

**2008 Exhibitor's Bulletin – Business Continuity Show, March 18-19, 2008, Tues-Weds
Set-up, Tues, March 18 from 10 am – 4 pm. Show opens 4 pm.**

Set-Up Tues, March 18 10 am – 4 pm

Show Opens Tues, March 18: 4–6:30 pm. Weds, March 19: 10 am–4 pm.

Metropolitan Pavilion, 125 West 18th Street

Between 6th & 7th Avenues, New York, NY.

Loading Dock: 124 West 19th Street. Do not ship early.

Alternatively ship to CPRC warehouse.

Read Carefully.

**2008 Business Continuity Show
Flagg Management Inc
353 Lexington Ave,
New York, NY 10016
(212) 286-0333 Fax (212) 286-0086
flaggmgmt@msn.com
registration: flaggmgmt.com/bc**

Show Set-up begins Tues, March 18, 10 am to 4 pm. Show opens Tues with reception 4 – 6:30 pm.

Show Hours: Tues, March 18, 4 – 6:30 pm Weds, March 19, 10 am – 4 pm.

1. PROMOTE YOUR FIRM AT THE SHOW. MAIL FREE VIP SHOW PASSES AND EMAIL FREE INVITATIONS.

2. PHONE FOR HOTEL RESERVATIONS TODAY TO:

Hotel Pennsylvania, Penn Station at 7th Avenue and 32nd Street, 212-736-5000 ext 8460

(toll free at 800-223-8585). **Ask for “Flagg”** for the period of Mon, March 17 through Thurs, March 20, room rate \$209 single/double plus tax.

3. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS AND DIRECTORY ADS.

Dear Exhibitor Colleague:

- 1. Installation and set-up begins on Tuesday from 10 am to 4 pm.** Set-up continues until 4 pm, when the show opens. You should order your electric and connectivity and phone service in advance so it will be waiting for you when you arrive on Tues. The time prior to 10 am will be taken by the service contractor who will be bringing in warehouse freight, marking the floors, and setting up carpeting, and pipe and drape in the booths.
- 2. Conference registration and the opening general session will begin at 12 noon - 4 pm, Tues, March 18 in the Metropolitan Pavilion North** on the same floor as the exhibits. All of the sessions on Tuesday and Wednesday will be in Metropolitan Pavilion. The Metropolitan Pavilion is at 125 West 18th Street, in the heart of the safe and friendly Chelsea neighborhood, convenient to subways #1 and #9 from Times Square and subway #4, #5, #6 at Union Square.
- 3. This is a no hassle, easy set-up show.** You are encouraged to bring exhibit material that you can set-up in 4 hours. Portable and pop-up exhibits are recommended. **YOU ARE ENCOURAGED TO BRING YOUR LITERATURE AND POP-UP BOOTHS WHEN YOU COME ON TUESDAY. DO NOT SHIP LARGE CRATES IN ADVANCE TO THE METROPOLITAN PAVILION BECAUSE THEY DO NOT HAVE FORK LIFTS FOR LARGE CRATES. YOU SHOULD SHIP YOUR LARGE EXHIBITS IN ADVANCE TO THE CPRC WAREHOUSE, OR SHIP TO THE SHOW SITE BEGINNING ON TUES, MARCH 18 AT 8 AM.**
- 4. Hotel Accommodations.** Make hotel reservations now. See the information above.
- 5. Order electric and voice telephone service** from the Metropolitan Pavilion. If you require information about electric or voice phone service call Dominique Focazio, 212-463-0200 x229, Email: dominique@metropolitanevents.com
- 6. Order internet and connectivity service** from Transbeam, who will be providing that service for the Business Continuity Show at the Metropolitan Pavilion. If you require information about connectivity, call Transbeam at 212-631-8100 ext. 247 and speak to Sandra Ycaza.
- 7. Booth package** includes: booth carpeting, a draped 6' table – 30" high, 24' wide, two chairs, curtain back wall and side dividers, standard I.D. sign, waste basket - everything you need in your exhibit space that is 8' deep by 10' across.
- 8. Download new email show passes posted on website.** Emails have impact. Create awareness about your company and your participation in the show. Use emails to promote attendance. Go to our Website: www.flaggmgmt.com/bc and go to the menu on the left and click “Free Show Pass” and download these email invitations now.

