

2012 Defense Security+Sensing

Conferences and Courses: 23–27 April 2012
Exhibition: 24–26 April 2012
Baltimore Convention Center



Plan Now for Baltimore

1) When will SPIE Defense, Security, and Sensing (DSS) be moving to Baltimore, Maryland?

- The event will move to the Baltimore Convention Center starting with SPIE Defense, Security, and Sensing 2012, 23-27 April. Exhibition dates will be 24-26 April 2012.

2) Why is SPIE Defense, Security, and Sensing moving to Baltimore?

- **Proximity to defense, security, and sensing business** – Baltimore/DC Metro Area is the #1 area for defense contractors and government agencies. There are over 800 defense and aerospace companies in the greater Baltimore and Washington, DC area (this includes Northern Virginia).
- **Improved growth potential** – The growth of the exhibition and the continued development of the technical program at Defense, Security, and Sensing have created a pressing need for improved facility space and more direct access to participants.
- **Better meeting dates** – Meeting dates will no longer overlap with the Easter and Passover holidays and spring break times. The event dates will be more consistent in the late April/early May timeframe.
- **Increased space for exhibiting** – The Baltimore Convention Center offers exhibitors more space for expansion in one contiguous area. With exhibition growth, additional meeting space will also be available to add technical content to the program and allow room for co-located meetings to join Defense, Security, and Sensing.
- **Increased space for conference growth** – The Baltimore Convention Center has additional meeting space to use for larger conferences, joint sessions, and plenary speakers. SPIE is also contracted for meeting rooms and space at the host hotel, the Baltimore Hilton. Also, additional meeting space will be available for affiliate business and other partnering meetings in the various surrounding hotels (all within walking distance).
- **Business convenience** – The new location provides opportunities for attendees to combine their visit with other business in the vital corridor between DC and Baltimore, as well as the Northeast in general.

3) How long will SPIE Defense, Security, and Sensing be held in Baltimore at the Baltimore Convention Center? Does SPIE anticipate moving Defense, Security, and Sensing back to Orlando?

- SPIE is planning to hold Defense, Security, and Sensing in Baltimore for the foreseeable future – several years. We are not planning to return to Orlando.

4) How will the location in Baltimore affect travel to the event?

- **Air travel** – With two international airports in close proximity, Baltimore is easily accessible for domestic and international visitors. For most attendees, travel will be easier.
- **Getting to the Baltimore Convention Center from the airport** – The airport is only 15 minutes from downtown Baltimore, and shuttles and taxis are affordable. For those attendees coming from the DC area, the MARC train from Washington, DC to Baltimore stops at Camden Yards, adjacent to the Hilton Hotel and 1 block from the Convention Center.
- **Getting around in Baltimore** – With easy access from the airport and many hotels close to the Baltimore Convention Center, you don't need to rent a car. Abundant local attractions and restaurants are within 5 blocks of the Convention Center and hotels. Baltimore includes a free shuttle bus that runs in a circular route covering downtown and inner harbor hotels, attractions, and restaurants. Baltimore's inner harbor area is bustling with family activities, historical sites to see, and a good variety of restaurants within short walking distance.
- **Parking** – While Baltimore offers over 8000 parking spaces within a ¼ mile of the Convention Center, we strongly encourage local attendees to use the abundant and convenient mass transportation to attend the event, in keeping with Baltimore's excellent environmental initiatives.

5) How will the location in Baltimore impact lodging?

- The Baltimore Convention Center enjoys approximately 3,500 hotel rooms within 3 blocks, which means more lodging choices and entertainment options than in Orlando.
- SPIE has negotiated discounted convention rates at many hotels, providing ample lodging for attendees and exhibitors. The Hilton Hotel serves as the headquarters hotel and is attached to the Baltimore Convention Center. Marriott (2 hotels), Starwood, and Hyatt will be represented in the block, as well as other lower-priced options, such as Days Inn, Holiday Inn and Springhill Suites.
- Hotel and housing reservations are scheduled to be opening approximately 6 months prior to the meeting dates, in October 2011.

6) Will I be able to increase my booth space at the Baltimore Convention Center? Will there be different height limitations?

- Defense, Security and Sensing 2012 will be using Halls A – Swing of the Baltimore Convention Center, providing 209,000 sq ft of contiguous exhibition space (a 32% increase over Orlando).
- Growth Rules for Defense, Security and Sensing 2012
 - Unlimited exhibit growth allowed.
 - Peninsula booths remain an option.
 - Double-decker islands are welcome – no additional charge.
- Economic Development Clusters may expand their space. Space location will be determined by Exhibition Management. Cluster groups must have 8-10 companies participating, and all interested companies must sign up by the Early Bird Contract deadline to participate.
- Beyond Defense, Security and Sensing 2012: Contracted space will shift in subsequent years to Halls C – G, which will provide 240,000 sq ft of space.
- Height limitations and display space guidelines will not alter for 2012. General guidelines will be included in an exhibitor's contract confirmation; however, exhibitors should contact the Exhibitions Manager for specific questions regarding displays in the Baltimore Convention Center.

7) How will the move to Baltimore Convention Center affect the Priority Point System for exhibitors?

- SPIE will continue to assign exhibition space using the existing Priority Point System, based on exhibiting history, size of contracted space, and SPIE Corporate Membership. The move in venue does not change this process.
- Space assignments continue on a Priority Point System. There will not be any changes to the assignment process. Companies returning the Early Bird Contract will be allowed to use their earned priority points when establishing their assignment order number. Companies that submit contracts after the Early Bird deadline will be issued an assignment order number based upon the date their contract was received. Assignments will begin in early July.

8) How will the move to Baltimore affect the Exhibitor set-up and tear-down of my display in Baltimore?

- DSS exhibitors will face rules and regulations more consistent with a convention center, versus a hotel. Exhibitors will be working with a different labor union in Baltimore, Maryland; however, this will not change the SPIE high standards of service and competitive pricing for the exhibitor. Through good vendor partnerships and rigorous negotiations, SPIE will manage to keep the drayage fees and decorating prices very competitive with prices in Orlando, with typical year-over-year increases.
- We anticipate move-in and move-out of the Exhibition to be a smoother transition for exhibitors due to the increase of access doors in the back of each of the halls at the Baltimore Convention Center. Also remember, we will be away from the Easter holiday weekend starting in 2012.