

# Call for Exhibitors



## GOMACTech-12

**Spanning the Spectrum: Innovations in  
Micro-Technologies for System Supremacy**

**March 19-22, 2012**

**Bally's Las Vegas, Nevada USA**

**<http://www.gomactech.net>**

In June 1994, Defense Secretary William Perry issued a directive to maximize reliance on existing commercial off-the shelf (COTS) electronics and directed the armed forces to buy products and components from commercial sources. The decision was based on reducing acquisition cost and eliminating outdated procurement regulations to take advantage of the exponential increase in commercial microelectronics capabilities (Moore's law). While technologies have continued to reach subsequently smaller nodes, market forces have driven manufacturing, capital equipment, and design to overseas sources. Although domestic defense systems have benefited from these technical advancements, these same enabling technologies are no longer solely available to the tactical advantage of the US and its allies. The nexus of integrated microsystems, systems-on-chip, and multiple viable semiconductor material systems presents new opportunities for functionality via heterogeneous integration (synthesis of dissimilar materials, circuits, and sub-systems). Design of these heterogeneously integrated microsystems will also require efficient small batch, custom, next generation design automation tools. The challenge of adaptive threats in the asymmetric paradigm drives the need for higher level integration and transition methodologies.

The Government Microcircuit Applications & Critical Technology Conference (GOMACTech) is the premier forum for reporting on government funded micro and nano-electronic research and complementary efforts that focus on the technology needs of government systems.

**Exhibit space will be rented at \$2,100 for each 8 ft. deep by 10 ft. wide booth**

Every effort is being made to assure attendees' participation in the Exhibition. An afternoon break on Tuesday and morning and afternoon breaks on Wednesday will be held in an area inside the Exhibit Hall. A Tuesday evening reception will take place inside the Exhibit Hall. Also lunches on Tuesday and Wednesday will take place inside the Exhibit Hall.

### **EXHIBIT HOURS**

**Tuesday, March 20, 2012      12 noon – 8 pm**  
**Wednesday, March 21, 2012      9 am – 4 pm**

### **For exhibit information, please contact:**

**Christine von Steiger**  
**(413) 783-0473**  
**[cvonsteiger@pcm411.com](mailto:cvonsteiger@pcm411.com)**

### **Participating Government Organization**

Department of Defense (Army, Navy, Air Force)  
National Aeronautics and Space Administration  
Department of Commerce (National Institute of Standards and Technology)  
National Security Agency  
Department of Energy (Sandia National Laboratories)

Defense Threat Reduction Agency  
Defense Advanced Research Projects Agency  
Central Intelligence Agency  
National Reconnaissance Office  
Defense Logistics Agency  
Department of Health and Human Services



Dear Potential GOMACTech 2012 Exhibitor:

I would like to introduce myself as the Exhibit Sales Manager for GOMACTech-12. This conference will be held March 19-22, 2012, at Bally's Las Vegas Hotel, Las Vegas, Nevada. Enclosed is the GOMACTech-12 Exhibitor Information Package containing information on how to reserve exhibit space at GOMACTech-12. The Package consists of the following: guidelines and application for exhibit space, sponsorship information and the exhibition floor plan.

Please contact me with any questions or concerns that you may have regarding the GOMACTech-12 conference. I can be reached by phone at 347-335-0650 or e-mail [mklein@pcm411.com](mailto:mklein@pcm411.com). Thank you for your time.

Sincerely,

Michele Klein  
Exhibit Sales Manager  
Palisades Convention Management  
411 Lafayette Street, Suite 201  
New York, NY 10003  
347-335-0650  
Fax: (212) 460-5460  
E-mail: [mklein@pcm411.com](mailto:mklein@pcm411.com)

The Government Microcircuit Applications & Critical Technology Conference (GOMACTech) has become the premier forum for the dissemination of information of Government-funded microcircuit research-and-development programs and provides the opportunity for presenting leading-edge research and development as it applies to today's challenges.

At this time, GOMACTech is soliciting Exhibitors for GOMACTech-12, to be held at Bally's Las Vegas, Nevada, on March 19-22, 2012.

