



STERLING

THE *Competitive* ADVANTAGE

JUNE 1-4, 2010 • JW MARRIOTT ORLANDO GRANDE LAKES

Products & Services Exposition

Join more than **1,000** professionals from throughout the nation who make Sterling the **one** conference they attend annually.

Did you know...

- **100%** of last year's Exposition Vendors were either extremely satisfied or satisfied with the overall Exhibition process
- **97%** of conference attendees were completely satisfied with all aspects of the Sterling Conference
- **97%** of conference participants said they would recommend the Sterling Conference to a colleague
- **75%** of conference participants are managers and senior level executives

- **WHAT?** The opportunity to introduce, promote, or sell your goods and services directly to conference attendees. Other benefits include:
- Promote your hands-on technology, tools, and performance measurement systems
 - Limited number of booths to create a more engaging environment for networking and interaction
- **WHO?** Professionals from every sector throughout Florida and the nation including:
- Corporate presidents, senior executives, managers, and supervisors
 - Government leaders from Florida
 - Companies such as American Express, The Ritz-Carlton, Miami-Dade County Public Schools, Boeing, Sarasota Memorial Hospital, BlueCross BlueShield of Florida, US Coast Guard, and other Fortune 500 companies

➤ **Back this year!**

- 5th Annual Story Board competition inside of the Products & Services Expo
(For more information on how your organization can participate, contact the Sterling office)
- The Products & Services Exposition will once again feature “The Sterling Scavenger Hunt” which enables vendors to more effectively interact with conference participants. Attendees who complete the Scavenger Hunt will be eligible for the Grand Prize drawing.



(Florida Power & Light)



(Shands HealthCare)

General Information

➤ **GREAT VALUE!!!!!!**

Each exhibitor receives a package that includes two complimentary passes to all conference functions (a value of more than \$1,600 after January 31), an early registration mailing list, and a complete list of conference participants.

- **WHEN?** June 2-June 3, 2010
Set-up: June 1, 12:00 p.m.-6:00 p.m.
Hours: June 2, 12:15 p.m-6:00 p.m. & June 3, 7:00 a.m.-2:00 p.m.

- **WHERE?** JW Marriott Orlando Grande Lakes

Contact Jim Sherlock or Perry Dollinger today to reserve your spot at the 2009 Products & Services Exposition! Call the Florida Sterling Council at (850) 922-5316, or e-mail Jim at jsherlock@floridasterling.com

Visit us at www.floridasterling.com

Choose your booth today!

- Standard Single, \$1,800 (10' X 8')
- Premier Single, \$1,950 (10' X 8')
- Standard Double, \$3,200 (20' X 8')
- Premier Double, \$3,400 (20' X 8')

(\$500 savings on a Double Booth)

Register & Pay in Full by January 31st
and
Receive \$ 100 off a Single Booth
or
Receive \$ 200 off a Double Booth

**Act now to reserve your booth!
Space is limited.**