

FINAL PREPARATIONS FOR THE 2018 ASCB | EMBO MEETING

Wednesday, November 14

Webinar Presentation





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Items to Review Today

- Before You Arrive in San Diego
- Upon Arrival at the San Diego Convention Center
- During the Meeting
- Security Tips
- Exhibiting Tips
- Post Meeting
- Frequently Asked Questions



Before You Arrive in San Diego

Exhibits Schedule:

Exhibitor Move-In hours are as follows:

Thursday, December 6: 12:30 – 4:30 pm

Friday, December 7: 8:00 am – 4:30 pm

Saturday, December 8: 8:00 am – 12:00 pm – (light set up may continue until 4:30 pm)

**Light set up may continue between 12:00 pm and 4:30 pm on Saturday, December 8, however, all crates must be removed and placed into storage by 12:00 pm on Saturday, December 8*

Exhibit Hours:

Sunday, December 9: 9:30 am – 4:00 pm

Monday, December 10: 9:30 am – 4:00 pm

Tuesday, December 11: 9:30 am – 4:00 pm

Exhibitor Move-In hours are as follows:

Tuesday, December 11: 4:30 – 9:00 pm

Wednesday, December 12: 8:00 am – 12:00 pm



Before You Arrive in San Diego

Registration

- Be sure you have completed the registration process through the online Exhibitor Portal for your team who will be participating in the Meeting
- Primary Contacts do not automatically receive a badge. If you will be onsite, you must add your name to the exhibiting company's badge list
- If the registration contact is picking up all company badges, make arrangements for a time and place to meet to distribute badges
- Once exhibitor registration opens, the official Meeting badges will be required to access the Learning Center (exhibit hall)
- Exhibitor Registration Desk will be located in Lobby D of the San Diego Convention Center
- Exhibitor Registration Hours:

Thursday, December 6	1:00 – 5:00 pm
Friday, December 7	8:00 am – 5:00 pm
Saturday, December 8	8:00 am – 7:00 pm
Sunday, December 9	7:30 am – 4:00 pm
Monday, December 10	7:30 am – 4:00 pm
Tuesday, December 11	7:30 – 11:30 am



Before You Arrive in San Diego

- **Hotel Information**

Bring your hotel confirmation information with you

- **Hotel Help Desk**

Located in Lobby D of the Convention Center for Onsite Services or call 619-525-6254 during Registration Hours



Before You Arrive in San Diego

Checklist

- Have you placed your orders for furnishings, labor, utilities, etc.?
 - Electrical distribution in your booth
- Prepare your shipment
 - Advance warehouse deadline – Thursday, November 29
 - Show site shipments may arrive starting on Thursday, December 6
- Confirm your appointment for 2019 space selection
 - Week of November 26th
- Review the [Exhibitor Rules and Regulations](#)
- Download the 2018 ASCB | EMBO Meeting App – coming soon



Before You Arrive in San Diego

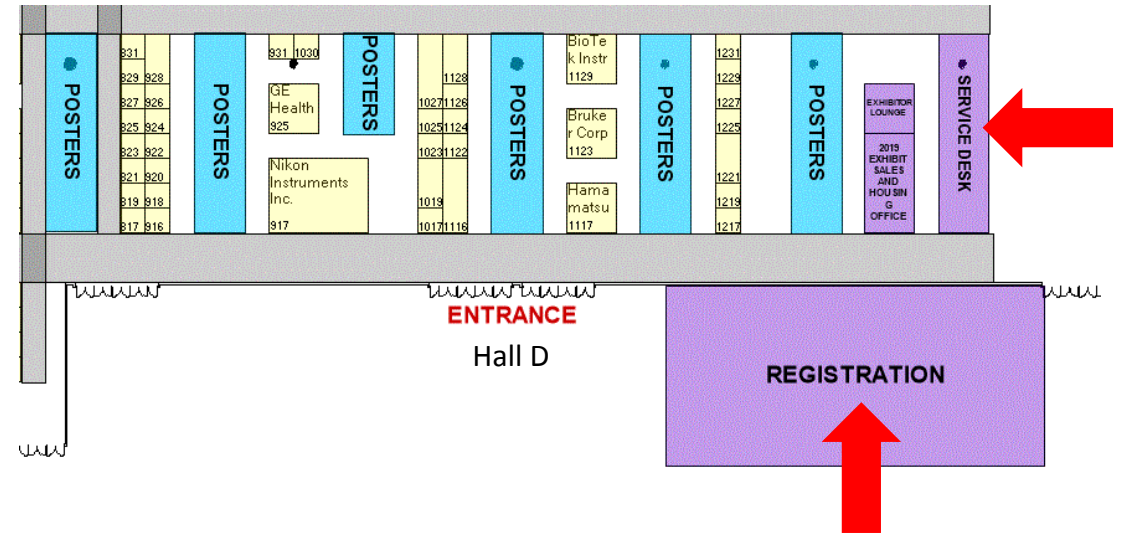
Checklist

- Hold a pre-show briefing with your team to review your exhibit information, plans, etc.
- Create a binder/Dropbox folder with:
 - Copies of all your exhibit related orders
 - Hotel Confirmation
 - Registration Confirmation
 - Insurance Document
 - Shipping Manifest/Tracking Information
 - Return Shipping Information/Labels
 - Pertinent Contact Information for onsite