In June 1994, Defense Secretary William Perry issued a directive to maximize reliance on existing commercial off-the shelf (COTS) electronics and directed the armed forces to buy products and components from commercial sources. The decision was based on reducing acquisition cost and eliminating outdated procurement regulations to take advantage of the exponential increase in commercial microelectronics capabilities (Moore's law). While technologies have continued to reach subsequently smaller nodes, market forces have driven manufacturing, capital equipment, and design to overseas sources. Although domestic defense systems have benefited from these technical advancements, these same enabling technologies are no longer solely available to the tactical advantage of the US and its allies. The nexus of integrated microsystems, systems-on-chip, and multiple viable semiconductor material systems presents new opportunities for functionality via heterogeneous integration (synthesis of dissimilar materials, circuits, and sub-systems). Design of these heterogeneously integrated microsystems will also require efficient small batch, custom, next generation design automation tools. The challenge of adaptive threats in the asymmetric paradigm drives the need for higher level integration and transition methodologies. GOMACTech-12 provides a forum for discussing and demonstrating advanced microelectronics that will provide these leap-ahead electronics technologies to gain an efficient tactical advantage. GOMACTech is the premier forum for reporting on government funded micro and nano-electronic research and complementary efforts that focus on the technology needs of government systems.

Enclosed is the Exhibitor Information Package containing information on how to reserve exhibit space at GOMACTech-12. The Package consists of the following: (1) Guidelines and Application for Exhibit Space, (2) Sponsorship Information, and (3) Exhibition Floor Plan. All accepted applicants will be listed in the GOMACTech Program as a GOMACTech 2012 Exhibitor.

### **Qualifications for Exhibiting**

Exhibitors must be manufacturers or representatives of manufacturers that produce products or perform services that conform to the subject matter covered by the GOMACTech technical program. GOMACTech reserves the right to accept or reject any exhibitor.

### **Exhibit Space Rental Charge**

Exhibit space will be rented at \$2,100 for each 8 ft. deep by 10 ft. wide booth. There are no restrictions on the number of booths an exhibitor can reserve. Payment in full for reserved booths must be received by February 3, 2012, and should be accompanied by the signed and completed "Application for Exhibit Space." Once exhibit space is confirmed, the exhibiting company name will be displayed on the GOMACTech 2012 Web site.

## **Cancellation Policy**

If an exhibitor must cancel space already contracted for, the following cancellation fees will be assessed:

After: January 20, 2012 -- 30%  
February 3, 2012 -- 50%  
February 10, 2012 -- 100%

Cancellation fees will be assessed whether or not the canceled space is reassigned to another company. Cancellation notices must be written and signed by the appropriate company official.

## **Booth Materials Provided by the Conference**

The Conference will provide each booth with an 8 ft. wide cloth background with 36 in. high side dividers and a 7 x 44 in. exhibitor identification sign.

## **Exhibitor Registration**

Each exhibitor will receive one complete complimentary registration package for each 8 x 10 booth rental. Each package will include a badge for admission to the exhibit area and all technical sessions and a copy of the CDROM version of the GOMACTech Digest of Technical Papers, a value of more than \$500. All booth personnel must be U.S. citizens or immigrant aliens and must show proof of citizenship before receiving a badge. The exhibit area will be restricted to U.S. citizens and immigrant aliens only.

## **Exhibit Hours**

Every effort is being made to assure attendees' participation in the Exhibition. An afternoon break on Tuesday and morning and afternoon breaks on Wednesday will be held in an area inside the Exhibit Hall. A Tuesday evening reception will take place inside the Exhibit Hall. Also lunches on Tuesday and Wednesday will take place inside the Exhibit Hall.

Exhibit hours will be as follows:

Tuesday, March 20	12:00 pm - 8:00 pm
Wednesday, March 21	9:00 am - 4:00 pm

## **Security**

Security will be provided by the Conference and hotel on a 24-hour basis; however, exhibitors are asked to insure all exhibit material against loss or damage. GOMACTech, Bally's Las Vegas Hotel and their officers, employees, agents and representatives will not assume or otherwise be responsible for any injury, loss or damage to the exhibitor, the exhibitor's officers, employees, agents or representatives, or their property, however caused.

