



**March 23 – 25, 2010
Washington Convention Center
Washington, D.C.**

Creating Your Listing on www.fose.com

Every exhibitor at FOSE receives a listing on www.fose.com. This outline will assist you as you create your listing.

A user name and password is emailed to every exhibitor. Go to www.fose.com and go to the **Exhibitor Login** page under **Exhibitors Only**.

Once you login you will be prompted to change your password. You can choose to do this or let the password remain the same.

You only have to remember one user name and password. It will also allow you to login to the Exhibitor Manual at Freeman Decorating and Exhibitor Registration with Compusystems.

The process for completing your online listing is simple and intuitive. There is the Standard Listing, which is for all exhibitors, and 3 Upgrades.

For a Standard Listing, please remember that this is also the information for your listing in the FOSE Show Directory. You can login at anytime to change or update your listing. We will notify you when the Show Directory is closing to allow you to modify your listing prior to publication in the Show Directory.

As you enter your information, you'll find that your company name and booth number is not editable. If you wish to change your company name, contact your Account Executive.

Business Card – Included in Standard Listing

Note: Appears in the Show Directory

"The information entered here will appear at the top of your digital booth. It provides attendees with general contact information for your company." You will be able to enter:

Address 1
Address 2
City
State/Province
Zip/Postal Code

Phone
Twitter Address
GSA Contract #
Email
URL (See Company Profile)

Categories – Included in Standard Listing

Note: Also appears in the Show Directory

“Select the product or service categories that best fit your company. Visitors will be able to locate your company by browsing categories and your selected categories will appear in your digital booth.”

Select only those product categories that apply to your company. Attendees will use these categories to locate companies they want to visit so it's important to be accurate. You are not limited in your selection but be accurate.

Veteran Owned is an option under **Categories**. Please check this box only if you are veteran owned. In the show directory, this designation will appear as an icon next to your listing and not in the Categories listing.

Company Profile – Included in Standard Listing

Note: Also appears in the Show Directory

“The company profile information you enter here will be used in your digital booth.”

Your profile is limited to 100 words. This is also where you enter your URL. The formatting on the Company Profile page will only appear in your online listing. Formatting is not available for your Show Directory listing.

New Products and Green Technology – Included in Standard Listing

Note: Appears in the Show Directory Only

“Data entered here will be used in the show guide only. It will not appear in your digital booth. Please enter the information you want included in the show guide. You must enter a Green Technology description here for inclusion in the show guide.”

If this applies to your company, this is where you can feature your new products and services Section and your green technology. It will only appear in the show directory.

For the Green Technology section, you can enter up to 50 words

You can include 3 new products in the New Product and Services section.

You'll be prompted to add the Product Name a description up to 50 words. Your company name and booth number will be added by FOSE in the Show Directory.

Special Designations – Included in Standard Listing

Note: Also appears in the Show Directory

This section will not appear as an option and will be entered by FOSE

FOSE will add graphic designations to your online and directory listings to highlight your company in the Exhibitor List section of www.fose.com and in the Show Directory

These designations include Featured Sponsorships, Veteran Owned, GSA Contract Schedule, and Pavilion designations including GSA Alliant Contract, Data Center & Virtualization, Defense Innovations, DNSSEC and Small Business.

Media Center – Included in Upgrade #1: Logo Upgrade

Note: Appears with Online Listing Only

"All of the data entered here will be used to enhance your digital booth."

This is where you upload your Logo for your online listing and the online exhibitor list if you have purchased Upgrade #1. Contact your Account Executive for more information.

Specifications for Company Logo for your Online Listing:

Maximum file size: 50 kb; GIF, JPG, or PNG, 72 dpi, max width 300 pixels

Specifications for Company Logo for Exhibitor List:

Maximum file size: 50 kb; .GIF, .JPG, or .PNG, 72 dpi, 25x25 pixels

For companies that are only featuring their logo in the Show Directory, this section does not apply. Instructions for providing your logo for the Show Directory will be available shortly.

Presentations and Events – Included in Upgrade #2: Event Upgrade

Note: Appears with Online Listing Only

"If your company is running or sponsoring any presentations or events during the show, please list them here. This list of special events will appear in your digital booths. Use the up and down arrows to change the order that the events will be displayed in."

