



TOTAL 2009 REWARDS

WorldatWork Conference & Exhibition

APRIL 2009

The WorldatWork Exhibition Team

Audrey Johnson
Mary Kelly
Shana Cohen

WorldatWork Total Rewards Conference and Exhibition

May 31 - June 3, 2009

Washington State
Convention and Trade
Center, Seattle, WA

Thank you for exhibiting at the WorldatWork Conference and Exhibition. We are very excited about your response. We anticipate a great show and conference!

Please review the following information as you prepare for Seattle. **Please also send this update to everyone attending the event from your company.** Additional updates will be sent before the show.

Visit our conference Web site for a sponsor list, a virtual floor plan, an exhibitor list, conference highlights, and more at:

www.worldatwork.org/waw/seattle2009/exhibitor/index.jsp

Be sure to check out the interactive booth map that shows you who your neighbors will be: www.worldatwork.org/pub/FloorPlan_SeattleExpo.pdf

THINGS YOU NEED TO KNOW

HOTEL RESERVATIONS

You are encouraged to make your room reservations as soon as possible! The cutoff date is **May 8** for all host properties. WorldatWork group rates will only be honored through a housing bureau operated by Experient, Inc.

Please visit: https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=159295 to make your hotel reservations today.

FOR YOUR PLANNING PURPOSES

Saturday, May 30	10:00 a.m. - 8:00 p.m.	Exhibitor Registration Open
	10:00 a.m. - 5:00 p.m.	Exhibitor Move-in
Sunday, May 31	7:00 a.m. - 7:00 p.m.	Exhibitor Registration
	7:00 a.m. - 2:00 p.m.	Exhibitor Move-in
	4:30 p.m. - 7:00 p.m.	Exhibit Hall Open/Welcome Reception
	7:00 p.m. - 9:00 p.m.	Exhibitor Reception 2010 Booth Sales in Exhibitor Lounge (numbers will be distributed beginning at 6 p.m.)
Monday, June 1	7:00 a.m. - 6:00 p.m.	Exhibitor Registration
	9:00 a.m. - 11:00 a.m.	2010 Booth Sales outside Exhibit Hall
	11:00 a.m. - 1:30 p.m.	Exhibit Hall Open/Lunch
	1:30 p.m. - 3:00 p.m.	2010 Booth Sales outside Exhibit Hall
	4:00 p.m. - 6:30 p.m.	Exhibit Hall Open/Reception
Tuesday, June 2	7:00 a.m. - 2:00 p.m.	Exhibitor Registration
	9:00 a.m. - 11:00 a.m.	2010 Booth Sales outside Exhibit Hall
	11:00 a.m. - 2:00 p.m.	Exhibit Hall Open/Lunch
	1:30 p.m. - 2:00 p.m.	2010 Booth Sales outside Exhibit Hall
	2:00 p.m. - 7:00 p.m.	Exhibitor Move-out
Wednesday, June 3	8:00 a.m. - 12:00 p.m.	Exhibitor Move-out



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BOOTH STAFF REGISTRATION, COMPLIMENTARY ATTENDEES and SPECIAL EXHIBITOR REGISTRATION RATES

We have an electronic process in place that will allow you to add, view, and change booth staff right up until the Friday before our Conference!

Click the <http://www.worldatwork.org/waw/interconf/html/boothdisplay.jsp?show=09> to go directly to the form. Once you have signed in, you will find simple instructions on how to proceed. If you need assistance please contact Mary Kelly at 480-304-6771.

Please note: You may give your complimentary registration to a client if you or other booth representatives are not planning to attend sessions. Your complimentary full conference registrations must be submitted by May 15, 2009.

Exhibitor Special

If you have additional booth staff that would like to be a full conference attendee, you may purchase a full conference pass for them for just \$600. This will allow them to attend all sessions and the Social Event for an additional \$30. Social Event tickets may also be purchased for booth staff for \$100 each. It will be a great networking event! Please contact Mary Kelly at mary.kelly@worldatwork.org or 480-304-6771 to purchase.

