



NGAUS '10
August 21-23, 2010
Austin Convention Center
Austin, Texas

ISLANDS CREATED ON DEMAND
 TENTATIVE EXHIBIT FLOOR PLAN
 SUBJECT TO FIRE MARSHAL
 APPROVAL

CEILING HEIGHT: 31'
 FLOOR LOAD: 350 PSF

■ Electrical Floorports 30' O.C

- Price Category A**
 812-2157
 (excludes 837-853 odd)
 2206-2257
 2306-2357
 2406-2457
 2506-2557
 2606-2656
- Price Category B**
 500-733
 837-853 (odd)
 2260-2275
 2360-2375
 2460-2475
 2560-2575
 2660-2675
 2766-2773
- Price Category C**
 102-433
 2278-2295
 2378-2395
 2478-2495
 2578-2595
 2678-2695
 2778-2795

#1 Ribbon Cutting Ceremony / Initial Entrance All attendees will access the exhibition following a ribbon cutting ceremony at entry point #1; bus drops of delegates are located in relative proximity to #1 on the same side of the convention center.

#2 An approximate 15 minute delayed entry will be in effect after the ribbon cutting ceremony; full in/out access for registrants will be permitted thereafter; this entrance is closest to a primary headquarters hotel which is located across the street; escalators leading to the general business sessions are on this side of the building.

The anticipated level of registrant entry, to insure quality marketing exposure for Cat A exhibitors, coupled with facilitating an evenly distributed traffic flow throughout the entire exhibition, is relatively equal between the two entrances.

Preferred locations are assigned in accordance with a priority point system with the date an application is received serving as a tie-breaker.

Firms who request and are assigned to an "endcap" or "peninsula" (open on 3 sides) are reminded that the backwall which is also the siderail of a neighboring exhibitor may be 8' in height only in the middle 12' of the backwall then the display must be no more than approximately 4' in height on the outside 4' on both sides of the backwall. The latter configuration will afford visibility for a neighboring exhibitor whose siderail is the backwall of an "endcap" or "peninsula".