



THE AMERICAN CHAMBER OF COMMERCE OF TRINIDAD AND TOBAGO

Exhibitor Information Package

13th & 14th June 2019

Hyatt Regency Trinidad



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What's this?

this is a two-day summit with a mashup of networking, education & tech to help you meet the leaders & talent in the Caribbean tech scene and understand the potential application of tech in your company and your life. Ultimately, T.H.I.S! will catalyse the development of a local Tech industry and put T&T and the wider Caribbean on the global Tech map!

Who's coming to this?

Everyone from start-ups to multinationals to government agencies to investors. If you're already a tech guru, come evangelize and connect with other disruptors.

Why would I care about this?

Because tech can unlock profits, customer satisfaction, employee satisfaction, and fuel national development.

What's happening at this?

Get ready for two action-packed days on the cutting edge of innovation with pioneering leaders, speakers and exhibitors.

Topics include:

- + e-Government is Good Politics!!!
- + The Fourth Industrial Revolution (demystified): Challenges & Opportunities
- + Leadership Panel: Is Your Business Model 4IR Fit?
- + Unlocking the Power of Data to Transform your Business
- + Smart Cities
- + Man & Machine – The Workforce of the Future

If your organization is in the business of providing products and or services to companies in these sectors, this is the place to exhibit! I encourage you to review the details included in this Information Package with a view to participating in T.H.I.S. Should you require any additional information please do not hesitate to contact Neerala Boodoo at (T) 622-4466/0340 ext. 230 or via email at neeralaboodoo@amchamtt.com. I thank you for your consideration and look forward to your participation!



EXHIBITION BENEFITS

1. Opportunity to obtain new business and retain existing clientele via participation in the most cost-effective method available.
2. Promotion of your products and/or services to over two hundred (200) CIOs, CEOs, Senior Business Leaders and ICT professionals and members of the business community over a relatively short period of time.
3. Considerable exposure to products and services available in the industry.
4. Opportunity to network and meet new business leaders and discover potential business opportunities and relationships.
5. Opportunity to launch new and emerging products and/ or services in the ideal forum.
6. Ability to conduct on site demonstrations to potential new customers.
7. Substantial branding and reputation enhancement as a result of aligning your organization with the country's premier TECH Summit.
8. Secure and comfortable environment to meet customers and conduct sales.
9. Support from AMCHAM T&T team members for the duration of the Exhibition.
10. Additional branding, promotional and business opportunities included in Exhibition Package.



EXHIBITON PACKAGE

Platinum (8ft w x 8ft d)	Gold (8ft w x 6ft d)	Silver (6ft w x 6ft d)
Two (2) all-access conference passes for two (2) company representative assigned to the company's exhibition booth for the conference days (inclusive of all meals and all conference materials).	Two (2) all-access conference passes for two (2) company representative assigned to the company's exhibition booth for the conference days (inclusive of all meals and all conference materials).	One (1) all-access conference pass for one (1) company representative assigned to the company's exhibition booth for the conference days (inclusive of all meals and all conference materials).
Support from AMCHAM T&T team members for the duration of the exhibition.	Support from AMCHAM T&T team members for the duration of the exhibition.	Support from AMCHAM T&T team members for the duration of the exhibition.
<ul style="list-style-type: none"> - One (1) six-foot skirted table and table cloth with one (1) chair. - Access to one (1) electrical outlet. - Access to wireless internet (by request). - Free and secure parking available for exhibit personnel as well as exhibit visitors. - One (1) trash can. 	<ul style="list-style-type: none"> - One (1) six-foot skirted table and table cloth with two (2) chairs. - Access to one (1) electrical outlet. - Access to wireless internet (by request). - Free and secure parking available for exhibit personnel as well as exhibit visitors. - One (1) trash can. 	<ul style="list-style-type: none"> - One (1) six-foot skirted table and table cloth with one (1) chair. - Access to one (1) electrical outlet. - Access to wireless internet (by request). - Free and secure parking available for exhibit personnel as well as exhibit visitors. - One (1) trash can.



