



**2010 Flood Warning Systems, Technologies and Preparedness Conference**  
**23<sup>rd</sup> Conference and Exposition of the ALERT Users Group**  
**Palm Springs Hilton: May 4<sup>th</sup> – 7<sup>th</sup>, 2010**

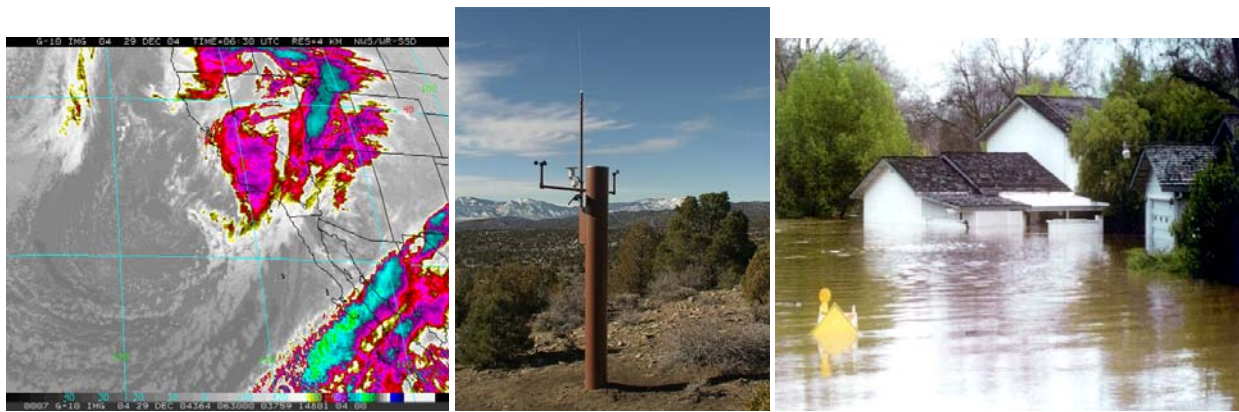
---

The ALERT Users Group announces exhibitor opportunities for firms that provide products and services in the real time flood warning field. The theme for the 2010 ALERT Users Group Conference will be;

*Optimize Your Professional Development*

This nationally known and respected conference will be held in Palm Springs California, May 4th through May 7th, 2010. This event has been held for the past twenty seven years, providing valuable opportunities to meet leading personnel and organizations in the field. Exhibition space can fill quickly and location will be assigned on a first come first serve basis. Many attendees at the conference are seeking product and service information to support the development and/or enhancement of their community's programs and make decisions based on what is displayed at the Exposition. The focus will be on the training and technology advances needed to maintain the critical readiness levels in the widespread networks of western United States. Because of the prominence this conference has had in the past, we will also attract attendees from across the country. A Call for Abstracts has been issued in mid 2009 for those wishing to make a presentation or provide a workshop at the conference. Conference details are posted on the [www.alertsystems.org](http://www.alertsystems.org) web site.

The exhibitor coordinators John Huber or Kim Blair may be contacted at [augadmin@alertsystems.org](mailto:augadmin@alertsystems.org)



## Accommodations

Conference attendees are provided an exceptionally discounted room rate of \$104/night. We are fortunate to be able to have a first class meeting facility that has over 18,000sq ft of meeting space, 24hr business center, on-site restaurant with room service, and wireless T1 high-speed internet throughout the facility.



## Hotel Reservations

Hilton Hotel Palm Springs, 400 East Tahquitz Canyon Way, Palm Springs, CA 92262.

PHONE: (760)320-6868 FAX: (760)320-2126 TOLL-FREE: 800-522-6900

Reference the **2010 ALERT Conference** to receive the special room rate. Reservations **MUST** be made prior to April 5, 2010 to be eligible for this rate. Rates are subject to 15.6% room tax, plus \$1.15 utility surcharge.

**Please note:** The Hilton Palm Springs will charge an Early Check-Out fee to any guest who checks out before their stated departure date. Guests will have the opportunity to change their departure date at Check-In without penalty. Any changes resulting in early departure after Check-In will result in the Early Departure Fee being assessed to the guest.

