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# **INTERNATIONAL DATA LINKS SYMPOSIUM 2010**

## **EXHIBITION PACKAGES**

***Lillestrøm, Norway***  
***8-10 September 2010***

IDLSoc SECRETARIAT, 56 ADAMS MEADOW, ILMINSTER, SOMERSET TA19 9DD UNITED KINGDOM  
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THE INTERNATIONAL DATA LINKS SOCIETY (IDLSoc) IS A TAX-EXEMPT MUTUAL BENEFIT CORPORATION,  
INCORPORATED IN CALIFORNIA, USA IN 2004



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## **IDLS HIGHLIGHTS**

IDLS2010 is the 10<sup>th</sup> International Data Links Symposium!

In 2001, the first IDLS was organized in Malvern, UK with the intention of being an open forum – not dominated by any stakeholder – for data link network communications and interoperability professionals. Government and industry joined to discuss their programs and products, their challenges and ambitions. End users – operators – presented their real-world needs in tactical, logistical and training terms. Acquisition agencies described programs and plans intended to meet operational requirements. Industry was given the opportunity to describe and demonstrate their solutions. Candid discussion was encouraged on all points.

IDLS2001, with the encouragement of the UK MoD and the US DoD, drew about 125 participants, almost all from the UK and US. IDLS now attracts between 500 and 600 delegates every year – including many of the original 125 – from around the world, but the original lofty goal of being a ‘level playing field’ has been kept.

While the goal is accomplished through formal, thematic presentation tracks, training tracks, exhibit stands and cross-nation, cross-company demonstrations, it’s generally agreed that IDLS’ chief value is the spontaneous, ad-hoc networking that takes place among the delegates. For operators, customers and providers alike, IDLS is a 3-day window to accomplish a year’s worth of undistracted interaction with colleagues in the data link community.

## **IDLS2010 EXHIBITION DETAILS**

A foundation of IDLS’ success has been the Corporate Packages. The exhibit stands are exhibitors’ venues-within-the-venue to highlight their capabilities and products, but they’re also the anchor meeting places for all delegates for 3 uninterrupted days. This brochure outlines the range of Packages available for IDLS2010. As in the past, the Bronze, Silver and Gold packages include paid delegate registrations and promotional opportunities.

## **WHAT’S NEW?**

This year, delegate lodging is included in Package subscriptions. This allows more certainty in budgeting and enables package subscribers to better control incidental travel and subsistence costs. Economies should arise also, as colocation of team members will enable easier start-of-the-day planning and end-of-the-day wash-ups.

## **DATES**

Wednesday 8 September through Friday 10 September 2010.

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## **VENUE**

The Society has reserved the Norges Varemesse in Lillestrøm Norway, for IDLS2010.

Norges Varemesse, <http://messe.no/en/ntf/Norway-Trade-Fairs/The-exhibition-centre/>, is Norway's largest exhibition and congress venue. It's an international arena for exhibitions, congresses and events, with modern facilities. The Centre is nearby Lillestrøm station, only 11 minutes by rail from Oslo's central station and 13 from Gardermoen airport, or 15 minutes by road from Oslo city centre.

## **HOTEL**

The Society has reserved all 350 rooms in the Thon Hotel Arena for IDLS2010. The hotel, <http://www.thonhotels.com/Hotels/Countrys/Norway/Lillestrom/Thon-Hotel-Arena/>, is immediately adjacent to the Norges Varemesse and provides easy access via an elevated walkway linking the two buildings.

As a convenience benefit and incentive for prompt payment by Package subscribers, Bronze, Silver and Gold packages include reservations at the Hotel Arena for each package badge holder. The remaining hotel rooms will be provided first-come, first-served for individual registrants.

Please refer below for details about payment deadlines. Hotel reservations included in Packages or early individual registrations will be for check-in on Tuesday 7 September and check-out on Friday 10 September 2010. Delegates wishing to arrive earlier or depart later will be responsible for coordinating their personal arrangements.

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## **EXHIBITION PACKAGE OPTIONS**

### **GOLD PACKAGE (SEVEN PACKAGES AVAILABLE)**

#### **What's in the Package**

- Twelve IDLS2010 delegate tickets
- 6m by 9m exhibit space for your stand
- One exclusive-use meeting room with boardroom-style layout (please note, audio-visual and catering are not included)
- One invitation to the Chairman's Dinner
- Your Corporate logo will be placed on the Event Program and the Event Website
- One Corporate flyer or promotional item you supply will be included in the Delegate Welcome Pack
- The package will include twelve hotel rooms from 7 September 2010 through 9 September 2010, subject to a 50% deposit being paid by 15 March 2010. If your 50% deposit is not received by this date, the hotel rooms will be added back to the room pool, and will be available only on a first-come, first-served basis.

