

Staff Briefing
FSTec Show
October 27th-29th

Date: September 29, 2003

To: Jeff Anderson, Jim Duffy, Fred Foster, Derek Green, Glenn Levi, Aaron Link, Ron Marsh, Jim Melvin, Jim Min, Ken Stuart, Kevin Tan

Cc: Patty Diaz, David Joyce

From: Julie Grosse and Krislyn McWilliams

Thank you for supporting SIVA's participation in the FSTec Show, October 27th-29th, at the Long Beach Convention Center in Long Beach, California. We look forward to a productive and fun event—and appreciate having you as part of our trade show team.

Booth

#113

Long Beach Convention & Entertainment Center
300 East Ocean Boulevard
Long Beach, CA 90802
Tel: 562-436-3636
Fax: 562-436-9491

Show hours are Monday 12:00-5:30 pm; Tuesday 1:00-6:00 pm, and Wednesday 10:00-2:00 pm. All SIVA staffers are expected to help with set-up on Sunday and tear-down on Wednesday. See the detailed schedule for specifics.

Meeting Room

Presidential Suite
Hilton Long Beach and Executive Center
701 West Ocean Boulevard
Long Beach, CA 90831
Tel: 562-983-3400
Fax: 562-983-1200

Flights & Ground Transportation

If your flight arrangements have not been made by Krislyn, get with her NOW. Attached you will find a listing of all flight reservations known at this time. Save money—if you are flying with a group, please carpool to the airport.

A minivan has been rented for the set-up crew. No other SIVA employee is authorized to rent a vehicle for this show. If we can pick you up at LAX, we will. See the schedule for details. Taxi fare from the LAX airport to the Hilton Long Beach is approximately \$45.00.

Hotel

Hilton Long Beach and Executive Center
701 West Ocean Boulevard
Long Beach, CA 90831
Tel: 562-983-3400
Fax: 562-983-1200

All reservations have been made as a group for SIVA Corporation. You will not be required to pay for your room and tax; however, you will be responsible for incidentals.

Dress Code

Booth: Orange SIVA shirt (provided), your black pants, black socks, black shoes—no exceptions for anyone standing in the booth.

Meeting room: Standard business attire.

Training

Demo training will be held on Thursday, October 16th at 1:00 pm. Florida staff, plan on hands-on practice. Remote staff, please join us for a conference call. at this time.

Booth training will be held in the Exhibit hall on Monday, October 27th at 10:00 am. All booth staffers are required to attend.

Badges

Your badge will be waiting for you when you check into the hotel.

Staff Thank-You Dinner

We appreciate your hard work in support of SIVA. As a special thank you, please join us for dinner on Tuesday evening at 7:00 pm. Please let us know if you won't be able to attend.

Mum's
144 Pine Ave
Long Beach, CA 90802
Tel: 562-437-7700

FSTec Schedule at a Glance

Thu 10/16 1:00 pm	Demo training session.	All booth staff
Fri 10/24 4:30 pm	Tech staff departs for the show. <i>American Airlines #361</i> <i>Dep. Ft. Lauderdale 4:30 pm</i> <i>Arr. LAX 6:55 pm</i>	Julie, Krislyn, Derek, Ken
Sat 10/25 6:40 am	Duffy departs for show. <i>ATA Airlines #761</i> <i>Dep. Chicago Midway 6:40 am</i> <i>Arr. LAX 9:01 am</i>	Jim D.
8:00 am – 6:00 pm	Exhibitor Move-In <i>Booth 113</i>	Julie, Derek
9:01 am	Pick up Duffy at airport	Krislyn
Sun 10/26 8:00 am	Exhibitor Move-In <i>Booth 113</i>	Julie
8:00 am	Begin Meeting Room equipment set-up.	Derek, Ken, Krislyn
8:50 am	Link departs for show. <i>Delta Airlines #1405 to SLC; Delta Airlines #807 to LAX</i> <i>Dep. Oklahoma City 8:50 am</i> <i>Arr. LAX 11:54 am</i>	Aaron
9:05 am	Remaining Florida staff depart for show <i>American Airlines #1533</i> <i>Dep. Ft. Lauderdale 9:05 am</i> <i>Arr. LAX 11:28 am</i>	Fred, Jim Min, Kevin
12:00 noon	Pick up Link and Florida staff at airport.	Krislyn
12:00 noon	Begin Booth equipment set-up.	Derek, Ken
3:00 pm	All booth staff report to exhibit floor to help finish Booth set-up	All booth staff
Mon 10/27 8:00 am – 6:00 pm	Meeting Room open (schedule TBD) <i>Hilton Presidential Suite</i>	Jim Melvin, Krislyn
10:00 am – 11:30 am	Training session and demo review at Booth <i>Booth 113</i>	All booth staff
12:00 noon – 5:30 pm	Exhibit floor open <i>Booth 113</i>	All booth staff
Tue 10/28 8:00 am – 6:30 pm	Meeting Room open (schedule TBD) <i>Hilton Presidential Suite</i>	Jim Melvin, Krislyn
12:45 pm	Staff review session at booth <i>Booth 113</i>	All booth staff

