

# SHORETEL 2010 CHAMPION PARTNER CONFERENCE

## SHORETEL'S CHAMPION PARTNER CONFERENCE

July 20 - 22, 2010  
La Costa Resort & Spa; San Diego, CA



### VENDOR SHOWCASE FAQ:

#### Who should I speak with if I have questions about the Conference?

The ShoreTel Champion Conference Support Team is available to assist you Monday through Friday, 8:00AM to 5:00PM Pacific Daylight Time, from March 1, 2010 until the conclusion of the conference, Thursday, July 22, 2010.

#### ShoreTel Champion Conference Support Team

Toll: +1 408.962.2637 or +1 408.331.3301  
Toll Free: 800.516.6582 x2637 or x3301  
championconference@shoretel.com

#### What are the dates of the 2010 ShoreTel Champion Partner Conference?

July 20-22, 2010

Vendor load-in & setup will take place on Tuesday, July 20 from 1:00PM – 5:00PM, unless special arrangements have been made in advance.

The official start of the Champion Conference is on the evening of July 20 with a welcome reception followed by two full days of sessions July 21-22.

The exhibit hours when you will be expected to staff your station are:

Tuesday, July 20

Welcome Reception: 7:00-9:30PM

Wednesday, July 21 & Thursday, July 22

Breakfast: 7:00-8:30AM                      Lunch: 12:00-1:00PM

Each sponsor vendor is also invited to attend the General Sessions and Breakout Sessions on Wednesday and Thursday.

Exhibitors will be responsible for teardown of their Vendor Showcase space beginning at Thursday, July 22 at 1:00PM and must be completed by 5:00PM.

#### Where will the conference be held?

La Costa Resort and Spa  
2100 Costa Del Mar Road  
Carlsbad, CA 92009

## Who is eligible to attend this conference?

All current ShoreTel channel partners with an active resale contract, as well as our TPP partners who are exhibiting at the vendor showcase.

## How many people can we bring to this event? Is there a limit?

The number of attendees for the conference is based on your level of sponsorship. One additional attendee pass can be purchased at the time of registration.

## How do I register for the 2010 Champion Conference?

Please register online via the following link: <https://www.shoretelchampions.com/exhibitor/login.do>. Once you complete your registration, you will receive an email approval notice from the Champion Conference team. At that time you will need to return to the registration site to complete the required tasks for your sponsorship to be complete.

## Is there a registration fee to attend this conference?

Your registration fee is included with the cost of your sponsorship. Each sponsorship level is allotted a certain number of conference passes.

## Is there a registration deadline?

The registration deadline for the 2010 Champion Conference Vendor Showcase is Friday, June 11. We do encourage early registration as we expect our showcase to fill quickly.

## If I am currently registered and unable to attend, how do I submit a cancellation?

If you are unable to attend after having registered, you must submit your request for cancellation in writing to: ShoreTel, Inc., Attn: Steve Weinstock, 960 Stewart Drive, Sunnyvale, CA 94085. If Sponsor cancels more than sixty (60) days before the event, Sponsor shall be liable for fifty percent (50%) of the Sponsor Fee. If Sponsor cancels less than sixty (60) days prior to the Event, Sponsor shall be liable for one hundred percent (100%) of the Sponsor Fee.

## Vendor Showcase Exhibit Details

### Showcase Station Guidelines

Partner rules regarding the physical structure, set-up and appearance of showcase stations are designed to ensure the safety of all partner exhibitors and to adhere to venue guidelines.

- Signs or materials may not be posted, nailed, taped or otherwise attached to walls, doors, any surrounding surfaces or venue property.
- For the Vendor Showcase Sponsor level, your exhibit space is limited only to the six (6) foot table top area and the two (2) feet surrounding your table. Exhibit materials found out of this space outlined will be removed.
- 'Pop up' booths will not be allowed at the Vendor Showcase sponsor level. All items for the exhibit must fit on top of your table or directly behind it. The space for the exhibit is limited and will be strongly monitored.

- Sponsors at the Premier, Premier Plus or Platinum levels will have an exhibit space equal to 10 feet by 10 feet and are encouraged to bring their own company branded 'pop up' booth. You will be responsible for the setup and removal of your booth by your onsite team.
- You must set-up and dismantle your showcase station only during the designated times.
- The only storage available for your day to day items is under your table.
- Champion Partner Conference Brochure: The 50-word description should focus on how your solution enhances the ShoreTel solution for both reseller and the end user. Company boilerplate copy is acceptable, but we highly recommend that your copy include why the reseller and the end user could benefit from the joint vendor/ShoreTel solution.
- The Vendor Showcase facility will be monitored and have security during non-exhibit hours & overnight.

### **Will meals be provided during the Conference?**

July 20<sup>th</sup> - Welcome Reception, drinks and heavy appetizers

July 21<sup>st</sup> - Breakfast, lunch, and Evening Reception, with heavy appetizers

July 22<sup>nd</sup> - Breakfast and lunch

### **Which airport do you recommend I use?**

We recommend using San Diego International Airport, approximately 30 miles south of La Costa Resort. There is a closer airport in Carlsbad, California, but it only allows small commuter planes and fewer daily flights.

### **What forms of transportation / shuttles services are available to and from the airport and resort?**

In order to get to the hotel you can take a shuttle if you don't mind having a few stops along the way (La Costa recommends Cloud 9 Shuttle, as it is the least expensive and you can book at [cloud9shuttle.com](http://cloud9shuttle.com), or call them at 800.974.8885). You can also hire a town car or limousine through La Costa Limousine (+1 760.436.0700). The airport taxi is about \$95 each way; or you can rent a car. There is an Enterprise Rent-A-Car on property if guests would like to rent a car just to get to the resort and drop it off or get a car once they are on property.

### **How far away is the hotel from the airport?**

The Resort is about 30 miles north of the San Diego Airport, north on Interstate 5.

### **What is the appropriate attire for the Champions Conference?**

Welcome Reception: Business Casual

General Conference: Business Casual

Theme Party: Business Casual

If you have further questions please don't hesitate to contact the ShoreTel team at the numbers/email above.