# ENHANCING ALUE IMPRO ING OUTCOMES ASTRO'S 58TH ANNUAL MEETING

WEBINAR #1: Navigating the Exhibitor Resource Center

ELCOME



### Shirley D. Harris, CEM

Exposition Operations Manager SPARGO, Inc.

Phone: 703-679-3953

Email: shirley.harris@spargoinc.com



# **Items to Review Today**

- Support Opportunities
- Floor Plan
- Login
- Exhibitor Listing
- Exhibitor Forms/Required Forms
- Approval/Denial Notification
- Exhibitor Registration/Booth Personnel
- Annual Meeting Rules, Regulations & Policies
- GES Online Ordering
- Affiliate Meeting/Event Requests
- Exhibitor Updates



# **Support Opportunities**

- Become a promotional supporter or advertiser and enjoy the increased exposure associated with a specific activity, service or function at the Annual Meeting.
- Great Branding Opportunities!
  - Hotel Key Cards
  - ASTRO Connect
  - Nurses Luncheon

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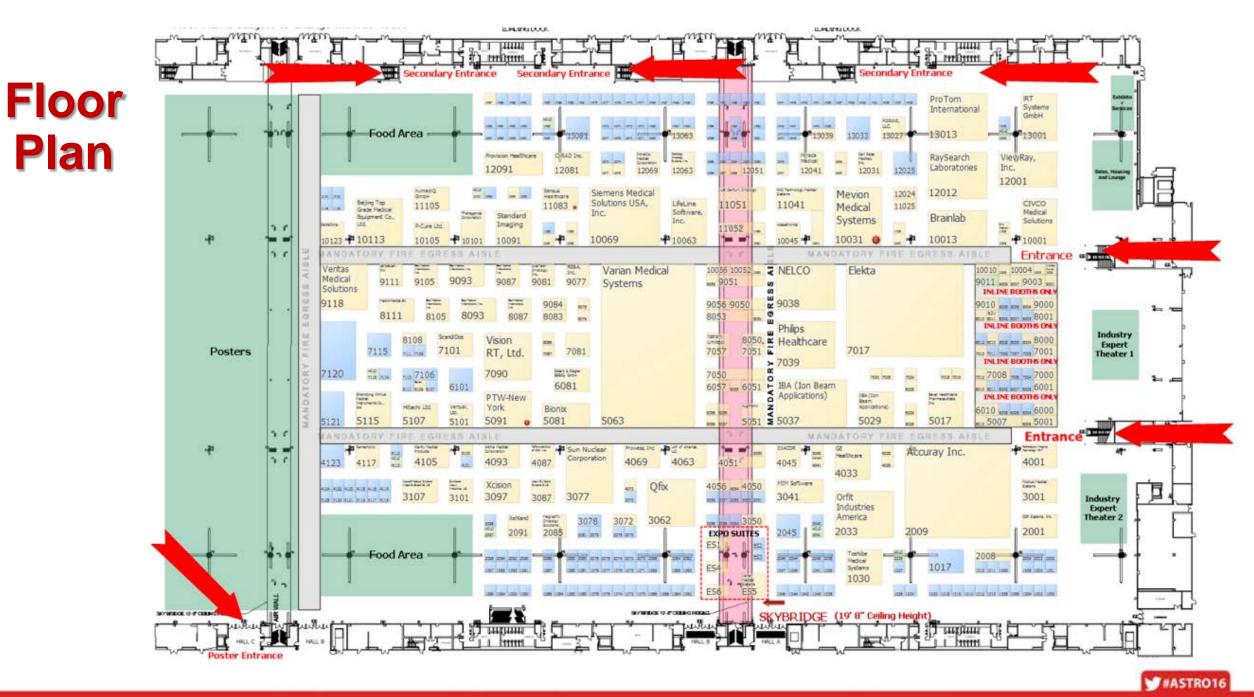
Exhibitor Directory and more...