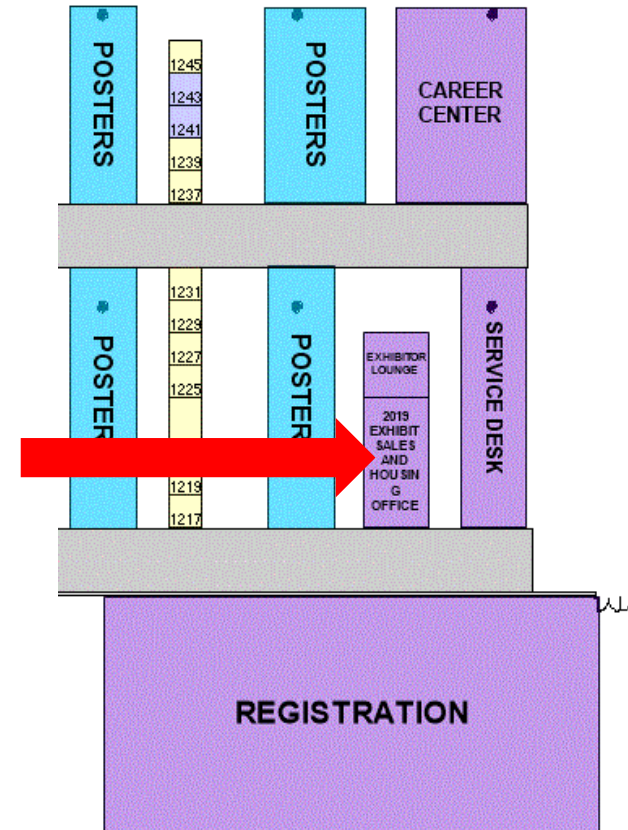
Upon Arrival – San Diego Convention Center

- Pick up and distribute badges
 - Exhibitor Registration will be located in Lobby D
- Go to your exhibit space and review
 - Freight has been delivered and is accounted for
 - Furnishings, carpet, have been delivered/ installed as ordered
 - Utilities have been installed
 - If you ordered labor from Freeman – check in at the Labor Service Desk
- Onsite Exhibitor Services
 - Freeman Service Desk
 - Other Official Contractors
 - Exhibit Floor Management



Upon Arrival – San Diego Convention Center

- Exhibit Sales and Housing Office for 2019
- Advertising Sales
- Sponsorship Opportunities



Upon Arrival – San Diego Convention Center

- Floor Managers
 - Contact with policy or general meeting questions
- Empty containers/cartons
 - Once unpacked and set up please empty stickers with your company name and booth # on any items you will need to have stored
 - Empty stickers are available to the Freeman Service Desk
 - Return of empties takes place after exhibits close and aisle carpet is removed



Upon Arrival – San Diego Convention Center

- Reserve space for the 2019 ASCB|EMBO Meeting
- Submit Housing request for 2019
- Review all Invoices
- Return your lead management devices, if applicable
- Make arrangements for outbound shipping
- Make and/or confirm dismantle labor arrangements



Security Tips:

Nothing will ruin a successful exhibit experience more than the loss or theft of expensive equipment and products. Here are some basic steps you can take to deter theft:

- Empty cartons and crates are not in a “secure area.” Do not store valuables in them.
- Mark all crates and cartons with your company’s name and address
- Report any loss or damaged cartons to Exhibit Management
- During set up, place your products where they are visible from your working area
- After setting up your exhibit, conduct a visual or photo inventory of your displayed products.
- Treat especially valuable goods such as prototypes as irreplaceable. If they truly are one-of-a kind, hire security to watch your materials when the exhibits are closed.



Security Tips – continued

- All laptops, tablets and other electronic devices are vulnerable to theft.
- Do not leave purses, briefcases, or other valuables behind drapes or underneath tables. This is the first place a thief will target.
- Always be aware of your surroundings and acknowledge anyone entering your booth space. This will deter and possibly prevent any theft or damage.
- At the closing of the Learning Center (exhibit hall), do not leave your booth immediately due to a high volume of activity on the floor. This will help deter unauthorized access to your booth or property.
- When your crates have been returned to your booth for move out, make certain all items are accounted for.
- During move out, stay with your exhibit until your empty cartons are delivered and your goods are packaged, sealed, properly labeled. Remember to submit your Material Handling Agreement to Freeman.
- Always remove your badge once you leave the San Diego Convention Center.



Exhibiting Tips

Maximize your exhibit experience, a few reminders of how to:

- Engage Attendees
- Obtain Customers
- Establish a Connection
- Generate Leads



Exhibiting Tips

DO:

- Be present in your exhibit space and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped and thank them for stopping
- Have a system for capturing, qualifying and following up on leads
- Keep your exhibit space neat and clean
- Have staff in your exhibit space at all times
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner and wear comfortable shoes



Exhibiting Tips

Avoid these traffic-stoppers:

- Distractions (eating, chewing gum, reading)
- Talking or texting on your mobile device while in your space
- Standing with arms crossed – body language
- Engaging in conversation with fellow exhibit staff while attendees are nearby



Post-Meeting

- Follow up on leads and new contacts
- Start a folder with information on the 2019 ASCB|EMBO meeting
- Confirm all your outbound freight has been received





Thank you for your participation in today's webinar.

Please contact Sharon if you have any exhibits related questions.

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WEBINAR SERIES ON DEMAND