BRANDING & PUBLICITY:

- Display of company logo on conference web page www.techislands.net and weblink to company's website
- Radio, press, television advertisements and radio interviews to market the Exhibition over a 6-week period before the event
- Company listed on Exhibition Map included in each participants' conference package
- Invitation e-shots and entrance tickets sent to AMCHAM T&T's Member Companies, members of the business community, related ICT regulatory agencies, ICT professional bodies and ministries to attend Exhibition
- FREE Entry to view the Exhibition by AMCHAM T&T Member Companies, members of the business community and the public
- Invitations to all reputable media houses to attend and cover the Exhibition
- Announcements to market products and or services via demonstrations and question & answer sessions with exhibit personnel – audible to all visitors of the Exhibition
- Database (Name, Company, Position, Telephone, Fax, Email, Mailing Address) of all T.H.I.S personnel as well as all persons who visit the Exhibition provided via e-mail 1 week after the Exhibition

N.B.

- Exhibitors are encouraged to advertise independently via press ads and e-mail to potential customers
- Door prizes/giveaways to exhibitor visitors to encourage conference participants to view the booths



EXHIBITOR REGISTRATION FORM

Company Name:

Company Address:

Mailing Address (if different from above):

Tel:

Fax:

Email:

Company Contact for Exhibition Arrangements:

Designation:

Tel:

Fax:

Mobile:

Email:

(NOTE: The above-named person will receive all correspondence regarding the 2019 T.H.I.S.)

Authoriser Full Name (please print):

Designation:

Signature: Date:

Company Logo (jpg and illustrator formats and Company Profile Submitted):

Company Stamp:

PLACE COMPANY STAMP



EXHIBITOR BOOTH ARRANGEMENTS

Booth Reservation:

Kindly refer to the Exhibitor map for your booth selection. Please indicate your 1st, 2nd and 3rd choice, should your 1st or 2nd choice become booked, we may assign your next selected option. Booths are allocated on a first-come, first-served basis and will only be assigned upon receipt of a completed registration form. Confirmation of your booth and registration will be sent via email.

Number of booths required*: _____

Location preference:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

*If more than one booth is required please designate location for all.

eg) 1st choice 29-31 2nd choice 20-22 3rd choice 12-14

Booth Staff Assignments:

N.B.

PLATINUM/GOLD: (8 ft. wide x 6 ft deep) = (2) company representatives

SILVER: (6ft wide x 6ft deep) = (1) company representative.



1. Company Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

2. Company Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

3. Company Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

4. Company Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____



5. Company Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

6. Company Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

Additional Booth Representatives (optional):

N.B. Optional booth representatives are (ENTITLED TO MEALS ONLY). Persons with these passes will not have access to conference seminars or workshops.

1. Booth Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____



2. Booth Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

3. Booth Representative:

Designation:

Tel: _____ Fax: _____ Mobile: _____

Email: _____

4. Booth Representative:

Designation:






Tel: _____ Fax: _____ Mobile: _____

Email: _____



tech hub island summit - 13th & 14th June 2019
Exhibitor Lane Map



- KEY:**
-  RBL Pavilion (22ft wide x 8ft deep)
 -  Platinum (8ft wide x 6ft deep)
 -  Gold (8ft wide x 6ft deep)
 -  Silver (6ft wide x 6ft deep)
 -  AMCHAM T&T Booth

FAX REGISTRATION FORMS TO: + 868 628 9428 or Email to: neeralaboodoo@amchamtt.com

TERMS AND CONDITIONS

1. Booth Entitlements:

- Exhibitors (Platinum, 8ft w x 8ft d) will be entitled to one (1) six-foot skirted table and two (2) side chairs and access to one (1) electrical outlet.
- Exhibitors (Gold, 8ft w x 6ft d) will be entitled to one (1) six-foot skirted table and two (2) side chairs and access to one (1) electrical outlet.
- Exhibitors (Silver, 6ft w x 6ft d) will be entitled to one (1) six-foot skirted table and one (1) side chair and access to one (1) electrical outlet.