## **Service Contractor**

All exhibitors will receive equipment- and service-order forms from GES Exposition Services approximately 45 days prior to the Conference.

## **Freight Movement**

All freight sent to GES will be placed in exhibit booths by 2:00 pm on Monday, March 19. Exhibitors may deliver their own equipment directly to the exhibit booths after that time.

## **Installation/Dismantling**

Exhibitor move in:

3/19 12:00pm-5:00pm

3/20 8:00am-11:30am

Exhibitor move out:

3/21 4:00pm-8:00pm

Every effort will be made to meet the needs of our exhibitors. We welcome suggestions that will enhance both the technical program content and the impact of the exhibition of this and future GOMACTech Conferences. If you have any questions concerning the exhibit-reservation procedure, please do not hesitate to contact me at 347-335-0650 or via e-mail at [mklein@pcm411.com](mailto:mklein@pcm411.com).

Sincerely,

Michele Klein  
Exhibit Sales Manager  
Palisades Convention Management  
411 Lafayette Street, Suite 201  
New York, NY 10003  
Phone: 347-335-0650 Fax: 212-460-5460  
E-mail: [mklein@pcm411.com](mailto:mklein@pcm411.com)

## **INSTRUCTIONS FOR COMPLETING THE APPLICATION FOR EXHIBIT SPACE**

On the enclosed Application for Exhibit Space, please provide the name and complete mailing address of the exhibitor. Also, provide the name, telephone number, fax number and e-mail of the appropriate company contact.

In the space provided, please identify the products and services that your organization will exhibit or demonstrate; check the appropriate box that best describes the exhibitor (i.e., manufacturers, manufacturers' representatives, or other). If you are a manufacturer's representative, list the company or companies whose products will be displayed.

Please indicate the number of 8 ft. x 10 ft. booths you wish to reserve, at a rental charge of \$2,100 per booth, in the space provided. Please refer to the exhibit area floor plan and indicate in the space provided your preferred booth numbers in priority order. Booths will be assigned on a first-come, first-served basis. In the event that all choices have already been assigned, a GOMACTech representative will inform your company contact of the remaining choices.

Please return the completed form, along with your check **MADE PAYABLE TO GOMACTech**, to:

ATTN: Michele Klein, Exhibit Sales Manager  
411 Lafayette Street, Suite 201  
New York, NY 10003

At least 45 days prior to the Conference, you will receive equipment- and service-order forms. These forms should be returned directly to GES Exposition Service, the official GOMACTech service contractor.

If you have any questions concerning the exhibit reservation procedure, please contact Michele Klein, 347-335-0650, [mklein@pcm411.com](mailto:mklein@pcm411.com).

## EXHIBIT GUIDELINES 2012 GOMACTech

1. Exhibit Hours: Every effort is being made to assure attendees' participation in the Exhibition. An afternoon break on Tuesday and morning and afternoon breaks on Wednesday will be held in an area inside the Exhibit Hall. A Tuesday evening reception will take place inside the Exhibit Hall. Also lunches on Tuesday and Wednesday will take place inside the Exhibit Hall.  
  
Exhibit Hours are as follows:  
  

Tuesday, March 20	12:00 pm - 8:00 pm
Wednesday, March 21	9:00 am - 4:00 pm
2. Contract: This application, properly executed by the applicant, shall, upon written acceptance and notification of booth(s) assigned by the GOMACTech Executive Committee or its agent, constitute a valid and binding contract.
3. Qualifications for Exhibiting: Exhibitors must be manufacturers or representatives of manufacturers that produce products or perform services that conform to the subject matter covered by the GOMACTech technical program. GOMACTech reserves the right to accept or reject any exhibitor.
4. Exhibit Space Rental Charge: Exhibit space will be rented at \$2,100 for each 8 ft. deep by 10 ft. wide booth. The deadline for reserving exhibit space is February 3, 2012. Payment in full must accompany the signed and completed Exhibit Space Application.
5. Cancellation Policy: If an exhibitor must cancel space already contracted for, the following cancellation fees will be assessed:  
  