1:00 pm – 6:00 pm	Exhibit floor open <i>Booth 113</i>	All booth staff
7:00 pm	Staff thank you dinner <i>Mum's</i> <i>144 Pine Ave., Long Beach, CA 90802</i>	All SIVA
Wed 10/29 8:00 am – 6:30 pm	Meeting Room open (schedule TBD) <i>Hilton Presidential Suite</i>	Jim Melvin, Krislyn
9:45 am	Staff review session at booth	All booth staff
10:00 am – 2:00 pm	Exhibit floor open	All booth staff
2:00 pm – 4:00 pm	Demo tear-down	All booth staff
2:00 pm – 10:00 pm	Exhibitor Move-Out	Julie
5:55 pm	Duffy returns to Chicago. <i>ATA Airlines #790</i> <i>Dep. LAX 5:55 pm</i> <i>Arr. Midway 11:39 pm</i>	Jim D.
Thu 10/30 6:30 am	Link returns to Oklahoma City <i>Delta #1852 to SLC; Delta #628 to OKC</i> <i>Dep. LAX 6:30 am</i> <i>Arr. OKC 1:19 pm</i>	Aaron
8:00 am – 12:00 noon	Exhibitor Move-Out	Julie
9:30	Board Meeting	Board (no Krislyn)
12:20 pm	Florida staff returns. <i>American Airlines #2234</i> <i>Dep. LAX 12:20 pm</i> <i>Arr. Ft. Lauderdale 8:10 pm</i>	Krislyn, Derek, Ken, Fred
10:45 pm	Founders return after board meeting. <i>American Airlines #1964</i> <i>Dep. LAX 10:45 pm</i> <i>Arr. Ft. Lauderdale 6:35 am</i>	Jim Min, Kevin



FSTec Meeting Confirmation

Date: Tuesday, October 28, 2003

Time: 9:00 am – 10:30 am

Place: Presidential Suite (13th Floor)
Hilton Long Beach and Executive Center
701 W. Ocean Blvd, Long Beach, CA 90802
(562) 983-3400

Attendees: Rob Jakoby (Red Robin)
Jim Melvin (SIVA)

Meeting Subject: IntelliKitchen[®] Kitchen Management System, EventAlert Notification Platform

Transportation: A complimentary Town Car is available for travel between the Convention Center and the Hotel. If you would be interested in using this service, contact Krislyn McWilliams at krislyn.mcwilliams@sivacorp.com to make arrangements.

