



## Information for Exhibitors



25th IEEE (MSST2008)  
Conference on Mass Storage Systems and Technologies  
September 22-25, 2008, Baltimore Inner Harbor, Maryland USA

**Thank you for registering to sponsor the IEEE MSST2008** in Baltimore, MD taking place Monday, September 22 – Thursday, September 25, 2008. **Please read through the information below prior to your trip.**

### HOST HOTEL

Sheraton Inner Harbor

Address: 300 S. Charles St

Baltimore, MD 21202

Tel: 410-347-1804

All sessions, tutorials, workshops, registration, table top exhibits and food functions will take place at Sheraton Inner Harbor.

### CONFERENCE REGISTRATION DESK

Upon your arrival, please stop by the registration desk to pick up your conference badge and agenda. The registration desk will be located in the Chesapeake Gallery during the following times:

SUNDAY, 9/21 12:00 PM – 5:00 PM

MONDAY, 9/22 7:00 AM – 6:00 PM

TUESDAY, 9/23 7:00 AM – 6:00 PM

WEDNESDAY, 9/24 7:00 AM – 6:00 PM

THURSDAY, 9/25 7:00 AM – 12:00 PM

### EXHIBITING ATTENDEES

Please note, your sponsorship package includes ONE complimentary registration to the MSST2008 conference if you are a Bronze sponsor. We captured the name of that person during your sponsorship registration. Anyone else from your company that chooses to attend the conference must register as a regular attendee. In addition, anyone from your company that wishes to participate in one of the workshops must register individually for that workshop at an additional fee. Registration can be completed at the following link: <https://www.spgeventformer.com/ieee/2008/msst/attendees/>.

Please note: There will be no refunds for cancellations.

## **AGENDA**

Please see the agenda on the website. There are 5 workshops that are taking place in conjunction with MSST. There are no formal exhibiting hours. You are welcome to exhibit during all workshops and the main symposium at times convenient to you. We expect the most traffic will be as people enter in and out of the conference for start, finish, breaks and lunch.

Workshop and Conference Schedule at a Glance:

Tutorials Monday, September 22 8:30am – 5:00pm

SNAPI'08 Monday, September 22 8:30am – 5:00pm

CMPD'08 Monday, September 22 8:30am – 5:00pm

DAPS'08 Monday, September 22 8:30am – 5:00pm

MSST Monday September 22 at 5:30pm – Thursday, September 25 at 12:00pm

KMS Tuesday, September 23 at 8:00am – Wednesday, September 24 at 5:00pm

SISW Thursday, September 25 8:30am – 5:00pm

## **ATTENDEES**

We are anticipating a total of 200 individual attendees over the course of Monday – Thursday for the workshops and the main conference.

We will provide a list of attendees at the end of the conference. We first need to obtain permission from each attendee to have their contact information published and we will do so as they pick up their conference materials. At the end of the conference, a contact list of those who have agreed to have their information published will be provided via email to all attendees and vendors. You may also collect business cards at your exhibit table.

## **TABLE TOP EXHIBITS**

Please find information below about your table top exhibit:

You may set up your table top exhibit anytime from Monday, September 22 – Thursday, September 25. The exhibit tables will be located in the Chesapeake Gallery outside the main ballroom where conference breaks and registration take place. See attached diagram. There is no assignment to tables. It will be first come, first serve.

There are approximately 10 exhibitors between MSST and KMS vendors.

There are no formal hours for exhibiting. Exhibiting hours are at the discretion of the vendor.

We do not have overnight security so vendors may pack up items at the end of each day or choose to leave them out if they are not valuable at your own risk.

Each exhibitor will be given One (1) six foot table to use for display.

You may bring collateral, materials and giveaways to display on your exhibit table.

You are welcome to bring your own logo table cloth or signage to affix to the table cloth (please bring your own pins or tape to affix signage). Standard hotel linens will be supplied for all tables if you do not bring your own tablecloth.

You may put a company banner or signage on top of your exhibit table or diagonal next to your exhibit table.

Power is not provided as you can only display items on top of your desk. If you have something that requires power that will be on top of your desk, please advise and we will get quotes from the hotel. Power costs are to be paid by the sponsors.

## **GIVEAWAYS AND PROMOTIONAL ITEMS**

We plan to have a Symposium bag distributed to all conference attendees. Vendors may include any give away items in the bag. Please advise [ieeemsst@spgeventformer.com](mailto:ieeemsst@spgeventformer.com) of any give away or promotional items that you would like to be included in the bag. Promotional items must arrive the hotel by September 19 in order to be included in the bags. Alternatively, promotional items may be displayed and distributed at your Exhibit table to encourage traffic.

Also as a part of your package your company logo will be on the bag. If you have not already sent your logo please send it to [ieeemsst@spgeventformer.com](mailto:ieeemsst@spgeventformer.com). We prefer the logo in eps format to insure a clear image.

## **SHIPPING**

A separate email went out on Friday, August 22 with shipping instructions from Rochelle Deems with Summit. We ask you read that email and please inform us of any materials being shipped. If you did not receive the email please contact [ieeemsst@spgeventformer.com](mailto:ieeemsst@spgeventformer.com).

## **EVENING EVENTS**

A Welcome Reception with light hors d'oeuvres will be held on Monday, September 22 at the hotel.

A Reception Tuesday, September 23 will be held followed by a Orioles v Tampa Bay baseball game. Admittance to the game is at a reduced cost of \$10. Tickets can be purchased to the game here: <https://www.spgeventformer.com/ieee/2008/msst/ballgame/>

A Conference Dinner with a Keynote speaker will be hosted by John Bordynuik, Inc Wednesday, September 24 in the General Session room.

If your company is interested in sponsoring Monday or Tuesday's reception or a breakfast, coffee break, or lunch please contact [ieeemsst@spgeventformer.com](mailto:ieeemsst@spgeventformer.com)

## **GENERAL CONFERENCE INFORMATION**

Please see the MSST2008 website for further information on the conference, agenda, workshops, Baltimore area and the hotel.

<http://storageconference.org/2008/>

## **INTERNET ACCESS**

Complimentary wireless internet will be provided in the General Session and Chesapeake Foyer. Internet is available in sleeping rooms at a fee.

## **HOTEL RESERVATIONS**

IEEE is holding discounted rooms at a rate of \$219 plus 13.5% tax for Sept. 20 – 26.

Reservations for Workshops and Conference

To make reservations by phone call 1-800-325-3535. Need to state you are an attendee of the IEEE meeting. Room reservations may also be made online.

There is a limited number of government per diem room available and will be on a first come, first serve basis. Please call the hotel to inquire.

Check in is at 3pm and check out is at 12pm

Complimentary use of the fitness center is available as a hotel guest.

Hotel Cancellation Policy: 24 hours the day before arrival

Charge for in room internet is \$9.95 for 24 hour period. Must be paid for with credit card  
(Free Internet Access Provided In Conference Meeting Areas)

Parking

Valet \$30

Overnight guest \$22, non guest \$26

1 hour parking \$5, 2 hour \$14, 3 hour \$22, 4 hour \$26

Other less expensive garages in walking distance

Should you have any questions about your registration or the conference, please contact Summit Performance Group at [ieeemsst@spgeventformer.com](mailto:ieeemsst@spgeventformer.com) or 858-385-2785. Please ask to speak with an IEEE Event Coordinator.

**Thank you and we will see you in Baltimore!**

updated Thursday, September 4, 2008

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