After:	January 20, 2012 -- 30%
	February 3, 2012 -- 50%
	February 10, 2012 -- 100%

  
Cancellation fees will be assessed whether or not the canceled space is reassigned to another company. Cancellation notices must be written and signed by the appropriate company official.
6. Booth Materials Provided by the Conference: Each booth will be supplied with an 8 ft. high cloth drape background with 36 in. high side dividers. Booths will be furnished with one 7 x 44 in. exhibitor identification sign.
7. Exhibitor Registration: Each exhibitor will receive one complimentary registration package for each booth rental. Each package will include a badge for admission to the exhibit area and all technical sessions and a copy of the GOMACTech Digest of Technical Papers. All booth personnel must be U.S. citizens or immigrant aliens. The exhibit area will be restricted to U.S. citizens and immigrant aliens.
8. Security: Security will be provided by the Conference and hotel on a 24-hour basis; however, exhibitors are asked to insure all exhibit material against loss or damage. GOMACTech, Bally's Las Vegas, Nevada, and their officers, employees, agents and representatives will not assume or otherwise be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's officers, employees, agents, or representatives, or their property, however caused.
9. Service Contractor: All exhibitors will receive equipment- and service-order forms at least 45 days prior to the Conference.
10. Freight Movement: All freight sent to the Service Contractor will be placed in exhibit booths by 2:00 pm on Monday, March 19. Exhibitors may deliver their own equipment directly to the exhibit booths after that time.
11. Installation/Dismantling: The exhibit area will be available for set up Monday, March 19 from 12:00-m-5:00pm. All exhibits must be ready for opening at 12:00 pm on Tuesday, March 20. Dismantling may begin at 4:00 pm on Wednesday, March 21 and must be done by 8:00pm.
12. Compliance with Local Rules: Exhibitors assume responsibility for compliance with pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire safety and health, and the rules and regulations of operators and owners of the property in which the exhibit is held.
13. Union Jurisdiction: The exhibitors will abide by and comply with rules and regulations concerning local unions having jurisdiction over the hotel in which the exhibit is held, and specifically in the exhibit area and loading docks. Members of this union claim jurisdiction over all the set-up and dismantling of exhibits, including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one (1) person can accomplish the task in less than one-half (1/2) hour without the use of tools.
14. Teamsters Union: This local claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move material that is hand carried by one (1) person in one (1) trip, without the use of dollies, hand trucks, or other mechanical equipment.
15. Loss or Damage: Because of the tremendous value and peculiar nature of the exhibits, it is impractical for either GOMACTech or Bally's Las Vegas Hotel, Nevada to insure any exhibitor's equipment against loss, theft, or damage and breakage. Therefore, GOMACTech, Bally's Las Vegas Hotel, and their officer's, employees, agents or representatives will not assume or otherwise be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's officers, employees, agents or representatives, or their property, however caused. In addition, the exhibitor must assume responsibility for damage to Bally's Las Vegas Hotel, property and indemnity and hold harmless Bally's Las Vegas Hotel, and GOMACTech for all liability that might arise out of the exhibit activities, whether or not such liability includes the sole or joint negligence of the sponsor from any cause whatsoever, including property damage, accidents, or injuries to exhibitors, their agents and employees, or to any member of the general public. In view of the foregoing, exhibitors should place such insurance as they deem necessary on their equipment and exhibits and are urged to extend their public liability insurance to cover this exhibit and the contractual liability assumed there with.

GOMACTech-12 APPLICATION FOR EXHIBIT SPACE

We hereby apply for exhibit space at the GOMACTech-12 (March 19-22, 2012, Bally's Las Vegas Hotel, Nevada). We agree to abide by the Conference Exhibit rules as stated on the reverse side of this contract form.

Name of Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Company Contact \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Web Address \_\_\_\_\_

We will exhibit and demonstrate the following products or services:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We are ☐ Manufacturers  
☐ Manufacturers' Representatives  
☐ Other (Please explain)

If a manufacturers' representative, list the company or companies whose products will be displayed.