9. **Banners and buttons.** Go to our Website: www.flagmgmt.com/bc and go to the menu on the left and click on "Promo Banners". Download these banners and buttons to put up on your Website to invite your customers to your booth at the show.
10. **This is a focused show for business continuity and security.** The attendees at the show and conference will be highly qualified. It is recommended that you have flexible staff hours to cover those periods when the conference will be in session, as well as when the exhibit hall will be open for breaks in the show.
11. **Dismantling** begins at 4 pm, Weds, March 19. Please advise your truckers to pick-up your freight immediately at 4 pm, after the show. You must take your exhibit and all your display material out of the hall immediately at 4 pm and no later than 5 pm.
12. **Security:** Do not leave your booth unattended at show closing. Please hand-carry out all valuables and items of shoplifter appeal between 4pm and 4:30 pm, Weds, to avoid possible damage and loss. Exhibitors are responsible for items that are shipped to the show. Avoid loss, damage, or theft, and watch your laptops, purses, briefcases, and other items of shoplifter appeal. The show breaks very quickly, so remove your goods immediately. **MAKE SURE THE LAST PERSON TO LEAVE YOUR BOOTH IS RESPONSIBLE FOR SHIPPING ALL OF YOUR EQUIPMENT AND DISPLAYS BACK TO YOUR OFFICE.**
13. **Shipping:** The Metropolitan Pavilion does not have fork lifts or storage facilities for large crates. We recommend that you hand deliver smaller computer systems, portable exhibit canisters, and other display items on Tues morning, March 18. Exhibitors can ship direct to the Metropolitan Pavilion but large crates can not be received before Tues, March 18 at 8 am when material handling will be available. You can also ship large crates in advance to the Clifton Park warehouse. Use the 124 West 19th Street shipping entrance beginning Tues, March 18 at 8 am.

Move-Out 4:00 pm – FEDEX or UPS at Show close:

1. **Bring your FedEx air bills with you.**
2. **Make sure you have your FedEx account number.**
3. **You must phone FedEx and get a FedEx pick-up number.**
4. **If you are shipping Federal Express or UPS at the show close, you must prepare completed FedEx or UPS air bills with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material.**

Call FedEx and schedule a pick-up from the Metropolitan Pavilion, 124 West 19th Street, New York, NY 10011. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877) **DO NOT LEAVE FEDEX OR UPS SHIPMENT WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.**

Move-Out 4:00 pm UPS at Show Close: is also available for pick-up at the Metropolitan Pavilion. You must have a **UPS account number and UPS land or air bills.** Call UPS and schedule a pick-up at 800-742-5877.

14. **More information on warehouse is enclosed.** See the Clifton Park Contractor information

FLAGG MANAGEMENT INC

Russell E. Flagg,
Show Management

2008 BUSINESS CONTINUITY SHOW
METROPOLITAN PAVILION, 125 WEST 18th STREET
SHOW SCHEDULE AT A GLANCE
 Show Hours: Tues 4 – 6:30 pm
 Show Hours: Weds 10 am – 4 pm
 Conference Hours: Tues 1 – 4 pm
 Conference Hours: Weds 9 am – 4 pm
 Move-in: Tues 10 am – 4 pm
 Move-out: Weds 4 – 5 pm

Service Contractors and Metropolitan Pavilion Contacts

Metropolitan Pavilion

125 West 18th Street
New York, NY 10011
212-463-0200 fax: 212-463-0946
Dominique Focazio, Event Coord. 212-463-0200 x229 dominique@metropolitanevents.com
David Carey, Operations Manager 212-463-0200 x227 david@metropolitanevents.com
Sandra Nugent 212-463-0200 x228 sandra@metropolitanevents.com

Entrance to loading dock: 124 West 19th Street, New York, NY 10011

Clifton Park Rental Center

Decorating, Freight Handling, Warehousing, Labor Services, Special Furniture
871 Main Street
Clifton Park, NY 12065
518-877-7449 fax: 518-877-6356
Betty Voss, General Manager x308 www.cliftonparkrental.com cprental@cliftonparkrental.com

Transbeam

Internet and Connectivity Services
20 West 36th Street
New York, NY 10018
212-631-8100 Fax: 212-379-1230
Sandra Ycaza ext. 247 syaca@transbeam.com

Audio-Visual Services

Scharff Weisberg
Metropolitan Pavilion
36-36 33rd Street
Long Island City, NY 11106
Robert Bergdall robert@swinyc.com
718-610-1718 Cell: 917-559-0656

NMR/National MicroRentals Inc.