BALANCE DUE

Booth and sponsorship payments are due. If you have an outstanding balance and need another invoice, please let us know and we will send a duplicate. **You will be unable to set up your booth if you have an unpaid balance.**

DOOR PRIZES STILL NEEDED

The cut-off date has already passed, but we can still accept (and appreciate) door prizes. Three drawings will be held during the conference. If you want to add visibility for your company, this is a great way to do it! The prize needs to have a minimum value of \$200 and should be appropriate for any attendee. When prizes are awarded, the winner is sent to your booth to redeem! The door prize donor form is on the website at: www.worldatwork.org/waw/forms/door.html

SPONSORSHIPS

Thank you to all of our new and returning sponsors.

Platinum

Buck Consultants
Hay Group
Towers Perrin

Gold

Bright Horizons
Family Solutions
Mercer
Taleo
VPI Pet Insurance
Workscape

Silver

ADP
Children's Creative
Learning Centers
Plateau
Quest Diagnostics
Softscape
Watson Wyatt
Worldwide
Workplace Options
Worldwide
Compensation, Inc
ZS Associates

Bronze

Abbott Langer &
Associates
BNA
Callidus Software
Charles Schwab
Culpepper Surveys
Free and Clear
Globoforce
Mercer
Pearl Meyer &
Partners
WorkLife Innovations



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It's not too late to plan for extra exposure through sponsorship! The following sponsorships are still available and many can be discounted:

- **Local Network Leadership Meeting Sponsor (\$2,500)**
 - Be one of just 3 companies to sponsor the Local Network Leadership Meeting on Sunday before conference begins. You will be with approximately 50 leaders from across the country to network and showcase your company and services.
- **Beer and Wine Tasting Event Station (\$3,200)**
 - Host one of the free beer or wines (or Espresso) in your booth during the opening reception in the Exhibit Hall. Attendees will receive a map of the hall highlighting your booth and the beverage that is being served.
- **Breaks (\$3,500 each — Tuesday PM and Wednesday AM available)**
 - Your logo throughout the break area on signs and table tents as well as a table for collateral or give-aways will be provided.
- **Workshop Track Sponsorship (\$3,500 per track — Executive Comp and Total Rewards Available)**
 - Sponsor one of our workshop tracks and your logo and live link will be on the workshop page on our website both before and after the conference. Additionally, recognition of your sponsorship will be on workshop signs for the topic and on the footer of each page of the downloaded handouts.
- **Monday Continental Breakfast (Improved pricing ... \$4,500)**
 - Your logo throughout the breakfast area on signs and table tents as well as a table for collateral or give-aways will be provided. Catch everyone on their way to the opening General Session.
- **Monday/Tuesday Lunch in the Exhibit Hall (Improved pricing ... \$6,500)**
 - Your logo throughout the breakfast area on signs and table tents as well as a table for collateral or give-a ways will be provided.
- **Highlights from the Hall Meter Board (\$1,500)**
 - Be one of just 12 companies highlighted outside the Exhibit Hall (across from registration) with a large meter board ad promoting your booth. Each meter board comes with a free virtual ad on our website as well as a literature holder you can stock with flyers.

For information, call or email Audrey at WorldatWork, 480-304-6846 or audrey.johnson@worldatwork.org. **Sponsorship means added visibility for your company.** Sponsors have a direct link on our Web site, will be featured with special signage and receive additional publicity during the conference and exhibition. They also get first choice of booth locations for the 2010 WorldatWork Conference & Exhibition in Dallas/Fort Worth, TX.



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EXHIBITING

All forms for Freeman (our service contractor), the WSCTC, and WorldatWork are available through the on-line Exhibitor Service Manual. Save money and time by meeting established deadlines. Visit: www.worldatwork.org/waw/seattle2009/exhibitor/index.jsp

A special welcome to our first time exhibitors!