2. Registration Fees & Details:

	Early Registration DEADLINE: April 30 th 2019	Standard Registration DEADLINE: May 24 th 2019
Booth Size (wide x deep)		
Platinum, 8ft w x 8ft d	TT\$14,400	TT\$ 16,000
Gold, 8ft w x 6ft d	TT\$11,700	TT\$ 13,000
Silver, 6ft w x 6ft d	TT\$9,000	TT\$ 10,000
Additional Booth Representative (meals only) *	TT\$1,500	TT\$1,500

*Please indicate number of representatives.

** All prices are VAT Exclusive



- **Day 1: Thursday 13th June 2019**
 - Breakfast & Registration from 7:00 a.m.
 - Conference starts at 8:00 a.m.

- **Day 2: Friday 14th June 2019**
 - Breakfast & Registration from 7:00 a.m.
 - Conference starts at 8:00 a.m.

N.B. All exhibits must be completed by 11:00 pm on 12th June 2019

3. Cancellation Policy:

Cancellations must be received in writing on or **before 17th May 2019** and will be subject to a cancellation fee of 50% of the Exhibitor Registration Fee.

Cancellations received **after 17th May 2019** will be subject to the full Exhibitor Registration Fee.

4. Animals:

Animals are not permitted in Exhibition lane and Conference area.

5. Badges:

An official AMCHAM T&T Exhibitor badge will be provided to your company representatives assigned to your Exhibition Booth. This badge must always be worn by company personnel on both conference days. Please ensure that your representatives always secure their badges as it contains their passes to all sessions and meals.

Please note that lost badges will be replaced at a cost

6. Damage & Liability:

AMCHAM T&T and Hyatt Regency Trinidad will not be responsible for any injury, loss, or damage that may occur to Exhibitor or Exhibitor's property, from any cause whatsoever. The Exhibitor is responsible for all damages resulting from their activities and activities of their Contractors.

7. Electrical Outlets:

Exhibitors will be provided with one (1) electrical outlet for their booth. Hyatt Regency Trinidad will have personnel on hand to provide an electrical supply. Exhibitors are prohibited from installing their own connections or tampering with the outlets provided.

8. Emergency Exits:

Emergency exits must always be kept clear.

9. Entry & Removal of Goods:

Exhibitors must ensure that they provide their own trolleys as necessary to move their goods and other belongings from the entrances to their booth and vice versa.

10. Fire Extinguishers:

Fire Extinguishers will be in the Exhibition Lane.

11. Gas Cylinders:

The use of propane or bottled gas within the Exhibition Lane is prohibited.

12. Signage & Booth Infrastructure:

No walls will be provided. All signage must be FREESTANDING.

13. Pre-function Set Up:

- Storage is not allowed inside the building.
- All persons assisting with booth set-up must be identifiable by company badge or name tag.

- Drapes, decorations, bunting and other decorative materials must be fire resistant and /or properly treated to meet the requirements for flame-proofing.
- Please leave a reasonable aisle space between neighbouring booths to accommodate free access of personnel.
- All exhibitors shall be oriented on the emergency evacuation system and be made aware of access and egress routes during the conference safety briefing.
- All exhibits must be completely set up on **12th June 2019 by 11:00 p.m.**
- For the purpose of offloading materials for setting up a booth; access to the service entrance of the Regency Ballroom of the Hyatt Regency Trinidad is via the 2nd level of the parking lot however **exhibitors must check in with the Hyatt Regency Trinidad staff in the lobby of the ground floor to gain access to the service entrance.**
- All exhibitors will be directed by an identifiable AMCHAM T&T representative to their correct location on 12th June 2019 and are asked to co-operate by setting up within the allocated space.