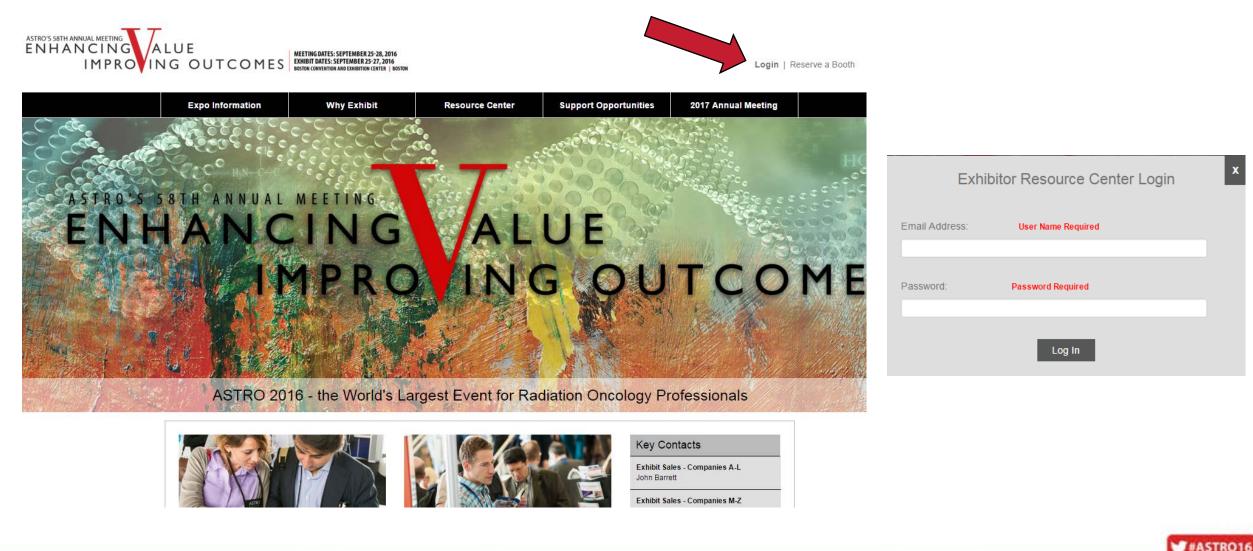
### 2016 Annual Meeting Advertising and Support Opportunities Brochure

### For additional information please contact: Joanne DiCesare

Senior Manager of Development & Corporate Relations Phone: 703-839-7398 joanne.dicesare@astro.org



### Link to ASTRO Exhibitor Resource Center <u>www.astro.org/resourcecenter</u>



### Exhibitor Resource Center allows you access to:

- Exhibitor Listing for online and print
- Required Forms submit important forms for your booth
  - On-site Contact Form
  - Giveaway/Raffles
  - Booth Floor Plan (required for island booth 400 sq. ft. and larger)
  - Rigging (required for island booth 400 sq. ft. and larger)
  - After-Hours Exhibit Hall Access

# Exhibitor Resource Center allows you access to:

- Exhibitor Service Manual
- Rules and Regulations
- Exhibit Hall Schedule
- Important Dates
- Parking Information
- Helpful Tips
- Exhibitor Housing
- Exhibitor Registration
- And more...



#### Important Dates Exhibitor Service Manual Service Manual About the Service Manual The Exhibitor Service Manual is available online here in the Exhibitor Resource Center. The Exhibitor Service Manual is filled with a wealth of information from the Exhibit Hall schedule, booth design guidelines, giveaway policies, cost saving tips and much more After-Hours Exhibit Hall Access We encourage you to read through the Exhibitor Service Manual carefully to ensure that you understand ASTRO's show policies and don't miss any important information. After-Hours Insurance Booth Equipment/Design We would also like to point out some additional sections in the Exhibitor Resource Center that you won't want to miss. Cost Saving Tips Important Dates A number of ASTRO's official service providers are offering show discounts. View the list of Important Dates to ensure that you don't Distribution of Food and Beverage miss out on any advance ordering discounts and other key deadlines. Exhibitor Appointed Contractors Ordering Booth Services Order booth services from GES, the official service contractor for ASTRO 2016, or any other official service provider. EAC Rules and Regulations Required Forms Exhibit Hall Schedule A number of show management forms may be required to be completed. Learn more about these required forms. Exhibitor Insurance Exhibitor Listing Giveaway Guildelines Don't forget to update your Exhibitor Listing that will be downloaded for inclusion in the printed Exhibitor Directory, ASTROmobile the Annual Meeting app and on-site at interactive map locators. Update your Exhibitor Listing now. Logo Usage Policy Order Booth Services Parking Information Questions? If you have questions or need assistance logging into the Exhibitor Resource Center, please contact us: Required Forms Shirley Harris Security Tips 703-679-3953 Shipping Information Jennifer Sfreddo Show Floor Sales 703-679-3913





### Booths

sfreddo company

### **Exhibitor Listing**

Manage your exhibitor listing that will be downloaded for inclusion in the printed Exhibitor Directory, Online Conference Planner, ASTROmobile - the Annual Meeting app and on-site at the interactive map locators. Please note that if you have purchased an upgraded exhibitor listing, you will be sent instructions in mid-July on how to upload your enhanced features.