\_\_\_\_\_  
\_\_\_\_\_

We would like to reserve \_\_\_\_\_ 8 X 10 booth(s) at \$2,100 per booth.

Enclosed is our check for \$ \_\_\_\_\_.

Booth Number(s) Desired (in priority order):

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

Complete application in full and return with payment by February 3, 2012.

**MAKE CHECK PAYABLE TO GOMACTech**

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_

A countersigned copy will be sent to you as acceptance of this application.

Authorized by \_\_\_\_\_  
Signature Date

**Send this application with payment to:**

**GOMACTech  
C/o Palisades Convention Management  
Attn.: Michele Klein, Exhibit Sales Coordinator  
411 Lafayette Street, Suite 201  
New York, NY 10003  
mklein@pcm411.com**

CONFIRMATION (To be completed by GOMACTech representative)

Booth Number(s) Assigned: \_\_\_\_\_

Signature \_\_\_\_\_

\_\_\_\_\_  
Name and Title





# SPONSORSHIP OPPORTUNITIES

## GOMACTech 2012 Conference and Exhibition

Bally's Las Vegas Hotel  
Las Vegas, Nevada  
March 19-22, 2012

***\*\* A sponsorship at GOMACTech-12 will identify your company as a major player in the government microcircuit applications and critical technology community. A variety of opportunities are available, and we can tailor them to fit your specific needs. \*\****

### • **New Sponsorship! Hotel Guest Room Keycard – Call for Pricing**

Did you know that on average, hotel guests look at and search for their hotel guest-room keycard no less than 10 times a day? With this sponsorship, the Number 1 advertising opportunity in the hotel can belong exclusively to your company. As the official sponsor of the Hotel Guest Room Keycard, your corporate logo will be printed on the front of each keycard distributed at the Bally's Hotel ensuring maximum exposure throughout the event. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

### • **Badge Lanyards - \$4,500 - SOLD! Sponsored by Boeing**

If you would like extra exposure at the conference this year, then we suggest the lanyard sponsorship. Each attendee will be given a lanyard to wear around their neck to which they can attach their badge. People will see your logo on their fellow attendees neck as they catch up with old colleagues or make new introductions.

### • **Luncheons - \$4,200 – Tuesday Luncheon SOLD – Sponsored by BAE**

Luncheons on Tuesday and Wednesday are being offered for corporate sponsorship. Your company name will be shown prominently on posters within and outside the event. In addition to signage at the luncheon, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

### • **Refreshment Break - \$2,200**

We offer Morning Continental Breakfast Breaks and Afternoon Coffee Breaks inside the exhibit hall throughout the week. Your company name will be shown on a poster by each food station during the refreshment break. In addition to signage at the break, your logo will be placed on the conference website with a hotlink to your company's website. If you would like to distribute any promotional items (ie: company cups, napkins, etc.) you are welcome to do so.

The following refreshment breaks are available to sponsor:

