



DEPARTMENT OF THE NAVY

NAVAL SEA SYSTEMS COMMAND
1333 ISAAC HULL AVE SE
WASHINGTON NAVY YARD DC 20376-0001

IN REPLY TO

NAVSEAINST 5720.6

Ser 00D/001

13 Sep 05

NAVSEA INSTRUCTION 5720.6

From: Commander, Naval Sea Systems Command

Subj: NAVAL SEA SYSTEMS COMMAND (NAVSEA) COMMAND EXHIBIT POLICY

Encl: (1) Inventory of exhibit hardware owned by
NAVSEA activities

1. Purpose

a. To provide direction and procedures for a command-wide exhibit policy to ensure message alignment across the enterprise, with Navy, and NAVSEA Guidance.

b. To ensure NAVSEA presents a unified presence at trade shows.

c. To guide message collaboration across the enterprise.

2. Applicability and Scope. This instruction is a command-wide policy and applies to all NAVSEA activities that intend to participate in a commercial or government trade show, conference, or exhibit (hereafter referred to as trade shows).

3. Policy

a. NAVSEA policy is to:

(1) Annually, identify trade shows where the entire NAVSEA organization will participate under the single umbrella of the "NAVSEA Enterprise."

(2) Approve exhibits that showcase NAVSEA programs/messages.

(3) Annually request input from activity/directorates and PEOs to identify trade shows that are planned for the fiscal year and develop a schedule that will be posted to Inside NAVSEA City.

(4) Identify where there are two or more organizations attending the same trade show so that collaboration and cost

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sharing occur. (Collaboration is defined as determining the common command message, space/booth requirements, and the sharing of resources, so there is not an appearance of duplication of work, excess costs, or competition among the different NAVSEA initiatives.)

4. Procedures. The SEA 00D Exhibit coordinator will be responsible for trade show coordination. This individual will be responsible for development of an annual trade show schedule, identification of Enterprise and non-enterprise trade shows, ensuring message alignment with Navy/NAVSEA Guidance, identifying lead organizations for non-enterprise trade shows, graphics design, and overall command coordination for trade shows. SEA00D will be responsible for message approval.

5. Definitions

a. Enterprise trade shows. Enterprise trade shows are those shows at which the entire command has a presence. Enterprise trade shows are coordinated by the SEA 00D Exhibits Coordinator. The symposium focus of an enterprise trade show is generally at the macro level, i.e., a Department of the Navy, or Department of Defense-wide theme.

b. Non-enterprise trade shows. Non-enterprise trade shows are those shows at which individual field activities or departments are exhibiting specific capabilities or initiatives based on the specialized focus of the show or symposium.

6. Responsibilities

a. Enterprise trade shows

(1) NAVSEA Congressional and Public Affairs (SEA 00D).

(a) Ensure that trade show messages are in alignment with Navy and NAVSEA Guidance.

(b) Centrally fund exhibit space, graphics printing, and exhibit hardware.

(c) Coordinate and organize show, design the graphics and configure the exhibit space to best showcase all participants. Activities will have the opportunity to approve their graphics.

(d) Solicit input from all participating activities before embarking upon the design and configuration.

(e) Identify hardware that will be showcased to communicate NAVSEA messages for the trade show.

(f) Identify requirements for audio/visual and telecommunications requirements from participants.

(g) Ensure appropriate videos/multimedia are identified for the symposium.

(2) Field Activities/Directorates/PEOs

(a) Pay shipping costs of any hardware, handouts (if applicable), etc. used for the trade show.

(b) Cover travel costs of persons attending.

(c) Limit number of personnel participating at each trade show, due to space and event restrictions.

b. Non-Enterprise Trade Shows

(1) NAVSEA Congressional and Public Affairs (SEA 00D)

(a) Ensure message alignment between command activities/directorates/PEOs participating in the trade show and approve all message.

(b) Ensure that NAVSEA Leadership is aware of trade shows and which NAVSEA/PEO component will be at the trade show.

(c) Ensure command messages are included in each trade show.

(d) Provide graphic design/support if request is made in sufficient time and can be accommodated with the SEA 00D workload.

(e) Loan freestanding displays and associated peripherals (lights, etc.) to directorates/PEOs/field activities for use at trade shows. An NAVSEA Exhibit Hardware Inventory is contained in Enclosure (1).

(f) If more than one organization is exhibiting at a trade show, NAVSEA Exhibits Coordinator will designate the lead organization for that show.

(g) Approve messages for non-enterprise trade shows.

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(2) Field Activities/Directorates/PEOs

(a) Provide SEA 00D a listing of trade shows that they intend to participate in during annual data call. If additional shows come up during the year notify Exhibits Coordinator as soon as possible.

(b) Provide graphics/messages to SEA 00D Exhibits Coordinator for archive purposes and to evaluate and approve message alignment with Navy/NAVSEA Guidance.

(c) For shows when more than one organization is attending, the lead organization designated by the SEA 00D Exhibits Coordinator will be responsible for overall coordination, with each participating organization sharing in the cost of the exhibit space, and pay for its own travel and shipping.

(d) Resource reproduction of graphics designed by SEA 00D if design services requested.