### 3

My Account

Print a copy of your account statement, see when the next payment is due or make a payment through the website.

#14025

### **Required Forms**

Submit important forms for your booth, such as your Booth Floor Plan, Rigging Floor Plan, Giveaways, After-Hours Exhibit Hall Access and much more.

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# **Exhibitor Listing**

- All Exhibitors are given a "basic" Exhibitor Listing that will appear in the printed Exhibitor Directory, Online Conference Planner and on-site via Interactive Maps and ASTROmobile.
- This information includes:
  - Company name, booth number, contact name, email, URL, address, phone, 3 product/service categories and a 350 character company description.
- The deadline to update your Exhibitor Listing for inclusion in the printed Exhibitor Directory is Friday, July 13, 2016.
- To increase your exposure, upgraded Exhibitor Listings are available for purchase.
   <u>Click here</u> for more information.

Shipping Information

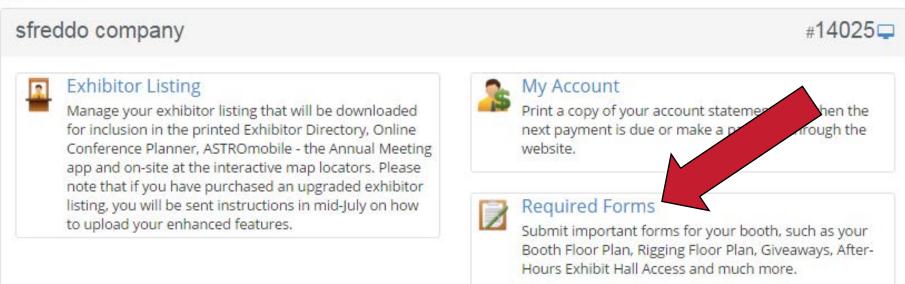
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#### Important Dates **Required Forms** Service Manual About the Service Manual This section of the Exhibitor Resource Center outlines the ASTRO show management forms that you may be required to complete. These forms must be submitted online by the noted deadlines. Required Forms include the following: After-Hours Exhibit Hall Access After-Hours Insurance After-Hours Exhibit Hall Access Due July 22, 2016 Booth Equipment/Design Exhibitors requiring additional setup time outside of the established move-in hours may request permission for after-hours access to the Exhibit Hall. In addition to submitting your request form for after-hours access to the Exhibit Hall, you will also be required to sign Cost Saving Tips and upload the "Addendum Regarding After-Hours Access" to the 2016 Annual Meeting Exhibitor Rules, Regulations and Policies. Distribution of Food and Beverage View additional information on after-hours Exhibit Hall access. Exhibitor Appointed Contractors Booth Floor Plan EAC Rules and Regulations Due July 22, 2016 All exhibitors with booths that are 400 square feet or larger are required to submit a scaled floor plan and elevation diagram of their Exhibit Hall Schedule booth design online for ASTRO approval. All floor plans must include the scale utilized. Exhibitor Insurance If you plan to hang any signs truss or lighting, you must also complete the Rigging form. Refer to the Rigging section below for more information. If you do not require any booth rigging, please check the box labeled "No Rigging Required" on your Booth Floor Plan Giveaway Guildelines form. Logo Usage Policy Giveaways (Mandatory Form) Order Booth Services Due July 22, 2016 All booth giveaways and raffled items must be approved by ASTRO. To request approval, please complete the Giveaways request Parking Information form. Food and beverage items are considered to be a giveaway and you must submit the Giveaways request for approval. Required Forms If you do not plan to have any giveaways or raffles, please check the "No" box on your Giveaways form. Security Tips Click here for additional information on giveaways, raffles and promotional activity guidelines.





