



ILLINOIS CPA SOCIETY®
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Accounting & Finance

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Keeping you at the forefront of
the profession.

August 23-24, 2011

Donald E. Stephens Convention Center
Rosemont, Illinois

EXHIBITOR SERVICES MANUAL

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WELCOME EXHIBITOR

Thank you for choosing to exhibit at the Illinois CPA Society's 31st Annual Midwest Accounting and Finance Showcase which will be held Tuesday-Wednesday, August 23-24, 2011 at the Donald E. Stephens Convention Center in Rosemont, IL. Setup is Monday, August 22, 2011. This Exhibitor Kit (CD) is designed to help ensure that your exhibiting experience goes smoothly.

Please take a moment to review this CD as it provides helpful information and all the necessary forms to make your booth creation and exhibitor set-up as simple and easy as possible. Please also pass this information along to your booth staff. Please read this material carefully and pay close attention to the various forms and deadline dates. We want you and your booth team to be ready to concentrate on business, as opposed to time spent solving logistical issues when the floor opens Tuesday, August 23, 2011!

Everyone responsible for your exhibit should become thoroughly familiar with this information. Taking action before the deadlines will save you time and money.

To ensure that your company has every opportunity to promote your services to the attendees at the Midwest Accounting and Finance Showcase, sponsorship opportunities are available – details are included. Information on marketing and sponsorship opportunities is also available at www.flaggmgt.com/icpas/exh_sponsorships.htm.

By taking advantage of our marketing or sponsorship opportunities, you will increase your visibility at the Showcase, and you will be in an even better position to increase sales and profits!

If you have any questions or need additional information, please feel free to contact me at 212.286.0333. On behalf of myself and the entire Show Management team at the Illinois CPA Society, thank you for your participation and support!

I look forward to seeing you at the 31st Annual Midwest Accounting and Finance Showcase!

Sincerely,

Russell Flagg - Exhibit Sales Manager

FLAGG MANAGEMENT, INC.

Address: 353 Lexington Ave., New York, NY 10016

Phone: 212.286.0333 | Fax: 212.286.0086

Email: flaggmgt@msn.com | Website: www.flaggmgt.com/icpas



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FAST FACTS

2011 Midwest Accounting & Finance Showcase

MOVE-IN:

Monday, August 22, 2011 | 10:00 am - 4:30 pm

SHOW DAYS & TIMES:

Tuesday, August 23, 2011 | 8:50 am - 5:00 pm

Wednesday, August 24, 2011 | 8:50 am - 3:30 pm

MOVE-OUT:

Wednesday, August 24, 2011 | 3:30 pm - 7:00 pm

Booth Rate Includes:

Booth stand constructed of flameproof, blue and white side and backwall drapes supported by aluminum pipe frame

- A 7" x 44" booth identification sign listing your company's name and booth number
- 24-hour perimeter security in the exhibit hall from move-in to move-out
- Carpeted aisles (Blue) throughout the exhibit hall as well as in all booths (Gray)
- Daily cleaning and maintenance of the aisles and common exhibit hall areas to assure a safe and attractive exposition

Hotel Deadlines:

Mention the Illinois CPA Society Room Block

Embassy Suites Hotel - 8/1/11

Phone: 800.EMBASSY

Doubletree Chicago O'Hare - 8/1/11

Phone: 800.222.TREE or 847.292.9100

Complimentary Guest Passes:

Each Exhibitor will receive an HTML Guest Pass by email - we urge you to forward it to customers or clients and invite them to be your guest at the show.

Please see attached forms for Exhibitor Badge information, Show Guide listing and Sponsorship and Advertising Opportunities.

Rosemont Exposition Services is the OFFICIAL CONTRACTOR - 847.692.2220

The following services may be contracted with RES:
(order forms contained on this Exhibitor CD)

DECORATIONS
FLORAL SERVICES
DRAYAGE
PHOTOGRAPHIC SERVICES
SIGNS
ELECTRICAL/TELEPHONE/CONNECTIVITY
GUARD SERVICE
CLEANING
COMPUTER RENTAL
AUDIO VISUAL SERVICE STAFF

Show order deadline is 8/11/11.

Shipment Deadline:

Advance Shipments by 8/15/11

Direct Shipments by 8/22/11

EXHIBITION HALL:

Located at the Donald E. Stephens convention center the Exhibition will take place in G Hall which is located on the second level of the convention center.

http://www.rosemont.com/pdf/descc_cc_flplans.pdf

Dismantling begins at 3:30-7:00 pm, Wednesday, August 25. Please advise your truckers or freight services to pick-up your outbound freight at 4:30 pm or as soon as your goods are packed. Make arrangements beforehand to ship out your freight.