Directions**Miles****Map**

Start: Depart 300 E Ocean Blvd, Long Beach, CA 90802 on (E) Ocean Blvd (West) 0.7

End: Arrive 701 W Ocean Blvd, Long Beach, CA 90802



FSTec Show – October 27 – October 28

Meeting Room Schedule – FSTec Floor Open

Date	Time	Meeting	Outside Attendees— Names & Titles	Product Discussed	SIVA Attendees
Mon Oct 27	8:30 – 9:20am	Squirrel (on time)	Vic Nightscales, Joe Cortese	EA, IK, POS2	Jim Melvin, Kent McFarland, Ron Marsh
	9:50 – 11:20	In-n-Out Burger	Gary Johnson	EA, IK, iSIVA	Jim Min, Kevin Tan, Jim Melvin, Ron Marsh
	4:00- 5:10	Aventa	Jim Fasset, John Jenkins	EA, IK	Jeff Anderson, Jim Melvin
	5:10- 6:20	Taco Bueno	Dave McCarthy, Tim Collins, Dale Higginbotham (SageNet)	EA, IK, iSIVA	Melissa McGill, John Letourneau, Jim Melvin
	6:20- 7:15	HSI Canada	Paul Perri, Vince Forestell	IK, EA, iSIVA	Jim Melvin
	7:15	Ted Mountzuris	Ted Mountzuris	iSIVA, IK, EA	Ron Marsh
	8:30p m	Dinner w/customer	Needs the car		Ron Marsh
Tues Oct 28	7:30 – 9:00am	Logics Control Catered Meeting	Peter McDonald (LC), Jackson Lum (LC), John Letourneau (BTS), Bill Tagert (Agilysys), Bill Hallman (Agilysys), Jim Campbell (Agilysys)	Hardware role for products	Ron Marsh, Jeff Anderson
	9:00- 11:00	Red Robin	Rob Jacoby, Blair Beatty	IK, EA, iSIVA	Jim Melvin, Kevin, Aaron, Ron Marsh, Kent
	11:00- 11:35	GiveX	Bill Gray		Jim Melvin, Kevin
	1:00- 2:00	MenuEngine	Scott Arkin, Aaron Beverly		Jim Melvin, Min
	2:00- 3:00	Outback Steakhouse	Dave Miller (JTech), Dusty Williams	IK, EA	Jim Melvin, Min
	3:00- 4:15	Investor Session			
	6:00	Zonal	Stuart McLean, Richie		Jim Melvin
	7:00	Mum's Staff Dinner	Zonal, Stephen Evans- Freke		All SIVA
Wed Oct 29	7:30am	Texas Digital	Chuck Bartlett		Ron Marsh

	10:00-11:20	BTS	John Letourneau		Jim Melvin
	11:20-12:00	TMX	Jeff Imm, Julie Carlson		Jim Melvin, Aaron
	12:00-2:00	Accuvia	Meg McKenna, Nick Scavone		Jim Melvin, Jeff Anderson, Melissa McGill, John L.
	2:30	Jadeon	Larry Martori, Mark LeMey		Jeff Anderson, Ron Marsh
	3:00	Accubar	Roger Grimm, Dean Grimm	661-816-3476	Kent McFarland, Jim Melvin
	4:00	Seiko	Yoshio "Roy" Kobayashi, Hidetoshi Nagano		

FSTEC Trade Show Plan

Week	Task	Assigned To	Done
9/1	Define demo requirements.	Julie, Jim	
9/8	Finalize promo plan	Julie	Just first mailing, maybe small second mailing done in-house
	If greenlighted, finalize giveaway for “interactive” mailer. Do PO. Order item.	Krislyn	Cancelled with Eric 9/15
	If greenlighted, do PO and order interactive giveaway mailing box.	Krislyn	
	Drop first FSTEC postcard after mailing lists confirmed <ul style="list-style-type: none"> - buy postcard stamps (do PO) - run address labels - have receptionist do the “sticking” 	Krislyn	
	Confirm partner booth participation; get partner show contacts. Find out: <ul style="list-style-type: none"> - Booth number - Hardware provided - Software set-up time - Booth uniform - Booth staff meetings or other items on schedule 	Jim to talk to Dave Miller about JTECH; Ron to confirm IBM	Not in booth; wait on press conference; yes to IBM booth
	Distribute Meeting Room process.	Julie	
	Finish and lay out show brochure.	Julie, Tara	Done but needs to be revised
	Start CD-ROM	Julie, Tara	
	Complete Hilton meeting room agreement and pay deposit.	Krislyn	
	Complete limo order and pay deposit.	Krislyn	
	Draft meeting confirmation form.	Krislyn	
	Second Exhibit Space Rental Fee due 9/15. Mail this week.	Krislyn	