### Booths







Booth	Custom Form	Form Status	Due Date
14025	Booth Floor Plan	NOT SUBMITTED	7/22/2016
14025	On-site Contact – Mandatory	NOT SUBMITTED	7/22/2016
14025	Rigging	NOT SUBMITTED	7/22/2016
14025	Giveaways - Mandatory	NOT SUBMITTED	7/22/2016
14025	After-Hours Exhibit Hall Access	NOT SUBMITTED	7/22/2016
14025	Photography/Videography/Recording	NOT SUBMITTED	7/22/2016

# **Required Forms**

<u>Deadline – July 22, 2016:</u>

- Booth Floor Plan (required for booths 400 sq. or larger)
- On-site Contact (Mandatory)
- Rigging Rendering (required for booths 400 sq. or larger)
- Giveaways (Mandatory)
- After-Hours Exhibit Hall Access
- Photography/Videography/Recording

# **On-site Contact Form**

- This information is requested just in case we need to reach someone from your company on-site concerning your booth during move-in and/or move-out that will be available onsite.
- Due by Friday, July 22, 2016
- On-site Contact
  - Important to provide email address and cell phone number
- Home Office Contact
  - Provide email address, office number and cell phone number



# **Giveaways and Raffles**

- Giveaway items must not exceed \$10 in value and the total value of raffled items must not exceed \$100 in value.
- All booth giveaways/raffled items must be approved by ASTRO Show Management in advance.

### Giveaway items NOT permitted:

- -Tote Bags -Golf/Tennis Balls -Hats -T-Shirts -Music CD's -Coupons for Personal Services, such as (Massages, Gift Certificates, Mugs, Watches)
- For "No Giveaways", please select "no"
- Deadline to submit Friday, July 22, 2016

### Giveaway items that ARE permitted:

-Food & Beverage Items
-Pens, Notepads, Rulers, Sticky Notes
-CD's and/or USB sticks loaded with educational content
-Books, journals, publications
-Plastic literature bags, 12"x17" or smaller
-Hand Sanitizer

# **Booth Floor Plan**

• Booth Floor Plans are required for all island booths 400 sq. ft. or larger

• Upload file for review

-Maximum file size is 5MB

• Deadline to submit – Friday, July 22, 2016



# **Rigging Floor Plan**

- Only exhibitors with island booths that are 400 sq. ft. or larger are permitted to have hanging signs, truss or lighting above their booth. If you plan to suspend signs, truss or lighting above your booth, you must complete the Rigging Floor Plan Form.
  - Any items to be rigged directly above your booth must include a scaled floor plan indicating the truss, lighting and/or hanging sign components.
  - Maximum height for hanging signs is 24 feet
  - Upload file for review
    - *Maximum file size is 5MB*
- Deadline to submit Friday, July 22, 2016

# **Approval/Denial Notification Process**

### • Approval Notification:

- Under each item submitted
- Email will be sent

### • Denial Notification:

- Under each item submitted along with a note
- Email will be sent explaining why the request was denied

### • Need More Information:

Email will be sent requesting additional information



# **Approval/Denial Notification Process**

Booth Floor Plan	NOT SUBMITTED
Form required for booths 400 square fee	et or larger.
Submitted by (name):(75 Characters )	
Phone:(25 Characters )	
Email:(75 Characters )	
Will your booth require rigging for a hanging sign, truss, lighting, etc.?	<ul><li>Yes</li><li>No</li></ul>
To submit your floor plan for review and	d approval, please upload your file(s):
File Upload 1: (After attaching your file, please make sure to click the 'Upload File' button & click 'Submit'.)	Browse No file selected. Upload File *Allowed file types: .pdf,.doc,.docx,.xls,.xlsx,.png,.gif,.jpg,.eps. Allowed File Size: 5MB.
File Upload 2:	Browse No file selected. Upload File *Allowed file types: .pdf,.doc,.docx,.xls,.xlsx,.png,.gif,.jpg,.jpeg,.eps. Allowed File Size: 5MB.
Form Approved:	<ul><li>Yes</li><li>No</li></ul>
Comments from ASTRO Show Management:(500 Characters )	