P. E. SULLIVAN

Distribution

NAVSEA SPECIAL LIST Y3

SNDL C84 COMNAVSEASYS COM Shore Based Detachments (less C84J)
FKP COMNAVSEASYS COM Shore Activities (less FKP6B & FKP24)
A1J1L PEO IWS
A1J1M PEO LMW
A1J1N PEO SUB
A1J1P PEO SHIPS
A1J1Q PEO CARRIERS
FT88 EDOSCOL

NAVSEA Exhibit Hardware, Description and Location

Display Description	# of items	Location	POC
TABLE TOP DISPLAYS			
6' tabletop display with light, lit rack and banner stand	1	SUBMEPP	Patty Eaton: Eatonpa@submepp.navy.mil (207) 438-6092
Table display	2	NSWC PHD	Monica Minter: Monica.Minter@navy.mil (805) 228-0382
Table pop-up display	2	NSWC Indian Head	Marie Stewart: (301) 744-4304 Code 07MS
Table top display with lights	1	NSWC Dahlgren	Stacia Courtney stacia.courtney@navy.mil (540)653-8154
6' tabletop display	3	NUWC Keyport	Sherman Williams: swilliams@kpt.nuwc.navy.mil (360) 315-3120
EIGHT FOOT DISPLAYS			
8' curved back-walls with lights and shipping case	2	NSWC Carderock	Geraldine Yarnall: Geraldine.Yarnall@navy.mil
8' curved back walls with lights and shipping case	2	SEA 04RE	Linda Rucker, SEA 04REF
8' pop-up exhibit	3	NSWC Indian Head	Marie Stewart: (301) 744-4304 Code 07MS
3x8' freestanding display	1	NSWC Indian Head	Marie Stewart: (301) 744-4304 Code 07MS
8' pop-up display with lights and shipping case	2	NSWC Dahlgren	Stacia Courtney stacia.courtney@navy.mil (540)653-8154
8x8' freestanding display board	1	NSWC Crane	Pam McKee: pam.mckee@navy.mil (812) 854-4437
TEN FOOT DISPLAYS			
10' curved back-walls with lights and shipping case	2	NSWC Enterprise	Geraldine Yarnall: Gernaldine.Yarnall@navy.mil
10' curved back-walls with lights and shipping case	3	NSWC Carderock	Geraldine Yarnall: Gernaldine.Yarnall@navy.mil
10' high flat frame towers, blue fabric and shipping case	2	NSWC Enterprise	Geraldine Yarnall: Gernaldine.Yarnall@navy.mil
10x10' booth, blue fabric hung on a pop-up frame	1	NSLC	Craig Brandenburg: craig.brandenburg@navy.mil (717) 605-3961
10' pop-up exhibit	5	NSWC Indian Head	Marie Stewart: (301) 744-4304 Code 07MS
10' fold-able exhibit with backlit header capability	1	NSWC Indian Head	Marie Stewart: (301) 744-4304 Code 07MS
Skyline 10' pop-up booth	3	NUWC Keyport	Sherman Williams: swilliams@kpt.nuwc.navy.mil (360) 315-3120
Skyline 10' pop-up booth	2	NUWC Newport	Candida Desjardins: (410) 832-3371 Code 01B
10x10' booth, includes table and chairs	1	NSWC Crane	Pam McKee: pam.mckee@navy.mil (812) 854-4437
10' pop-up exhibit	1	Distance Support	Lynette Jones: (812) 854-3911
TWENTY FOOT DISPLAYS			
10x20' Normadic Island System w/ 30x84" graphic panels	1	Portsmouth NSY	John Cresta: crestajd@mail.ports.navy.mil (207) 438-2251
20' long x 7' high curved, freestanding collapsible display	1	NEDU	PHC Eric Tilford: eric.tilford@navy.mil (850) 230-3245
20' freestanding	1	SEA 04RP	Tom Ingram, SEA 04RP2
24' freestanding Skyline Inliten booth	1	NUWC Newport	Candida Desjardins: (410) 832-3371 Code 01B
24' freestanding Skyline Inliten booth	1	NUWC Keyport	Sherman Williams: swilliams@kpt.nuwc.navy.mil (360) 315-3120

Display Description	# of items	Location	POC
PULL-UP DISPLAYS			
Several pull-up displays	1	NUWC Newport	Candica Desjardins: (410) 832-3371 Code 01B
Pull-up Banner	5	SEA 00D	Pat Dolan: Patricia.Dolan@navy.mil
PENINSULAR COUNTER DISPLAY			
Hard panel peninsular counter with shipping case	2	NSWC Enterprise	Geraldine Yarnall: Geraldine.Yarnall@navy.mil
SKYLINE DISPLAYS			
Skyline display with TV/DVD combo	1	Pearl Harbor NSY	Jason Holm: HolmJD@PHNSY.navy.mil
DISPLAY BOARDS			
4-panel display board	2	SEA 04R	Bill Woodbridge
TRIANGULAR DISPLAYS			
63" traingular bridge kit w/ light bards and shipping case	1	NSWC Enterprise	Geraldine Yarnall: Geraldine.Yarnall@navy.mil
AV Equipment			
Computer and screen	1	NSWC Carderock	Geraldine Yarnall: Geraldine.Yarnall@navy.mil
Plasma Screen	1	NSWC PHD	Monica Minteer: Monica.Minteer@navy.mil (805) 228-0382
Plasma Screen	1	Distance Support	Lynette Jones: (812) 854-3911
20" flat panel display	1	SEA 00D	Pat Dolan: Patricia.Dolan@navy.mil
20" flat panel display	1	NSLC	Craig Brandenburg: craig.brandenburg@navy.mil (717) 605-3961
DISPLAY FURNITURE			
Small side table, approx 2x3'	1	NSLC	Craig Brandenburg: craig.brandenburg@navy.mil (717) 605-3961
Freestanding cube table, approx 18x18"	1	NSLC	Craig Brandenburg: craig.brandenburg@navy.mil (717) 605-3961