Fri 9/12	Lead retrieval system order/payment due on Friday, 9/12. Mail Monday or FedEx.	Krislyn	
9/15	Finalize and distribute staff briefing <ul style="list-style-type: none"> - Hotel - Travel - Dress - Show demos - Show hours - Badges 	Julie, Krislyn	
	Collect meeting room target lists and consolidate; track status. Do in salesforce when it's done.	Krislyn	
	Schedule meetings as they come in; send confirmation.	Krislyn	
	Get insurance certificate. – Need to call and verify	Krislyn	
	Find location for staff thank you dinner – Mums	Krislyn	
	Signage and show CD to Scott	Julie	
	Can we buy chairs at a California IKEA to save money? How do we guarantee that they will be there available for pick-up? Try to buy IKEA bar stools.	Krislyn	Still having trouble with this!
	Are we definitely staffing IBM booth? – Yes	Jim	
	Rent monitors instead of buying? Buying – needs to order	Jim	
	When do we need to order CD-ROM duplication in order to have it done in time?	Krislyn	
	When is final catering guarantee for meeting room? The catering manager is supposed to call me. We need to go over the menu together.	Krislyn	
	Late checkout or something for Founders on red eye	Krislyn	
	Carpooling to/from airport?	Krislyn	
9/22	Develop interactive giveaway flyer.	Julie, Tara	
	Print interactive giveaway mailer in-house.	Krislyn	
	Circulate current Meeting Room reservations list.	Krislyn	
	Finish, lay out POS datasheet.	Julie, Tara	
	Continue work on CD-ROM.	Julie, Tara	
	Any necessary graphics for NRA EventAlert ppt.	Julie, Tara	
	Finish all travel arrangements for all booth staff.	Krislyn	
Fri 9/26	Exhibitor badges order/payment due on Friday, 9/26. Mail Monday or FedEx.	Krislyn	
9/29	Drop “interactive giveaway” mailer to top Southern California, national accounts.		

	Start working on joint press releases: <ul style="list-style-type: none"> - Logic Controls - JTECH EventAlert SOS 	Julie	
	Circulate current Meeting Room reservations list.	Krislyn	
	Finish CD-ROM.	Julie, Tara	
	Start enterprise demo.	Julie, Tara	
10/6	Circulate current Meeting Room reservations list.	Krislyn	
	Begin scheduling press interviews.	Julie, JohnstonWells	
	Follow up on status of shirt order.	Krislyn	
	Draft post-show fulfillment letter for mailing with literature packets.	Krislyn	
Fri 10/10	Electrical, Internet, telecom and security forms due on Friday 10/10. Mail this Monday at latest.	Krislyn	
	Cleaning, equipment, and services forms due on Monday, 10/13. Mail this Monday at latest.	Krislyn	
	AV order form due on Thursday, 10/16. Mail this week or FedEx next.	Krislyn	
	Hotel check for meeting/sleeping rooms and preliminary catering mailed.	Krislyn	
10/13	Drop FSTEC invite/promotion postcard to targeted accounts, last year's attendees.	Krislyn	
	Stuff literature packets, media kits	Krislyn	
	Get booth and meeting room supplies based on list	Krislyn	
	Circulate current Meeting Room reservations list.	Krislyn	
	Print out media kits for show. <ul style="list-style-type: none"> - Include photos or artwork? Like photo of POS and pager. done 	Krislyn	
Tue 10/14	Demo scripts/training outlines review.	Jim Melvin, Aaron, Julie	
Wed 10/15	Prepare updated staff briefing for distribution at Thursday's training session. <ul style="list-style-type: none"> - Detailed travel plans and schedules - Demo scripts/crowdgathering scripts - Samples of collateral - Working hours - Booth regulations - Cell phone numbers 	Julie, Krislyn	
Thu 10/16	Demo set-up on show equipment.	David, Aaron	