#### **Gold Package Price**

- Corporate Members: NOK 280,000
- Non-Corporate Members: NOK 350,000  
(For information and current Corporate Membership rates, email [secretariat@idlsoc.com](mailto:secretariat@idlsoc.com) )

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## **SILVER PACKAGE (TEN PACKAGES AVAILABLE)**

### **What's in the Package**

- Six IDLS2010 delegate tickets
- 6m by 6m exhibit space for your stand
- Your Corporate logo will be placed on the Event Website
- One Corporate flyer you supply will be included in the Delegate Welcome Pack
- The package will include six hotel rooms from 7 September 2010 through 9 September 2010, subject to a 50% deposit being paid by 15 March 2010. If your 50% deposit is not received by this date, the hotel rooms will be added back to the room pool, and will be available only on a first-come, first-served basis.

### **Silver Package Price**

- Corporate Members: NOK 160,000
- Non-Corporate Members: NOK 210,000  
(For information and current Corporate Membership rates, email [secretariat@idlsoc.com](mailto:secretariat@idlsoc.com) )

## **BRONZE PACKAGE (FIFTEEN PACKAGES AVAILABLE)**

### **What's in the Package**

- Four IDLS2010 delegate tickets
- 3m by 3m exhibit space for your stand
- One Corporate flyer you supply will be included in the Delegate Welcome Pack
- The package will include four hotel rooms from 7 September 2010 through 9 September 2010, subject to a 50% deposit being paid by 15 March 2010. If your 50% deposit is not received by this date, the hotel rooms will be added back to the room pool, and will be available only on a first-come, first-served basis.

### **Bronze Package Price**

- Corporate Members: NOK 80,000
- Non-Corporate Members: NOK 100,000  
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## **STANDARD PACKAGE (FIVE PACKAGES AVAILABLE)**

### **What's in the Package**

- 3m by 3m exhibit space for your stand
- One Corporate flyer you supply will be included in the Delegate Welcome Pack

### **Standard Package Price**

- Corporate Members: NOK 40,000
- Non-Corporate Members: NOK 60,000  
(For information and current Corporate Membership rates, email [secretariat@idlsoc.com](mailto:secretariat@idlsoc.com) )
- A 50% deposit secures a package and the balance is payable by 15 May 2010

## **EXHIBITION DETAILS**

### **LOCATION AND FLOORPLANS**

Refer to the Norges Varemesse plan, <http://messe.no/upload/nv/common/pdf/no/hallmap.pdf> . The Exhibition will be held in Hall B, below the auditoriums in Hall A2. Refreshment stations will be located in the Exhibition area.

The attached draft floor plan has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged. Exhibition space will be allocated once the deposit has been paid. The draft floor plan is a guide and will be subject to change.

The number of exhibition booths is limited and so will be allocated on a first-come, first-served basis.

### **MOVE-IN / MOVE-OUT TIMES**

Move-in and set-up: Monday 5 / Tuesday 6 September 2010 from 0900 to 1900

Tear-down and move-out: Friday 10 September 2010 from 1700

Exhibition staff will be on site from Monday 5 September 2010 to assist exhibitors.

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## **EXHIBITION HOURS**

The exhibition hours will be:

- Wednesday 8 December 2009                      0830 – 2000
- Thursday 9 December 2009                      0830 – 1700
- Friday 10 December 2009                      0830 – 1630

## **HOW TO BOOK; DETAILS OF PAYMENT DEADLINES**

### **BOOKING**

Early booking is essential as space is limited. Booths will be allocated as and when deposits and contracts are received.

If you wish to exhibit at IDLS2010 then please email [secretariat@idlsoc.com](mailto:secretariat@idlsoc.com) or [emmajane@dot-the-eye.com](mailto:emmajane@dot-the-eye.com) stating which type of package you require. Your event paperwork will then be issued.

In order to confirm your exhibition space the contract must be signed and returned by mail or facsimile. Your 50% deposit must be made by check or wire as described in the event paperwork. Your deposit must be received by 15 March 2010, and the balance received by 15 May 2010.

All payments and deposits are non-refundable. If you need to cancel, please refer to our cancellation policy below.

### **CANCELLATION POLICY**

All cancellations must be made in writing. If an Exhibitor terminates the agreement the International Data Links Society shall retain the following sum:

- Before 30 June 2010                      50% of the package price will be payable
- After 30 June 2010                      100% of the package price will be payable

### **NOTES**

The production of banners, transparencies and any promotional material is the responsibility of the sponsor.

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