This is where you can enter you scheduled presentations and events for your online listing if you have purchased Upgrade #2. Contact your Account Executive for more information.

Specifications for presentations and events for your Online Listing:

Name - Limited to 20 words
Description – Limited to 50 words
Location/Date and Time:

We suggest you use the following relevant Theater name to avoid confusion if applicable. For presentations and events outside of the Theaters, use the specific location such as booth number or meeting room.

- Accenture Cybersecurity Theater
- Data Center/Virtualization Theater
- Defense Innovations Theater
- Government Solutions Theater
- GSA Alliant Program Theater
-

Exhibitors in these theaters will be automatically receiving Presentations and Events at no additional cost. Logos are not included in this free program.

Media Center – Included in Upgrade #3: Gold Digital Booth

Note: Appears with Online Listing Only

“All of the data entered here will be used to enhance your digital booth.”

This is where you upload your Logo, Company Brochure and Discount Coupon if you have purchased Upgrade#3. Contact your Account Executive for more information.

Specifications for Company Logo for your Online Listing:

Maximum file size: 50 kb; GIF, JPG, or PNG, 72 dpi, max width 300 pixels

Specifications for Company Logo for the Exhibitor List:

Maximum file size: 50 kb; .GIF, .JPG, or .PNG, 72 dpi, 25x25 pixels

Specifications for Company Brochure:

Maximum file size: 500 kb; .PDF only

Specifications for Discount Coupon:

Maximum file size: 500 kb; .PDF, .GIF, .JPG or .PNG file

For companies that are only featuring their logo in the Show Directory, this section does not apply. Instructions for providing your logo for the Show Directory will be available shortly.

White Papers & Case Studies –
Included in Upgrade #3: Gold Digital Booth
Note: Appears with Online Listing Only

“If you have white papers or case studies that you would like to make available in your digital booth you may add them here.”

This is where you upload up to 3 White Papers & Case Studies if you have purchased Upgrade #3. Contact your Account Executive for more information.

Specifications for White Papers & Case Studies:

Title - Limited to 20 words

White Paper or Case Study File - Maximum file size: 500 kb; .PDF only

Featured Products & Services –
Included in Upgrade #3: Gold Digital Booth
Note: Appears with Online Listing Only

“Here is your opportunity to show off your featured products and services to attendees. The product information you enter here will appear in your digital booth. Use the up and down arrows to change the order that the products will be displayed in”

This is where you can add up to 3 Featured Products and Services if you have purchased Upgrade #4. You can include the name of the product, product tagline, a description, product photo and brochure.

Specifications for Featured Products and Services

Name - Limited to 5 words

Tagline – Limited to 10 words

Description – Limited to 25 words

Specifications for Product Photo

Maximum file size: 50 kb; .GIF, .JPG, or .PNG, 72 dpi, 25x25 pixels
Limit 50 kb; max 600 pixels wide

Specifications for Product Brochure:

Maximum file size: 500 kb; .PDF only; Limit 500 kilobytes

Web Directory Listing

<u>Standard Listing Includes:</u>	<u>Included with the Booth</u>
Company Name	If applicable:
Address	GSA Contract #
Phone	Veteran Owned
Email	Pavilion Designation
URL	GSA Contract Designation
Twitter Address	Featured Sponsorship Designation
Company Profile (100 Words)	Veteran Owned Designation
Product Categories (Unlimited)	New Product and Green Technology Printed Show Directory Only
Upgrade #1 - Logo Upgrade	<u>Investment: \$350</u>
Standard Listing plus...	
Logo on Directory Listing	Logo on Exhibitor List
Upgrade #2 - Event Upgrade	<u>Investment: \$500*</u>
Standard Listing	3 Special Events plus Event Description
Logo Upgrade	
*Event listings free to Theater Presentation Sponsors (Does not include logo upgrade)	
Upgrade #3 - Gold Digital Booth	<u>Investment: \$750</u>
Standard Listing	3 Featured Products with each receiving a 25 word description, product tagline, photo and brochure
Logo Upgrade	
1 Company Brochure	
3 White Papers, Brochures or Case Studies	

For more information, contact your Account Executive:

Fern Jacobs	703-876-5114	fjacobs@1105govinfo.com
Wendy Moore	703-876-5109	wmoore@1105govinfo.com
Kharry Wolinsky	703-876-5069	kwolinsky@1105govinfo.com