Computer, Monitor, Printer, VCR, and Other A/V Rental Services
28 Abeel Road
Monroe Twp, NJ 08831-2036
800-637-2496, 609-395-0550 fax: 609-395-7142 www.nmrrents.com
Jim Clark, Nat'l Trade Show Mgr. jclark@nmrrents.com

Morris Brothers Signs

Special Signs, Banners, Graphics of Any Type
37 West 20th Street, 7th Floor
New York, NY 10011
212-675-9130 fax: 212-675-7708
Peter Bellantone, Principal peter@mbgraphics.com

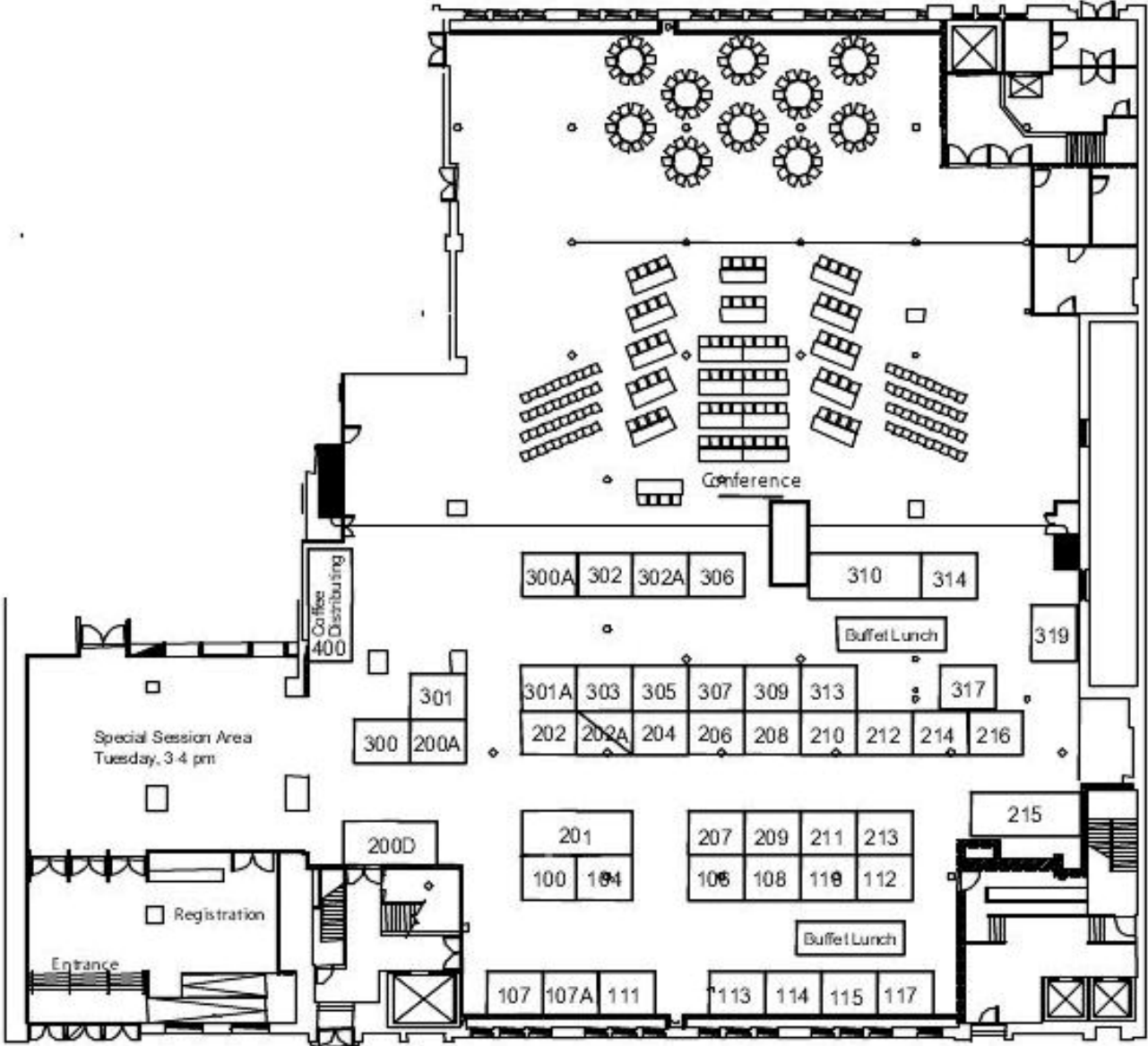
Spring Valley Floral Decorating Company Inc

