



Kasten & Associates, LLC
14 Ghost Pony Rd.
Bluffton, South Carolina 29910

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Bluffton, South Carolina 29910
Telephone 843-757-8540 • Fax 843-757-5738
www.kwponline.com

Alexander Kasten
alex@kwponline.com

Dear Supplier:

You have been selected by VERIZON for invitation to their next Technical Training Symposium (TTS) to be held May 1st and 2nd, 2012

Doubletree Hotel
222 N. Vineyard Ave.
Ontario, California 91764
May 1st and 2nd, 2012

As coordinators of these events, Kasten & Associates would like to welcome you and pledge to give you the most professional and complete support in order to make them as valuable as possible to you and your company. Please return the exhibit space request form for this symposium as soon as possible. Space is limited and will be assigned on a first-come, first-served basis.

If you have exhibited previously at one of our technical training symposiums, you are well aware of their unique character and purpose. Here are some key considerations for the VERIZON symposium.

1. Primary focus of this symposium will be on products currently approved for use in VERIZON. However you may bring products that have not been approved provided they have not been rejected in the approval process in the past. (See "Training Stations and Products To Be Shown" in the brochure.)
2. From a Supplier's perspective, the nature of this symposium is the combination of a trade show exhibit and training event with primary training emphasis being on approved products. This presents a great opportunity to ensure the proper and most efficient use of your approved products throughout VERIZON, as well as to show new products that may have application for them in the future.
3. This symposium also presents an excellent opportunity for you to get direct feedback from craft, line managers and engineers on the usability, performance and effectiveness of your products.

To every extent possible, your exhibit, which we now call “*training stations*”, should be a hands-on educational experience. Your audience will be VERIZON associates and managers from placing, splicing, installation, maintenance, engineering and switching, as well as staff and upper management.

Your exhibit space should be viewed by all attendees as a “*training station*” where they can learn more about the merits of your products; why they are important to VERIZON, their benefits in terms of quality, costs, efficiencies and customer service, and most of all, the proper use of your products in their jobs. Demonstrations of equipment for individuals and small groups of three to ten should be planned for your “*training station*”.

Some participants will attend for more than one day, but most will attend for only a single day. In order to ensure that each day is as complete as possible for the attendees, breakdown of exhibits should not begin before 4:30 PM on the last day. Please refer to the “Symposium Guidelines” in the brochure for additional information. If you have any questions, please direct them to Alex Kasten at 843-757-8540 or Carole Parry 843-681-8659.

This overall approach has proven very effective in previous symposiums produced by KWP. Feedback from the attendees has been extremely positive. We are certain that, with this kind of reaction from the attendees, many doors of opportunity for the participating Suppliers will have been opened.

Please let us know any questions you may have or ways in which we might facilitate your participation. We promise to assist in every way possible to make these a very valuable experience for you and your company.

We look forward to working with you throughout the planning and production of these symposiums.

Alex Kasten
Carole Parry



Verizon West Coast Region Technical Training Symposium

**Sponsored by
Verizon**

A unique corporate experience in which technicians, field management, Corporate staff, Executive level management and Suppliers are brought together in a problem-solving gathering; where questions, ideas, concepts, methodologies and technologies will be exchanged for the benefit of future company operations, costs and service.

May 1st and 2nd, 2012

**Doubletree Hotel
Ontario Airport
222 N. Vineyard Avenue
Ontario, California 91764**

Produced by



Kasten & Associates, LLC

VERIZON WEST COAST REGION TECHNICAL TRAINING SYMPOSIUM Ontario, CA, May 1st and 2nd, 2012

Purpose and Format

This symposium is meant to be an educational process, which will help Verizon keep its field and staff people up-to-date on the products currently approved for use in the network. The symposium should also help them prepare for new products and technologies that may have application in their operations in the future.

Verizon desires to improve and expand its services to its customers while at the same time significantly reduce its cost of operations. The training and demonstrations at the Suppliers "training stations" should support these objectives.

There will be seminars held for various disciplines. Where appropriate, seminars will be related to products in the training stations. In most of these, appropriate Suppliers will be asked to participate in the seminar. The Verizon Design Team members who are responsible for the seminars will notify Suppliers of their inclusion in the seminars.