All Conference attendees will receive the special Hotel Value Pack for no additional cost: Local calls up to 30 minutes (\$1 value); 24 hour fitness center (\$10 value); self parking (\$6 value); airport shuttle both ways (\$20 value); In-room high speed T1 internet (\$9.95 value); 2 for 1 dinner coupon on selected entrees (\$15 minimum value); and faxes, up to 5 incoming pages (\$2.50 value).

## Items concerning your exhibit

1. Your exhibit booth will be a 10 ft by 10ft area in the Horizon I Ballroom. The entire exhibit area is 50 ft x 63 ft giving a total exhibit area of 3,150 sq ft. Ceiling height is 12 ft. The plenary sessions will be held in the adjoining Horizon II room. Refreshments for breaks will be located in the exhibit area.
2. Each booth will have up to two six-foot tables (30 in. width) with skirt and one 110V standard outlet. If you need additional tables or outlets, they are available as long as supply lasts. Phone lines are also available in the exhibit area at additional cost (contact hotel).
3. Wireless Internet Service is provided to all Exhibitor booths at no charge (one connection per booth).
4. Exhibitor materials cannot arrive at the Hilton before 4 days prior to the event. Please address the mailing slip in this format;

Palm Springs Hilton  
400 E. Tahquitz Canyon Way  
Palm Springs, CA 92262  
c/o: Alert Users Group  
Event Date May 4-7 2010  
*Your company Name*  
Attn: Catherine Bacher

5. All booths will be assigned prior to start of conference. These assignments will be based on a first come first served basis. Once your application is received you will be contacted and given a layout diagram. You can choose at that time among the available spaces.
6. An Exhibitor's Reception night is planned for the first night of the conference. It will be held in the Exhibitors Area and includes complimentary hors d'oeuvres and drinks. Historically this occasion is highlighted by a raffle drawing of prizes donated by exhibitors. The raffle drawings take place in front of the exhibitors booth. All conference attendee's names are entered into the drawing and must be present to win.

# 23<sup>rd</sup> Conference of the ALERT Users Group

May 4 – 7 2010, Hilton Hotel, Palm Springs, CA

## Exhibitor Registration Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### EXHIBITOR CONFERENCE FEES

Fees for exhibiting are as follows:

\_\_\_\_\_ \$975 each exhibitor's space will include conference registration for one exhibitor representative. (Meals, breaks, and hospitality included) The 10ft. x 10ft. exhibitor space includes two 6-foot tables, electrical and wireless internet connection.

\_\_\_\_\_ \$400 conference registration for each additional exhibitor representative paid **BEFORE** April 5, 2010. (Meals, breaks, and hospitality included) \_\_\_\_\_ \$480 **AFTER** April 5, 2010

List names of additional reps: \_\_\_\_\_

**TOTAL FEES ENCLOSED** \$ \_\_\_\_\_

Please make checks payable to: **The ALERT Users Group** (Checks must be payable in U.S. funds, and drawn on a U.S. bank)

We have added the convenience of credit card payment for the following credit cards: Visa, MasterCard, American Express and Discover (charge will be posted on receipt of registration form)

**Indicate Card Type:** Visa \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover \_\_\_

**Credit Card Number:** \_\_\_\_\_ **Exp date (month/year):** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Name on Credit Card: (print)** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

### You may send registration form, check and credit card information to:

Rob Nelson, ALERT Users Group, **P.O. Box 5667**, Marysville, CA 95901

**Phone:** (916) 774-5794

**Fax:** (916) 746-1794

**Email:** [RNelson@roseville.ca.us](mailto:RNelson@roseville.ca.us)

### **Cancellation Policy:**

Registration fees are fully refundable upon written cancellation, if postmarked prior to April 5, 2010. Requests for cancellation postmarked on or after April 5, 2010 and prior to 5:00 p.m. on April 24 will be subject to a \$50.00 cancellation fee. Requests for cancellation postmarked after April 24 will receive no refund.

**Cancellation Requests should be sent to: Rob Nelson, Conference Registrar.**