Floral Services, Flowers, Plants, Tree Rental Services
P.O. Box 760, 169 Route 303, Valley Cottage, NY 10989
845-268-7555 fax: 845-268-6570
Jeff Meyer

**7th Annual
2008 Business Continuity & Corporate Security
Show & Conference**

**March 18-19, 2008, Tues-Weds, Metropolitan Pavilion
125 West 18th Street at 7th Avenue, New York**

Floor Plan



**2008 Business Continuity & Corporate Security
Show & Conference
March 18-19, 2008, Tues-Weds, Metropolitan Pavilion**

Partial List of Exhibitors as of 1/10/08

3n (National Notification Network)	300A	HeaterMeals	104
Agility Recovery Solutions	200A	Image Access Corp.	303
American Red Cross of Greater NY	115	Incisive Media/Waters/DWT	Special
Asia Netcom	107	Iron Mountain	302
Brink's U.S.	213	Journal of Business Continuity & Emergency Planning – Media Sponsor	113
Cervalis	207	Marriott Vacation Club International	306
Citrix Systems, Inc.	111	Office Shadow, Inc.	206
Contingency Planning Exchange	301	Onset Technology	209
Continuity Centers	301	Research in Motion	300
DBSi	106	Roche	302A
DCC (Dialogic Communications Corp.)	313	Send Word Now	206
Disaster Resource Guide – Media Sponsor	117	Smiths Detection Inc.	100
Double-Take Software	204	Sybase, Inc.	301A
Eagle Rock Alliance Ltd. – Silver Sponsor	200D	Time Warner Cable	202A
eBRP Solutions Inc.	202	Trade-Winds Environmental Restoration, Inc.	309
Edwards Information, LLC	Special	Wall Street Technology Association – Association Sponsor	Special
E-Solutions USA	210	WebEx Communications, Inc.	201
Global Investment Technology	Special		
GRM Information Management Services	307		

Sponsors:

WebEx Communications, Inc. – Gold Sponsor
 Contingency Planning Exchange – Sponsor
 Disaster Resource Guide – Media Sponsor
 Edwards Information, LLC – Media Sponsor
 Global Investment Technology – Media Sponsor
 Incisive Media/Waters/DWT – Media Sponsor
 Journal of Business Continuity & Emergency Planning – Media Sponsor
 Wall Street Technology Association – Association Sponsor

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: FEB 6

**RETURN COMPLETED FORM TO
2008 BUSINESS CONTINUITY SHOW**

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2008 BUSINESS CONTINUITY SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 **FAX: 212-286-0086**

SPECIAL NOTE: NEW PRODUCTS
Please indicate new products that will
be shown for the first time in 2008.

NEW PRODUCTS _____

PLEASE TYPE OR BLOCK LETTER

BOOTH # _____

COMPANY NAME: _____

DIVISION OF: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

Email address: _____ URL address: _____

Indicate a brief generic description of the products, systems or services that you will have on display (limit to about 25 words). This listing will be edited for consistency and brevity. (PLEASE PRINT)

For identification purposes, please print name of official submitting this form:

Name: _____ Title: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES

DEADLINE: FEB 6

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2008 BUSINESS CONTINUITY SHOW

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2008 BUSINESS CONTINUITY SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 **FAX: (212) 286-0086**

BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES – ALL BADGES TO BE PICKED UP AT THE SHOW

PLEASE PRINT

BOOTH # _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

For identification purposes, please print name of official submitting form.