	Demo training session. How do we make useful for remote staff? Screen shots based on scripts?	All booth staff	
Fri 10/17	Ship all demo equipment to the show.	Krislyn	
	Ship collateral and supplies to booth and show. - Blank business cards	Krislyn	
10/20	Confirm bouncing ball delivery.	Krislyn	
	Circulate current Meeting Room reservations list.	Krislyn	
	Confirm catering based on meeting schedule.	Krislyn	
	Finish show binder. - Flight information (arriving and departing) - Cell phone numbers	Krislyn	
	Draw up booth staffing schedule based on meeting schedule.	Julie	
	Write staff thank you notes.	Julie	
	Confirm booth arrival at warehouse.	Krislyn	
	Reconfirm all meetings on Meeting Room schedule.	Krislyn	
	Finish enterprise demo flash.	Julie, Tara	
	All graphics necessary for new product section of web site.	Julie, Tara	
	All graphics necessary for virtual trade show posting on web site.	Julie, Tara	
Tue 10/21	Last day booth can be picked up at Derse for warehouse shipping.	Krislyn	
	Last day to cancel hotel reservations (up to 20% of total cost without penalty)	Krislyn	
Wed 10/22	Last day materials can arrive at the show warehouse rather than being shipped direct.	Krislyn	
Fri 10/24 4:30 pm	Tech staff departs for the show. <i>American Airlines #361 Dep. Ft. Lauderdale 4:30 pm Arr. LAX 6:55 pm</i>	Julie, Krislyn, Derek, Ken	
	Product section of web site goes live.	Julie	
	FSTEC virtual trade show posting on sivacorp goes live.	Julie	
Sat 10/25	Exhibitor Move-In <i>8:00 am – 6:00 pm</i>	Julie, Derek	

	Check in with Exhibitor Services.	Julie	
	Hand carry CAT5 cable for AM Internet wiring.	Derek	
	Drop off media kits in press room.	Julie	
	Pick up supplies: <ul style="list-style-type: none"> - Chairs for booth - AV screen - 2 wastebaskets - ?carpeting - 2 vases - Flowers for Booth and Meeting Room 	Krislyn	
	Leave badges and thank you notes for all booth staff at hotel for pick-up upon arrival.	Krislyn	
Sun 10/26 8:00 am	Exhibitor Move-In <i>8:00 am – 6:00 pm</i>	Julie	
8:00 am	Begin Meeting Room equipment set-up.	Derek, Ken, Krislyn	
12:00 pm	Begin Booth equipment set-up.	Derek, Ken	
3:00 pm	All booth staff report to exhibit floor to help finish Booth set-up	All booth staff	
5:00 pm	All empties removed by 5:00 pm.	Julie	
Mon 10/27	Meeting Room open (schedule TBD) <i>8:00 am – 6:00 pm</i>	Jim Melvin, Krislyn	
10:00 am	Training session and demo review at Booth <i>10:00 am – 11:30 am</i>	All booth staff	
	Exhibit floor open <i>12:00 noon – 5:30 pm</i>	All booth staff	
	Staff thank you dinner <i>Time, location TBD</i>	All SIVA	
Tue 10/28	Meeting Room open (schedule TBD) <i>8:00 am – 6:30 pm</i>	Jim Melvin, Krislyn	
	Staff review session at booth <i>12:45 pm</i>	All booth staff	
	Exhibit floor open <i>1:00 pm – 6:00 pm</i>	All booth staff	
Wed 10/29	Meeting Room open (schedule TBD) <i>8:00 am – 6:30 pm</i>	Jim Melvin, Krislyn	
	Staff review session at booth	All booth staff	

	9:45 am		
	Exhibit floor open 10:00 am – 2:00 pm	All booth staff	
	Demo tear-down 2:00 pm – 4:00 pm	All booth staff	
	Exhibitor Move-Out 2:00 pm – 10:00 pm	Julie	
4:00 pm	Return lead retrieval system	Julie	
8:00 am	Exhibitor Move-Out 8:00 am – 12:00 noon	Julie	
	Carrier must check in no later than 10:00 am. Confirm	Krislyn	
	Turn in Bill of Lading when booth is packed.	Julie	
11/3	Send out literature packets to show list.	Krislyn	
	Distribute show leads.	Julie	