



EXHIBITOR MEMO #2

NEW SUR/FIN SCHEDULE WILL ENHANCE YOUR EXHIBIT EXPERIENCE!

The SUR/FIN Steering Committee is pleased to announce a new schedule for SUR/FIN 2010. In response to exhibitors and attendees alike, the new schedule allows more time for attendees to visit the show floor. Below are some of the key changes to the schedule and how they will benefit you, the exhibitor:

- On Tuesday and Wednesday the morning conference sessions will begin and end one hour earlier. Conference attendees will have an additional hour on the show floor.
- Tuesday evening is now open for exhibitors to entertain their customers on their own.
- On Wednesday the exhibit floor will close from 2 PM – 6 PM. This allows exhibitors time to attend the conference session.
 - Key Note Speaker(s) will give presentations on the **show floor** from 5 PM – 6 PM.
 - The exhibit floor will reopen at 6 PM. In the past, the Industry Night Event was a ticketed event with a cost. This year SUR/FIN will host this event on the show floor at no charge to exhibitors or attendees.
- On Thursday morning SUR/FIN will present a “can’t miss” conference session which will include Bing Xu of Ford and USCAR. This session is sure to keep attendees in Grand Rapids. Further, area plant tours are being arranged which will be offered to both attendees and exhibitors.

SUR/FIN SCHEDULE

Monday, June 14

2:00 PM – 5:00 PM	SUR/FIN Conference Tracks
5:00 PM – 6:30 PM	Conference Reception

Tuesday, June 15

8:00 AM – 11:00 AM	SUR/FIN Conference Tracks
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10:00 AM – 6:00 PM

Exhibits Open

2:00 PM – 5:00 PM

SUR/FIN Conference Tracks

Wednesday, June 16

8:00 AM – 11:00 AM

SUR/FIN Conference Tracks

10:00 AM – 2:00 PM

Exhibits Open

2:00 PM – 5:00 PM

Conference Tracks

5:00 PM – 6:00 PM

Key Note Speaker on Show Floor

6:00 PM – 9 PM

Exhibits Open & Industry Night Event on Show Floor

Thursday, June 16

8:00 AM – 11:00 AM

SUR/FIN Conference

2:00 PM

Plant Tour (TBA)