#### Tuesday, March 20

Afternoon Coffee Break      3:00 pm – 3:30 pm

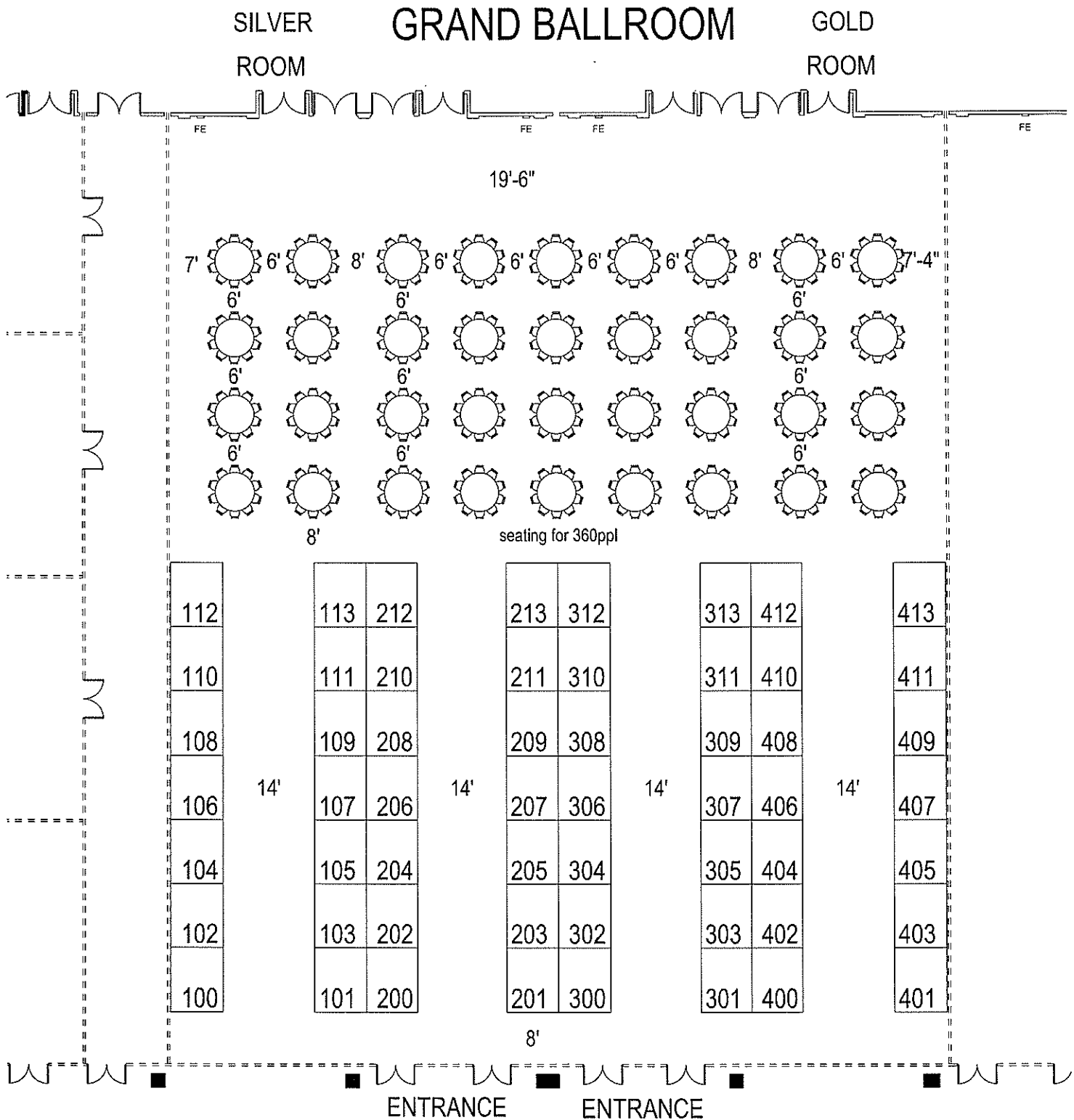
#### Wednesday, March 21


Morning Coffee Break      10:00 am – 10:30 am

Afternoon Coffee Break      3:00 pm – 3:30 pm

### FOR MORE INFORMATION PLEASE CONTACT:

Christine von Steiger  
Exhibit & Sponsorship Sales Manager  
(413) 783-0473  
[cvonsteiger@pcm411.com](mailto:cvonsteiger@pcm411.com)



Show Name: GomacTech 2012		Every effort has been made to insure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.		 <b>GES</b>
Show Date: March 20, 2012				
Facility:	Bally's	Booth Count: 56-8x10	PLAN PREPARED BY: 7000 Lindell Road Las Vegas, NV 89118 PH: 702-515-5500 FX: 702-515-5779	
Hall:	Grand Ballroom-Gold/Silver	Net Sq Ft: 4,480		
File Name:	gomac-ball-12	Aisle Width 10' Unless Noted On Plan	Copyright © by GES Global Experience Specialists. All Rights Reserved. No part of this publication may be reproduced, stored in any retrieval system, or transmitted in any form by any means - electronic, mechanical, photocopying, recording, or otherwise - without the express written consent of GES Global Experience Specialists.	
Scale:		Dwg. Current As Of: 6/06/11 By: mau		
		SM: Jennifer Murray AM: N/A		
		Job#: 88276		