A curriculum will be developed for each major discipline of attendees, for both managers and associates. In order to receive their Certificate of Completion, attendees will be required to attend at least three hours of seminars and a minimum of twenty-five training stations. This helps to ensure interest and participation of the attendees at the Suppliers training stations.

Scope

The training symposium will bring together technicians, managers, directors and executives from all network operations, including installation, maintenance, placing, splicing, switching and engineering.

Verizon Symposium Design Team Ontario, CA

Mike Elliott - Director FIOS - Design Team Chairperson
Rick Alpert
Celeste Aviles
Brian Catelli
Laura Collins

Gregory Encore
Juan Hernandez
Jo Beth Spalding
John Viereck

Symposium Coordinators

Kasten & Associates have been designated by Verizon to be coordinators for the symposium. All communications regarding this symposium should be directed to them.

Verizon Symposium Guidelines

1. The symposium will be a training event. There will be no sales activities or solicitations during the symposium.
2. Suppliers are welcome to attend the seminars and the opening ceremony on a "space available" basis.
3. There will be no Suppliers receptions or hospitalities at the symposium.
4. Dress code for the symposium will be casual attire or appropriate work attire for demonstrations.
5. Symposium hours will be 8:00 AM to 4:30 PM. Training stations will be open from 10:45 AM to 4:30 PM. Suppliers should not plan to begin breakdown until after 4:30 PM.

Training Stations and Products to Be Shown

1. All exhibit spaces should be designed as "training stations". Those showing products that have been previously approved for use in Verizon should have 3-10 minute hands-on tutorials for small groups of attendees on the proper, most efficient and effective uses of those products.
2. Products that have not been approved for use in Verizon may be shown, providing that they appear to have potential to reduce costs or improve service in Verizon. There will be no training on these products, but a brief demonstration of their use will be acceptable.
3. Products that have been previously rejected for use in Verizon may not be exhibited.
4. All products will be identified as "approved" or "non-approved" with stickers provided by the symposium coordinators at the symposium.
5. Suppliers who have questions concerning the suitability of certain products for training or exhibit should contact their Verizon representative or Alex Kasten or Carole Parry 843-681-8659.
6. If needed, Kasten & Associates will assist you in planning your training station.

**Preliminary Schedule
Ontario, California
May 1st and 2nd, 2012**

Monday April 30, 2012	Supplier Registration 11:00 AM - 5:00 PM	Supplier Move –In 1:00 PM - 8 PM		
Tuesday May 1, 2012	Supplier Registration 7:30 AM – 10:45 AM	Continental Breakfast 7:30 AM - 8:00 AM	Training Stations Open 10:45 AM - 4:30 PM	Luncheon 11:30 AM - 1:30 PM
Wednesday May 2, 2012	Supplier Registration 7:30 AM - 12 Noon	Continental Breakfast 7:30 AM - 8:00 AM	Training Stations Open 10:45 AM - 4:30 PM	Luncheon 11:30 AM - 1:30 PM Symposium Closes 4:30 PM Supplier Move-outs 4:30 PM - 7:30 PM

Training Station Cost

8x10 - \$2,975.00 8x20 - \$5,950.00
 8x30 - \$8,925.00 8x40 - \$11,900.00
 8x50 - \$14,875.00
 End unit/Peninsula Concept – 16x20 - \$11,900.00
 End unit/Peninsula Concept – 16x30 - \$17,850.00

Cost Savings

KWP is pleased to announce that our drayage contractor has agreed to offer savings for Suppliers who participate in multiple KWP symposiums.

This savings can be realized by participation in special “shipping caravans” to provide trans-shipping of Supplier drayage to multiple shows without returning to the Supplier’s home location. This will provide significant savings for Suppliers moving equipment from one symposium to another.

For more detailed information, please call Audie Exposition Services directly at 855-AUDIEEXPO or 407-666-7805

Floor Plan

Every effort will be made to accommodate any special requests and still keep a floor plan that is beneficial both to the Suppliers as well as Verizon.

