to the hotel, please contact Mark Wynn, DeputyVP@am-ug.com right away.

### Large Items

- **More than 50 pounds or larger than 4x4x4 feet**. *For example, items that require pallet jacks, lifts, etc., or that require significant Storage Space.*
- All large items need to be shipped to the advanced warehouse. Should you need to ship directly to/from hotel please inform Destination Planning and Mark Wynn at deputyvp@am-ug.com.

Please ship materials to the following address:

**UPS Advanced Shipping Warehouse**
**2338 South Indiana Avenue, Chicago, IL 60616**
**Phone: +1 (904) 249-3729**

Should you need to ship directly to the Hotel, the address is below:

**Hilton Chicago**
**720 South Michigan Ave.**
**Chicago, IL 60605**
**+1 312-922-4400**

Contact Destination Planning Corporation Contact:

**Roger Mitchell, Event Manager**
**Phone: +1 (904) 249-3729**
**Email: rmitchell@destinationplanning.com**

**Destination Planning Corporation**
**For Advanced or Large Shipments**

## Return Packages at Conclusion of AMUGexpo

Please come prepared with UPS and FedEx labels ready to expedite this process. If other private couriers are used, they must pick up no later than noon on Tuesday, March 21, 2017.

Should you use the Material Handling service provided by Destination Planning, your shipment can be received at the UPS Freight Advance Warehouse location between February 16 and no later than March 15th. Make sure to give yourself plenty of time to track any lost shipments. Shipments are delivered to your Demo/Shared Demo Suite, or exhibit space before your allocated set up time, and empty cartons and crates can be stored for you if necessary. At the close of the show, Destination Planning will receive your items when they are ready and manage the outgoing shipment. Your credit card on file will be processed after the event and the receipt emailed to you directly.

During the move-in and tear down times, Destination Planning will be on location to handle any last minute requirements or assist you with your requests.

ALL LARGE SHIPMENTS MUST ARRIVE PREPAID AT Destination Planning's UPS WAREHOUSE BY **MARCH 15, 2017** (COLLECT SHIPMENTS WILL NOT BE ACCEPTED) All shipments MUST be consigned to the address indicated on this form. E-mail this form to Destination Planning Corp. prior to show set-up.

**INSURANCE**

After exhibitor or exhibit materials are placed in the booth, Destination Planning Corporation will NOT be responsible for condition, count or content until such time as exhibits or materials are picked up for removal after the close of the exhibition. Therefore, please make certain all of your material is properly insured against fire, theft, and all hazards, while in transit, to and from your booth, as well as for the duration of the exhibition.

**DESTINATION PLANNING CORPORATION**

**SHIPMENT INSTRUCTIONS FOR PRE-SHOW SHIPMENTS:**

**ALL SHIPMENTS MUST BE PREPAID AND ADDRESSED *EXACTLY* AS FOLLOWS:**

**UPS FREIGHT**
**C/O: 2017 AMUG Conference**
**Exhibitor Name: _____**
**Exhibitor Company/Organization_____Booth # _____**
**TBD**

**Destination Planning Corporation**
**For Advanced or Large Shipments**

If uncrated or loose materials are received, Destination Planning will document damage and notify shipper. Destination Planning Corporation will NOT be responsible for damage to uncrated and/or un-skidded exhibit materials or concealed damage to materials.

Shipping From

Company Name: _____

Exhibitor Name: _____

Mailing Address: _____

Phone #:_____Email Address:_____

**SHIPMENT INSTRUCTIONS FOR POST-SHOW SHIPMENTS BY DESTINATION PLANNING:**

All Outbound Shipment instructions must be presented to the Exhibitor/Freight service desk at the close of the exhibition. It is the exhibitor's sole responsibility to label each piece for outbound shipment and to submit a completed Bill of Lading to Destination Planning Corporation covering each outbound shipment. **A UPS Freight Representative will be available at our service desk to assist any exhibitors with shipping needs.** Destination Planning Corporation will NOT be responsible for delays and/or rush shipments. All shipments will be expedited to the best of Destination Planning Corporation's ability and

all shipments will be routed at Destination Planning's discretion and loaded on their common carrier's truck.

Exhibitor material remaining after the move-out period without forwarding instructions will be shipped to the permanent address of the exhibitor or your agent, freight collect, and no liability of any nature shall attach to Exhibit Management or to Destination Planning Corporation. In any event, Destination Planning Corporation will NOT be liable for exhibit materials abandoned at the exhibit site. Exhibitor must make own arrangements for a special carrier to ship exhibit materials via special carrier.