14. Post-Function Tear Down:

- The breakdown of booths must be done between **5:00 p.m. and 6:00 p.m. on 14th June 2019.** The facility should be returned to the condition in which it was received. Excessive clean-up required by the hotel will be invoiced to the Exhibitor. Any material or equipment related to signs must be completely removed by **8:00 pm on 14th June 2019**
- The Hotel will remove any debris left on premises, tape or residue left on any surface, and the cost will be invoiced to the Exhibitor.
- Any property or waste not removed immediately after the event or claimed, is considered abandoned by the Exhibitor and their contractors. The Hotel may take possession or dispose of such property without liability. The Exhibitor will be invoiced for all costs associated with such disposals.



15. Recording & Soliciting:

Exhibitors are prohibited from recording proceedings or taking photographs of exhibits (except Exhibitor's own booth) or other aspects of the Conference. Exhibitors are asked not to distribute literature, souvenirs, or other items outside their assigned booth area.

16. Security:

Please note that AMCHAM T&T and the Hyatt Regency Trinidad will provide overnight security from **June 13th and June 14th, 2019.**

PAYMENT TERMS & CONDITIONS

Payment Terms:

- Please make all cheques payable to The American Chamber of Commerce of Trinidad & Tobago or AMCHAM T&T.
- **100% payment is required within fifteen (15) working days of submission of this form.**
- Exhibitor's signature below signifies that Exhibitor has read, understood, and agreed to be bound by all the terms and conditions on this form. The Exhibitor also agrees that payment is non-refundable except as described in the above *Terms & Condition, item 3.*

Company name: _____

Authoriser full name (please print): _____

Designation: _____

Signature: _____

Date: _____

Company Stamp:



PLEASE FAX EXHIBITOR REGISTRATION FORM – PG. 7, EXHIBITOR BOOTH ARRANGEMENTS – PG. 8-10 & PAYMENT TERMS & CONDITIONS PG. 17 TO 628 9428 OR EMAIL TO: neeralaboodoo@amchamtt.com

For AMCHAM T&T use only:

Date received: _____ Amount due: \$ _____ Amount received: \$ _____

Booth assigned: _____ Signature: _____

TRADE SHOW TIPS

1. BOOTH DESIGN

- Be creative!
- Design should be clean and uncluttered, and able to attract potential visitors quickly.

2. PUBLICITY

- Do some pre-show publicity by phone or mail to advise your customers and new prospects that you will be an exhibitor. Describe any new products you will be introducing and let them know that you look forward to seeing them at your booth.
- Tell us which customers you would like to invite to the exhibition, and we would send them personal invitations.

3. CUSTOMERS

- Questions for customers could include:
 - Do you already sell products similar to ours? If so, which brands?
 - Would you be interested in hearing more about our product?
- ALWAYS follow up on the new contacts you make at the exhibit and the sooner the better. Answer any questions they may have raised and thank them for visiting your display.



4. SELLING

- Ensure that your sales team knows why you decided to attend this particular show and what you hope to gain from it. The better they understand your motives, the better they will convey the right message to prospective customers.
- Do NOT eat or drink or use a phone in the booth. These activities discourage persons from visiting the booth
- Have specific goals, e.g. gain a certain number of sales leads.
- Give a quick presentation and move on to the next available potential customer
- Don't improvise. Memorize a sales pitch to ensure effective delivery.

5. TECH

- Showcase your tech. Not only will a booth with a high-tech feel attract more customers, it will stand out more in event reporting and pictures.
- Experiential booths are more likely to have a lasting impact on customers.

6. COMPETITION

- AMCHAM T&T would be having two exhibitor's competitions: Your booth at T.H.I.S is essential to your brand recognition. Therefore, we would like to award those exhibitors whose booths are noticed as outstanding designs, as well as those exhibitors who get the most votes amongst 'Walk-in' customers and Conference participants.
 - Most Creative Best Booth competition, where we would be looking at Customer Participation/Interest, Appealing and Creative Use of Space, Innovative and Original Marketing, and Effort Shown in Booth Display.
 - People's Choice competition, where the booth with the most votes will be the winner