NAME: _____ TITLE: _____

PHONE: _____ FAX: _____

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

<u>First Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

2008 Business Continuity Show - Sponsorship opportunities

Assigned exhibitors will have the opportunity to become participating sponsors in our exciting show and conference program. At the Platinum, Gold and Silver sponsorship level, sponsors will have a speaker on the program, will have their company logo on all our printed and online and electronic promotional material, they will have their logo displayed on our website and cross-linked to the exhibit firm website, and sponsor's logos will be prominently featured on our at-show banners and graphics, and in our pre-show and at-show official program guide.

Platinum sponsorship level – \$15,000

Will include a keynote speaker on a sponsored program, company logo on keynote program banner, identification of speaker and keynote program on all printed material, website and email promotional materials, platinum sponsorship logo on the Show welcome banner, platinum sponsorship logo in the official directory, one-page 4-color ad in the official directory, 10 full conference registrations to invite guests of your choice to the conference program.

Gold sponsorship level – \$12,000

Will include a speaker in a panel or concurrent session, company logo on program banner, identification of speaker and program on all printed material, website and email promotional materials, gold sponsorship logo on the Show welcome banner, gold sponsorship logo in the official directory, 5 full conference registrations to invite your guests of your choice to the conference program.

Special (Gold sponsor – instead of speaker, sponsorship of program guide, luncheon program)

Gold Sponsor – **WebEx**

On site program guide (Gold sponsor) – \$12,000

Buffet Luncheon – \$12,000

Silver sponsorship level - \$8,000

Will include company logo on program banner, identification of sponsor on all printed material, website and email promotional materials, sponsorship logo on the Show welcome banner, sponsorship logo in the official directory, 3 full conference registrations to invite guests of your choice to the conference program.

Cocktail Reception, 4-6 pm, Tues, March 19 – \$8,000

Tote Bags – \$8,000 – **SOLD – Eagle Rock Alliance**

Coffee & Beverage Break Service – three individual sponsorships each – \$8,000

1. Weds am coffee service, 2. Weds pm dessert service, 3 Weds pm coffee service.

Badge Holders – \$8,000

Badge Holder Lanyards – \$8,000

Advertising and print marketing - \$5,000 - \$3,000

The Official Program and Exhibitor's Guide will accept advertising, and will be distributed at the event to all conference and show participants. This 8 ½ x 11 program will be a compendium of the 2008 conferences and the exhibitors. This reference will have a 6 months promotional life after the event is concluded. Send film and ad print by Feb 20. Specs: Send film separations, 133 line screen, emulsion side down, right reading, with color proof, ad copy size 7x10, no bleeds without approval.

Advertising in the Official Program:

Back cover, 7x10, 4-color – \$5,000

Inside front cover, 7x10, 4-color – \$4,000

Inside back cover, 7x10, 4-color – \$4,000

2-color, 7x10 ads – \$3,000

Other sponsorship opportunities will be considered. Flagg Management Inc

353 Lexington Avenue, New York, NY 10016

Phone: 212-286-0333 Fax: 212-286-0086

Email: flaggmgmt@msn.com

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

DEADLINE: FEB 6

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

MAIL TO: 2008 BUSINESS CONTINUITY SHOW
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE, 10TH FLOOR
NEW YORK, NY 10016 **FAX: 212-286-0086**

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

The Official Directory for the Business Continuity Show is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the two-day Show & Conference, as well as months after the show is done. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. Over 1,000 copies of this Directory will be printed and distributed at the show at the Metropolitan Pavilion, New York, NY.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: _____

Booth # _____ Company Name: _____

Division of: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____ Title: _____

RATE FOR OFFICIAL DIRECTORY ADVERTISING: Advertising in the Official Directory is non-commissionable.

BACK COVER (4-COLOR): \$5,000.

INSIDE BACK COVER (4-COLOR): \$4,000.

INSIDE FRONT COVER (4-COLOR): \$4,000.

FULL PAGE (2-COLOR): \$3,000.

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 115 lb coated stock.