Both FedEx and UPS pick-up at the show.

Bring your FedEx & UPS air bills with you. Make sure you have your account numbers. You must phone FedEx and UPS to schedule your pick ups.

FedEx Phone: 800.463.3339

UPS Phone: 1.800.PICK.UPS

Any freight remaining will be shipped to the warehouse at the exhibitor's expense.

EXHIBITOR CONTACT:

Russell Flagg - Exhibit Sales Manager

FLAGG MANAGEMENT, INC.

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Phone: 212.286.0333 | Fax: 212.286.0086

Email: flaggmgmt@msn.com | Website: www.flaggmgmt.com/icpas



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EXHIBITOR PERSONNEL
BADGE REQUEST FORM

Return Completed Form to Flagg Management, Inc. Immediately - Deadline: 8/12/11

At-Show Exhibit Booth Personnel To Receive Exhibitor Badges (Please Print):

Booth #: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Website: _____

Individual Requesting Exhibitor Badges: _____

Individual Phone Number: (_____) _____ Fax: (_____) _____

THESE BADGES WILL NOT BE MAILED. Booth personnel, named by you, will be furnished with exhibitor badges which will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will man your booth and not show guests.

NOTE: These exhibitor badges will only admit to the Show.

	First Name	Last Name	Title	Company
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____

Any additional personnel that will be attending the show will also need a name badge. On your company letterhead, attach a list of names of personnel who are actually coming to "Attend" the show. Please advise these personnel as well as exhibitor personnel to pick-up their badges at the exhibitor registration desk.

PLEASE MAKE A COPY OF THIS FORM FOR YOUR RECORDS.

Russell Flagg - Exhibit Sales Manager
FLAGG MANAGEMENT, INC.
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MIDWEST Accounting & Finance SHOWCASE

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August 23-24, 2011

Donald E. Stephens Convention Center Rosemont, Illinois

Date: Sales Rep:

Advertiser:

Address:

City: State: Zip:

Contact:

Title:

Telephone: Fax:

E-mail:

Advertiser Index (Company name to appear as...):

URL:

Available Advertising Space (please select):

Table with 5 columns: 4-Color, Rate, Width x Height, Width x Height (full bleed), TOTAL. Rows include Inside Front Cover (C2), Inside Back Cover (C3), Back Cover (C4), Full page, 1/2 page (horizontal), 1/2 page (vertical), 1/4 page.

TOTAL PAYMENT \$

Payment Information:

Payment type: Visa MasterCard Discover Amex Check (Payable to the Flagg Management, Inc.)

Name (as it appears on card):

Signature: Exp. Date:

Deadlines and Ad Format/Submission Instructions:

July 18, 2011 SHOW GUIDE AD SALES DEADLINE All insertion orders must be received by Russell Flagg - see contact information below

July 25, 2011 SHOW GUIDE MATERIALS SUBMISSION DEADLINE Ads should be in a high-resolution PDF format and emailed to Gene Levitan, Director of Creative Services, at levitang@icpas.org

I authorize insertion of the above advertising. I understand that all the terms and regulations as published apply. Signature: Date:

SEND ORDER FORM AND PAYMENT TO:

FLAGG MANAGEMENT, INC., Attention: Russell Flagg - Exhibit Sales Manager

Address: 353 Lexington Ave., New York, NY 10016

Phone: 212.286.0333 Fax: 212.286.0086 Email: flaggmgt@msn.com Website: www.flaggmgt.com/icpas



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Contract and Copy Regulations

1. **CANCELLATION:** Notice of cancellation of space ordered ROP will be accepted only in writing up to 14 days before the specified space closing date. Cancellation on orders for premium publication positions will be accepted on the same terms with the provision that the advertiser be required to pay the premium differential attached to the black & white rate for the space ordered. Cover positions can't be cancelled.
2. If an advertiser who defaults upon his/her obligation to pay for ordered advertising is also a party to any other contract with Illinois CPA Society/Foundation for participation in any conference, exposition or other activity, any funds of the advertiser held by Illinois CPA Society/Foundation, will be applied to cure or reduce the default on the advertising contract.
3. **CREDIT TERMS:** First time advertisers and nonexhibitors may be required to prepay. Otherwise, terms are balance due 30 days after invoicing.
4. **COMMISSIONS:** Recognized agencies may take 15% commission only if paid within 30 days after invoice.

If such application shall cause default to exist in such other contract, the advertiser shall be subjected to such remedies as may be provided in the other contract upon the occurrences of a default.

5. Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
6. No conditions printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
7. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
8. Verbal agreements are not recognized.
9. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the

unauthorized use of any person's name or photograph arising from the publisher's reproductions and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

10. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted for publication.
11. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he/she feels is not in keeping with the publication's standard.
12. The publisher's liability for any error will not exceed the charge for the advertisement in question.
13. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
14. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
15. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
16. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
17. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.
18. Requests for specified position at ROP rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
19. Publisher reserves right to hold advertiser and/or his/her advertising agency jointly and severally liable for such monies as are due and payable to the publisher.



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SHOW GUIDE & WEBSITE LISTING

(Alphabetical Order) Deadline: 7/27/11

Please Type Or Block Letter:

Booth #: _____

Company Name: _____

Divison Of: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

Email Address: _____

Website: _____

Indicate a brief generic description of the products, systems or services that you will have on display or will be representing at your booth: (Please Print and limit to 25 words or less)

SPECIAL NOTE: NEW PRODUCTS

Please indicate new products that will be seen for the first time at this show:

NEW PRODUCT(s): _____

Remember: The Official Directory is a reference. This material will be carefully edited to insure a consistent style throughout the Directory. For identification purposes, please print name of official submitting this form:

Name: _____

Title: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

MAIL TO:

Illinois CPA Society's

31st Annual Midwest Accounting and Finance Showcase

Russell Flagg - Exhibit Sales Manager, Flagg Management, Inc.

Address: 353 Lexington Ave., New York, NY 10016

Phone: 212.286.0333 | Fax: 212.286.0086

Email: flaggmgmt@msn.com | Website: www.flaggmgmt.com/icpas



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SPONSORSHIP & ADVERTISING

Sponsorship enables your company to stand out from the competition, influence decision-makers, and position your company as an industry leader. It also helps draw traffic to your booth and increases the visibility of your products and services.

Passport to Prizes:

Passport to Prizes helps to attract and keep attendees on the Exhibit Floor. Each attendee will receive a Passport with their registration materials. Attendees will be instructed to stop by each participating exhibitor to receive a "stamp" on their passport. The attendee must complete the entire Passport in order to be eligible for the prize drawing on the final day of exhibits.

Cost: \$500 (20 available on first-come, first-served basis)

Coffee Breaks:

Provide coffee for attendees during the morning and afternoon session breaks on both days of the Showcase. Served at your booth, and includes signage and official show program recognition.

Cost: \$3,000 per session break

Conference Lanyard:

Your company name (one-color) imprinted on lanyards given to each attendee at registration.

Cost: \$5,000

Conference Pen/Highlighter:

Each attendee will receive a Conference Pen imprinted with your logo on it.

Cost: \$4,500

Cyber Café:

This high-visibility location is where attendees converge to check email and stay connected throughout the conference. Your logo will appear on each computer desktop and on signage. You also have the opportunity to provide mouse pads at each station.

Cost: \$8,000

Canvas Tote Bags:

1,200 canvas tote bags for education conference attendees. Your logo provided to us.

Cost: \$6,000

Keynote Session:

Three keynote sessions are available (subject to speaker approval). Benefits include:

- Your logo in the Show Registration Brochure (subject to deadline), on event signage and in program materials with acknowledgement of thanks
- Six-foot display table outside keynote room (2 reps per table max)
- Mailing list of attendees
- Logo in Show Guide and on virtual show site
- Complimentary Exhibit Hall passes

Cost: \$3,000 each (1 available)

Standing Sign Board:

Your artwork will be prominently displayed on this freestanding, double-sided board. Measuring 8' x 3', it will be placed in a hightraffic area.

Cost: \$2,000 each

Relaxation Station:

The relaxation station includes a complimentary back massage to relax and reenergize attendees. As the sponsor, attendees must come to your booth for their ticket for the complimentary massage, which increases your traffic. Your logo will be on directional signage and signage at the station. You also have the opportunity to supply shirts with your company logo to be worn by the masseuses in the booth.

Cost: \$7,500

Show Napkin Sponsor:

Your logo will be on the napkins used in the concession area on the exhibit floor.

Cost: \$1,000

Sponsorship also includes the following benefits:

- Your logo on signage in the registration area
- Your logo with a hotlink on the Showcase website
- Sponsor ribbons for your staff
- Special signage at individually sponsored events
- Your logo in the registration brochure which is included in INSIGHT magazine (subject to deadline) as well as onsite in the Show Guide

Advertising Opportunities

Draw traffic to your booth by advertising in the Show Guide and in the August Issue of INSIGHT Magazine. More than 3,000 Show Guides are distributed at the Show. Placing an ad in the Show Guide will let attendees know the products and services you offer and help draw them to your booth. Advertising in INSIGHT Magazine allows you to influence the 2,100 attendees onsite at the Show and an additional 24,000 members of the Illinois CPA Society.