AIRINC	Executive Wealth Management	John Hancock	See's Candies
Brainshark	Global Equity Organization	Koker Goodwin & Associates	The Oxygen Plan
Carena, Inc.	Healthplace America	Merced Systems	The Vitality Group
Caring Connections	Hinda Incentives	Milliman	Transamerica Affinity Services, Inc.
CBIZ Human Capital Services	HoneyBaked Foods Inc	Mind Design Systems	TRI-AD
Circles	Interpreters and Translators, Inc	P & W Software	Winston Financial Services
ComPsych		Performensation Consulting	Worldwide Expatriate Association
Engagement Health		Purchasing Power	

SERVICE CONTRACTOR

Handouts

To reduce the large amount of paper used, handouts will not be printed for each workshop. Instead, please access the presentations online at www.worldatwork.org/handouts2009 after the conference. (Sponsored by ZS Associates, VPI Pet Insurance, & Bright Horizons Family Solutions)

Conference News

A daily conference newsletter will not be printed. Important news will put on large screens in each workshop room before sessions begin. (Sponsored by BNA)

Water

To reduce plastic waste, individual bottled water will be replaced with a reusable bottle for each attendee. Conference water bottles will be in attendee bags. Multiple water stations are located throughout the convention center. (Sponsored by VPI Pet Insurance)

Recycle Bins

Recycle bins are located throughout the convention center. Please use them for paper, metal and plastic items.

Badges and Lanyards

Manufactured with recycled material. (Sponsored by Watson Wyatt Worldwide)

Conference Bags

Manufactured with recycled material. (Sponsored by Towers Perrin).

Food

Food served for WorldatWork in the Washington State Convention and Trade Center will not go to waste. Extra conference food will be donated to local charities.

Exhibit Hall

We've partnered with vendor and event producer, Freeman, for a greener Exhibit Hall. The carpet on the hall floor will be recycled and never see a landfill. Through a unique partnership with manufacturers, this carpet is reproduced into drainage pipes for septic systems. The carpet padding contains 100 percent recycled foam material.

Freeman is the service contractor for our show. Feel free to contact Exhibitor Services at 714-254-3410 or email freemanaaheim@freemanco.com. They will be happy to assist you.



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ATTENDEE LISTS

Conference attendee mailing lists are included with your booth reservation or sponsorship and will be e-mailed approximately **April 17th AND May 1st**. These lists only include physical mailing information and are yours to use **one-time only**. We anticipate more than 1,200 names and addresses on the list. We are finding that people are signing up later, so we are sending you the mailing list twice (45 days out and 30 days out). You may choose which list you prefer.

SHOW LOGOS

Show logos are available for your pre-conference mailings and help identify your company as a participant at our conference. We also have prepared letters and logos for your website. They are all available in the vendor pack at: www.worldatwork.org/waw/seattle2009/exhibitor/index.jsp.

MEMBERSHIP

If someone in your organization is not a member of WorldatWork, he or she should consider joining! WorldatWork is the leading international association in human resources with over 26,000 members. Individual members receive many benefits — check them out on our Web site at www.worldatwork.org. The cost is \$340/year for US and \$390 CAD/year for Canada.

GREEN INITIATIVES

From printing on recycled paper to eco-friendly structures, WorldatWork is taking steps at this year's conference to make a difference. We are asking our exhibitors and attendees for support in our green initiative.

ADDITIONAL INFO

More information will be sent in future updates before the conference. In the meantime, if you have any questions, please contact your WorldatWork Exhibition Team:

Audrey Johnson 480-304-6846 | audrey.johnson@worldatwork.org

Mary Kelly 480-304-6771 | mary.kelly@worldatwork.org

Shana Cohen 480-304-6883 | shana.cohen@worldatwork.org

THANKS FOR PARTICIPATING IN OUR SHOW!