Training Station Assignments

Kasten & Associates, and Verizon will be assigning training station spaces. Training Stations will be assigned on a first-come first-served basis, based upon payment received.

Outside Exhibit Area

Arrangements are being made for an outside area to exhibit trailers and other equipment that cannot be put indoors. All Suppliers who make special requests for outside areas will be notified concerning cost and space allocations. If you have not already expressed your needs for outside facilities, please contact Alex Kasten at 843-757-8540 or Carole Parry at 843-681-8659.

**Supplier Sign-Up and a complete listing of future symposiums is now
available at KWP’s web site WWW.KWPonline.com**

Exhibitor Information Terms and Conditions

Eligible Exhibitors

Participation in this symposium will be by invitation based upon approval by the Verizon coordinators.

Companies deemed eligible to exhibit will be subject to the rules, regulations and Verizon Symposium Guidelines as outlined in this brochure.

Exhibit Space Assignments

Approximately 15,000 square feet of exhibit space will be available. Booth layout will be designed to accommodate standard and island concepts, thereby allowing flexibility of exhibit design.

For information on special training station requirements contact Carole Parry 843-681-8659. Training Station space will be assigned on a first-come, first-assigned basis upon receipt of payment.

Services Provided By KWP

1. Lunch, coffee and soft drinks for Suppliers and attendees.
2. Internal promotion of technical training concept to ensure high interest and attendance by Verizon managers, staff and executives.
3. Guidance for Suppliers in the development of "training stations".
4. Your company listing in attendee brochures and official programs.
5. One copy of the final attendee registration list.
6. Full assistance and support for all Suppliers throughout the symposium.

Lights, Sound

All activities of exhibitors, within their exhibit space, including the use of lighting and sound, shall be conducted in such a manner so as not to disrupt the activities of other exhibitors. Agreement to comply with the instructions of the symposium coordinator in this regard is a condition of participation.

Cancellations

Notification of cancellations must be signed by a responsible manager of your company and received no later than 30 days prior to start date of the symposium. A credit will be issued for cancellations received in writing more than 31 days before the start of the symposium.

No credit will be given for cancellations received less than 30 days prior to the start date of the symposium. Your company will be required to remit full payment for this symposium for cancellations received less than 30 days prior to the start date of the symposium.

Alcoholic Beverages

The serving or consumption of alcoholic beverages is prohibited during the symposium.

Complete Exposition Services

KWP has appointed the Champion Exposition Nationwide (formerly The Audie Group) as the official exposition service contractor. When they receive notification of your company registration, they will in turn provide you with an exhibitor's service kit containing order forms for all necessary services via e-mail in PDF format. These order forms must be returned to the Champion Exposition Nationwide (formerly The Audie Group) no later than 3 weeks prior to the start of the Symposium. **ALL FREIGHT MUST BE SHIPPED AS PER THE INSTRUCTIONS IN THE EXHIBITORS KIT. If you have any questions please call the Audie Exposition Services at 855-AUDIEEXPO or 407-666-7805.** Necessary forms and further information for all audiovisual needs will be included in the service kit.

Space Costs

The cost for an 8' X 10' standard training space is \$2,975.00. Price structure and training station layout information is included in this brochure. Each training space will be equipped with a curtain backdrop and sign with the exhibiting firm's name. Additional services may be arranged on an individual basis with the official service contractor.

Applying for Exhibit Space

Fill out the enclosed space application form and return with a check for the total cost of the exhibit space you select. **FULL PAYMENT IS DUE BEFORE THE START OF THE PROGRAM. Application form and check must be received by May 1, 2012. MAKE CHECKS PAYABLE TO: "Kasten & Associates LLC" AND MAIL TO:**

Kasten & Associates

Attn: Carole Parry

Tel: 843-681-8659

8 Half Hitch Ct.

Hilton Head Island, SC 29926

Exhibitor-Appointed Contractors

Exhibitors using the services of any contractors other than those appointed by KWP must receive prior permission from the symposium coordinator at least 30 days prior to the start of the Symposium. Exhibitor appointed contractors are required to provide certificates of insurance naming KWP and its official exposition service contractor as additional insured. Minimum liability coverage is one million dollars.