The Official Directory reserves the right to establish the PMS 2nd color in a 2-color ad.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

Mailing instructions: Send negatives by Feb 20 along with any special instructions for printer to:

FLAGG MANAGEMENT INC
BUSINESS CONTINUITY SHOW
353 LEXINGTON AVENUE, 10TH FLOOR
NEW YORK, NY 10016
212-286-0333

2008 Business Continuity Show & Conference, March 18-19, Metropolitan Pavilion, New York

Event Marketing Program

Our event marketing program is directed to Wall Street and New York and national business continuity. The audience will be IT directors, security directors and global BCP managers working within Wall Street headquarters firms as well as consultants, and third party financial application vendors.

We will have approximately 800 business continuity directors and security directors at our event, following the pattern of recent previous shows.

We direct our promotional efforts to audiences within a commuting radius of New York and the Metropolitan Pavilion as well as national audiences.

The Metropolitan Pavilion at 125 West 18th Street is in safe and convenient Chelsea in midtown Manhattan, close to subways and ground transportation. Local subway trains #1 and #9 stop at 7th Ave and 18th Street, and the Union Station subway trains include #4, #5 and #6 from Wall Street and Grand Central Station. It is a short subway ride from Times Square to the North, and Wall Street to the South.

The Metropolitan Pavilion is one of the most popular meeting centers for Wall Street and New York technology-oriented events. Wall Street, Fashion Marketing, Antique Shows.

Our most recent events have had increased attendance from Boston, Washington, Philadelphia with Amtrak trains and air travel resuming from those financial markets. Public confidence is rising and that has impacted positively on our free show and paid conference attendance.

- a. We have a combined proprietary database from the last Wall Street events,** beginning with 6 years of the Business Continuity Shows.
- b. We have regular monthly email contact with this captive audience database** to provide them with information on business continuity and security. Our 2008 program has been launched and will include our conference program, sponsors, exhibitors, show and conference registration.
- c. The 2008 program has been launched in print and email to this combined audience** that totals over 20,000 up-to-date key contacts.
- d. We have the full media and editorial support of major publications in the Wall Street, financial markets, and global investment management arena:**
 1. Waters Magazine - approx 10000
 2. Securities Industry News - approx 13500
 3. SD Times - approx 12000
 4. Institutional Investor Newsletters - approx 2000
 5. Global Investment Technology Magazine and Newsletters - approx 2000
 6. CPM email Newsletter – email to the most influential BCP audience nationwide.
- e. Key associations** are association sponsors including the Contingency Planning Exchange and the Wall Street Technology Association.
- f. The major sponsors of WebEx, Contingency Planning Exchange, Eagle Rock Alliance** are leveraging their contacts in the BC and security markets.
- g. 2008 Business Continuity Show ads as well as selective mailings will be directed to these combined circulation lists of over 40,000.** The combined unduplicated circulation of these publications reaches the desks of all the management executives on Wall Street and the global financial markets headquarters in the U.S.
- h. 2008 Business Continuity Show follow-up mailings will be directed to key geographical areas of the Greater New York and East Coast financial markets,** including Boston, Philadelphia, Washington, and Baltimore.
- i. Over 90% of our registrations come from email,** and we will be using our Web site and email blasts to generate registration and email response.

j. Exhibitor-generated promotion is one of the most important ingredients in our event promotion. We provide exhibitors with free VIP show guest passes to distribute to their customers, and over 20,000 of these guest passes are distributed prior to the show.

k. Exhibitors will be using the VIP email show pass that can be downloaded and emailed to customers and prospects of exhibitors to alert them to the free show and free registration online opportunity.

l. Free banners and buttons are provided to exhibitors to include on their own Web sites to generate additional free show registrations. Many exhibitors like to include a free banner and button on their own Web sites to permit their visitors to register online for a free show badge.

m. All assigned exhibitors will have a free listing on our show Web site, and cross-linking to exhibitors Web sites to increase customer traffic to exhibitor's sites.

n. Exhibitors are provided with a free pre-show electronic file of pre-registrant to use to market to show and conference attendees. Many exhibitors have mailings and literature mailed to attendees in advance of the show to generate interest and booth traffic at the show.

o. Exhibitors are provided with a free post-show electronic file of all show and conference registrants with name, title, company, street, city, state, zip, phone, and fax for post-show marketing and follow-up. Sorry, no emails.

p. Press relations and media coverage, we work with publications to maximize exhibitor exposure in the media, before and after the event.