**No materials can be shipped back to the advance warehouse after the expo and the conference.**

## Special Furniture Requests

AMUG will provide each exhibitor with:

- Skirted 6 (six) foot table
- 2 (two) chairs
- Standard electric

For additional furniture or special furniture requests, such as TVS, Monitors, couches, special tables, chairs, etc., please **contact Destination Planning** regarding their rental selection at additional cost(s).

## Waste Disposal

All standard household waste products (e.g. paper, pens, card board, tape, string, etc.) will be disposed of by the hotel. However, Exhibitors and Sponsors are responsible for all raw materials and controlled waste streams or products. This clean up and disposal is the sole responsibility of the Exhibitor / Sponsor. Please make arrangements to transfer or dispose of these types of items, according to local and federal ordinances, before you leave the hotel. If there are any questions, please contact Mark Wynn deputyvp@am-ug.com, and Roger Mitchel at destination planning.

## Raw Materials

If you plan to bring any raw materials or controlled products to the expo (e.g. Resins, chemicals, powders, adhesives, silicones, filament, solvents, etc.) you need to provide this info to the Deputy VP and an SDS form must be sent for each material before Friday - February 3, 2017. This information is required by the Hotel facility and local fire department.

## Shipping Form

There will be a Shipment Form sent with this manual. All equipment sizes & weights (crated and uncrated), electrical requirements, other utilities required, and raw materials will need to be provided

on this form. This from must be completely filled out and returned to the Deputy VP. This Form is due by Jan 30, 2017. This Info will be shared with Destination planning for coordination purposes.

## 2017 AMUG Contacts

Should you have questions regarding the information provided, please do not hesitate to contact an AMUG representative.

**AMUG Contacts**

Tom Sorovetz, AMUG Event Manager
Mobile: +1 (734) 320-6310
Email: eventmanager@am-ug.com

Mark Wynn, Deputy VP
Mobile: +1 (734) 716-3881
Email: deputyVP@am-ug.com

Paul Bates, AMUG Vice President
Mobile: +1 (339) 235-5007
Email: vicepresident@am-ug.com

Dana McCallum, AMUG Vice President
Mobile: +1 (440) 759-4055
Email: vicepresident@am-ug.com

Mark Abshire, Registrar
Mobile: +1 (337) 764-4473
Email: registrar@am-ug.com

Vince Anewenter, Treasurer
Mobile: +1 (262) 385-7471
Email: treasurer@am-ug.com

Destination Planning Corporation
Roger Mitchell, Event Manager
Phone: +1 (904) 249-3729
Email: rmitchell@destinationplanning.com

Electrical Services, Internet Access, Audio Visual Equipment
Roger Mitchell, Event Manager
Phone: +1 (904) 249-3729
Email: rmitchell@destinationplanning.com

SHIPPING LABEL TEMPLATE TO AMUG Warehouse

# UPS FREIGHT

# 2338 South Indiana Avenue, Chicago, IL 60616

# C/O: 2017 AMUG Conference
# Exhibitor Name:
# Exhibitor Company/Organization:

_____

# Booth #

SHIPPING LABEL TEMPLATE TO Hotel

**UPS FREIGHT**
**Hilton Chicago**
**720 South Michigan Ave.**
**Chicago, IL 60605**
**C/O: 2017 AMUG Conference**
**Exhibitor Name:**
**Exhibitor Company/Organization:**

**_____**

**Booth #**

SHIPPING LABEL TEMPLATE FROM AMUG

# UPS FREIGHT
# Exhibitor Name:
# Exhibitor Company/Organization:

_____

# Booth #
# COMPANY ADDRESS

## Legal disclaimer & liability insurance requirement:

The Group's use of exhibit space will also be subject to the term and conditions of the Hotel's then current exhibitor guidelines, which will be provided to Group by your assigned Event Manager approximately one year prior to your major arrival date.

To the fullest extent permitted by law, Group assumes responsibility for any claims (such as for losses or damages to persons or property) arising out of the use of the exhibition premises of the Hotel but only to the extent any such claim is caused by Group's employees, agents, contractors, attendees or exhibitors. Nothing in this clause shall require Group to be liable for that portion of any claim caused by the Hotel's employees, agents or contractors.

In order to protect both Group and the Hotel, Group agrees to include the following "*Exhibitor* *Responsibility Clause*" in *every* exhibitor contract entered into between Group and each exhibitor:

> *Exhibitor Responsibility Clause*: To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless *Hilton Chicago *("Hotel"), Hotel's owner (*Hilton Chicago LLC*), Hilton Worldwide, Inc., and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as *AMUG* ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than $1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

To ensure that Group has inserted the correct "Exhibitor Responsibility Clause" into the exhibitor contract, Hotel reserves the right to require that Group submit a *proof* of the Group's exhibitor contract to Hotel *before* such exhibitor contract is sent by Group to the Group's exhibitors.