To sponsor, or for more information, please contact:

Russell Flagg - Exhibit Sales Manager
FLAGG MANAGEMENT, INC.
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DRIVE TRAFFIC TO YOUR BOOTH!

PASSPORT TO PRIZES PROGRAM

Deadline: Monday, July 25, 2011 | LIMITED TO 20 PARTICIPANTS, SO REGISTER EARLY.

The **2011 Midwest Accounting & Finance Showcase** is offering a booth traffic building promotion called "Passport to Prizes". This is a great way to draw attendees to your booth and keep them on the exhibit floor.

Each attendee will receive a passport with their registration materials. The attendee must stop by each participating exhibitor to receive a stamp on his or her passport. The attendee must complete the entire Passport in order to be eligible for the prize drawing that will be held on the final day of exhibits.

The Passport Sponsorship Fee is \$500 and availability is limited to 20 participants.

Applications will be accepted on a first-come, first-considered basis. We hope you will participate in this traffic building promotion!

Contact: _____

Email: _____

Company: _____ Booth #: _____

Phone: (_____) _____ Fax: (_____) _____

Payment Information:

TOTAL PAYMENT \$ _____

Payment type: Visa MasterCard Discover Amex
 Check (Payable to the Flagg Management, Inc.)

Name: (as it appears on card): _____

Signature: _____ Exp. Date: _____

SEND ORDER FORM AND PAYMENT TO:

Russell Flagg - Exhibit Sales Manager
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CERTIFICATE OF INSURANCE

All exhibitors are REQUIRED to furnish a Certificate of Insurance to the Illinois CPA Society's 31st Annual Midwest Accounting and Finance Showcase. Your company can be held liable for accidents that occur inside your booth. Show Management as well as the house require exhibitors to be properly insured and protected. If a Certificate of Insurance is not submitted, your company will not be permitted to begin booth setup.

Each exhibitor must provide a Certificate of Insurance sent from the insuring company. The certificate must evidence the type of insurance and limits as well as additional named insured as set forth below. Any policy shall have a cancellation clause making it mandatory that the exhibitor give 30 days written notice prior to any reduction or cancellation of coverage.

EXHIBITORS MUST CARRY:

- Comprehensive General Liability coverage, including premises, operations and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability Property Damage Liability of \$1,000,000.
- Statutory Workers' Compensation with Employers Liability with a limit of at least \$100,000

The Certificate of Insurance should list the "Illinois CPA Society's 31st Annual Midwest Accounting and Finance Showcase" as a "Primary Additional Insured". ANY exhibitors serving food and/or beverages must list Rosemont Catering as an additional insured.

INSURANCE REQUIREMENTS

During the move-in dates, show dates, and move-out dates of August 22, 23 and 24, 2011, each exhibitor shall continuously maintain the following insurance coverage for the minimum required limits of coverage:

- General Liability (Including Contractual Liability)
- Each Occurrence \$1,000,000
- General Aggregate \$2,000,000
- Automobile Liability (Hired and Non-Owned Autos)
- Combined Single Limit \$1,000,000
- Workers Compensation and Employers Liability
- Each Accident \$500,000
- Disease Policy Limit \$500,000
- Disease Each Employee \$500,000

Certificate Holder: Illinois CPA Society/Foundation

Please send a copy of the certificate to:

Russell Flagg - Exhibit Sales Manager

FLAGG MANAGEMENT, INC.

Address: 353 Lexington Ave., New York, NY 10016

Phone: 212.286.0333 | Fax: 212.286.0086

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DISPLAY RULES AND REGULATIONS

Display rules and regulations have been with us since the trade show first began. Most individuals recognize the need for some limitations, but many have never taken the time to determine the intent of each rule; why they were written; what they are expected to accomplish and most important, how an exhibitor can use them effectively.

Through a series of meetings with representatives of the Exhibit Designers and Producers Association (the professionals of the exhibit builders field) and the management of several other trade shows, we have developed a new set of display limitations which we believe are important and will give each exhibitor the opportunity to make more effective use of his space without infringing the rights of his neighbors.

The tenet on which all show management is based can be summarized as follows:

“All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience.”

ICPAS must establish rules or guidelines to make this possible while allowing the greatest flexibility within each exhibit. We want you to be successful.

The exhibitor’s responsibility can be summed up far more simply:

“Be a good Neighbor”.

With these thoughts in mind, please review the rules and regulations outlined on the following pages. Each section begins with the actual rule or guideline and is followed by the intent, which is of major importance. By recognizing the intent you can be reasonably sure you will always be “a good neighbor.”

If you have questions relating to these rules and regulations and how they apply to your exhibit at any ICPAS show, please contact:

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GUIDELINES

For Display Rules and Regulations

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