Questions concerning your participation in the Verizon Training Symposium should be referred to the symposium coordinator, KWP, Carole Parry 843-681-8659.

Hotel Accommodations

A block of hotel rooms has been reserved for the Suppliers. Reservations should be made through KWP to receive the special symposium rate. Details are on the enclosed hotel application forms. Either mail or fax as directed on the form. Questions may be directed to Micky Varasso, 703-798-4382 or Fax:703-799-1302.

Verizon West Coast Region
Technical Training Symposium
May 1st and 2nd, 2012

Doubletree Hotel
Ontario Airport, California
222 N. Vineyard Avenue
Ontario, CA 91764

Training Space Request Form

Size of training space required 8X10 - \$2,975.00 8X20 - \$ 5,950.00 8X30 - \$8,925.00
 8X40 - \$11,900.00 8X50 - \$14,875.00

End unit/Peninsula Concept 16X20 - \$11,900.00 End unit/Peninsula Concept 16X30 - \$17,850.00

If an island concept or any non-standard configuration is required, please contact: KWP at 843-681-8659 for cost.

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code _____

Telephone Number: _____ Fax Number _____

E-mail address _____

Name of contact person: _____

TRAINING SPACE SPECIAL REQUESTS: i.e. **LOCATION NEAR, NEXT TO** _____

NOT NEAR _____

Total Cost of the exhibit space requested: \$ _____ Amount enclosed with this application: \$ _____
FULL PAYMENT IS DUE BEFORE THE START OF THE PROGRAM. (If space request cannot be accommodated, money will be returned)

I/We agree to all terms and conditions of this technology showcase as detailed in the brochure and certify that our company provides or distributes approved products to Verizon.

Date: _____ Signature(s): _____

Title(s): _____

Please print name of signer(s): _____

MAKE CHECKS PAYABLE TO "KASTEN & ASSOCIATES". MAIL THIS COMPLETED FORM ALONG WITH PAYMENT TO:

Kasten & Associates
Attn: Carole Parry
8 Half Hitch Ct.
Hilton Head Island, SC 29926

Tel: 843-681-8659

**SIGN-UP IS AVAILABLE THROUGH KWP'S WEB SITE AT:
WWW.KWPONLINE.COM/SUPPLIERS**

**Verizon West Coast Region
Technical Training Symposium
May 1st and 2nd, 2012**

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Ontario Airport, California
222 N. Vineyard Avenue
Ontario, CA 91764
HOTEL REGISTRATION FORM**

Mail or Fax this registration form to: **(Please provide a registration form for each person to be registered or provide a list of names with all the required information)**

Technical Training Symposiums
Attn: Micky Varasso
8200 E Boulevard Drive
Alexandria, VA 22308

Tel: 703-798-4382
Fax: 703-799-1302

**REGISTRATION IS AVAILABLE ON KWP'S WEB SITE AT:
WWW.KWPONLINE.COM/SUPPLIERS**

Please provide the following information:

Mr.[] Ms.[] First _____ Last _____

Nickname (if desired on name tag) _____

Title and Company Name _____

Address _____ Room or Mail Stop _____

City _____ State _____ Zip _____

Telephone Number _____ Fax Number _____

E-mail Address _____

HOTEL INFORMATION:

WE WILL CALL, FAX OR E-MAIL YOU A CONFIRMATION NUMBER TWO WEEKS PRIOR TO THE EVENT.

*****All forms must be received by April 16, 2012 to guarantee the hotel rate listed below*****

****All questions concerning hotel registration should be directed to Micky Varasso or Jan Mason at 703-798-4382 or e-mail jan@KWPonline.com****

Rates per night: Standard Single or Double
To Be Determined US

Check in date _____ Check out date _____

Occupancy: Standard Single: _____ Standard Double: _____

Special Requests _____

CREDIT CARD INFORMATION FOR HOTEL GUARANTEE:

Card type and number _____

Expiration Date _____

Name on Card _____

Cardholder Signature _____