#ASTRO16

# **After-Hours Exhibit Hall Access**

- Exhibitors requiring additional setup time outside of the established move-in hours may request permission for after-hours access to the Exhibit Hall.
- In addition to submitting your request form for after-hours access to the Exhibit Hall, you will also be required to sign and upload the "Addendum Regarding After-Hours Access to the 2016 Annual Meeting Exhibitor Rules, Regulations and Policies" and a Certificate of Liability Insurance with Commercial General Liability coverage with limits not less than \$2,000,000 per occurrence: \$2,000,000 general aggregate.
- Exhibitors requesting after-hours access into the Exhibit Hall must also contract for booth security to stay in your booth during the hours that you will be working late.
- Exhibitors requesting after-hours access into the Exhibit Hall will share the cost of providing "First Aid" during this time and will be invoiced after the Annual Meeting.

# **Exhibitor Registration/Booth Personnel**

- Exhibitor Registration will open in late July.
- Once Exhibitor Registration opens, we will add a button similar to the other buttons on the console that reads: Exhibitor Registration/Booth Personnel.
- All Exhibitors must be properly badged to gain access to the Exhibit Hall during the official Exhibit Hall Hours.
- Exhibitor Badges are not transferable.
- Exhibitors receive four (4) complimentary exhibit booth personnel badges for every 10' x 10' of purchased booth space. Additional booth personnel badges are available for purchase.
- An exhibit booth personnel badge entitles the holder to admittance into the Exhibit Hall Only. Exhibitors may attend educational sessions on a space available basis. However, they do not receive continuing medical education credits for sessions attended or the registration materials. Exhibitors who would like to receive continuing education credits and the registration materials must register as an attendee.

# **Annual Meeting Rules, Regulations & Policies**

- Please be sure to visit the 2016 Annual Meeting Exhibitor Rules, Regulations & Policies page in the Exhibitor Resource Center for more in-depth information on the before mentioned slides and additional topics.
- Link to the 2016 Annual Meeting Exhibitor Rules, Regulations & Policies <u>www.astro.org/rules</u>

# **GES Online Ordering**

- GES Online Ordering may be accessed through the Exhibitor Resource Center.
- Order by Wednesday, August 31, 2016 to take advantage of the advanced order discount rates.



Important Dates

Service Manual

About the Service Manual

After-Hours Exhibit Hall Access

After-Hours Insurance

Booth Equipment/Design

Cost Saving Tips

Distribution of Food and Beverage

Exhibitor Appointed Contractors

EAC Rules and Regulations

Exhibit Hall Schedule

### Order Booth Services

#### GES Services

GES is the official service contractor for the 2016 ASTRO Annual Meeting. As the official service contractor, GES provides exhibitors with booth furnishings, labor and much more. This section provides information on GES booth services, order forms and online ordering.

#### GES SERVICES

#### Additional Services

Additional booth services are provided by a number of exclusive official contractors. These services include telecommunications, floral, catering, security and much more. This section allows you to download order forms and place online orders.

ADDITIONAL SERVICES



### **Affiliate Meeting/Events Request**

- Organizations wishing to hold meetings/events in conjunction with the Annual Meeting between Monday, September 19, 2016 through Wednesday, September 28, 2016, must submit a Meeting/Event Request via the online submission process to obtain ASTRO approval.
- Please submit one request per meeting/per meeting room space
- Requests can be submitted online in the Exhibitor Resource Center. Please select the Expo Information tab, then click Affiliate Meeting/Event Requests or visit <u>www.astro.org/meetingrequests</u>
- Meeting/Event space requests will not be accepted after **September 9, 2016**



# **Exhibitor Updates**

- Exhibitor Updates are emailed to all exhibitors to serve as a reminder of important information, openings and upcoming deadlines.
- An archive of these Exhibitor Updates are saved in the Exhibitor Resource Center for your convenience.



Issue 1: January 22, 2016

Organizations wishing to hold meetings/events in conjunction with the Annual Meeting between Monday, September 19, 2016 and Wednesday, September 28, 2016, must submit the Affiliate Meeting/Event Approval and Space Request Form online to obtain ASTRO approval.

#### Please submit one request per meeting/per meeting room space.

The meeting/event approval process can take up to 14 business days from the submission date. Once your meeting/event has been reviewed, you will receive an email notification advising if the meeting/event has been approved or denied. ASTRO reserves the right to decline approval of any ancillary meeting or event request.

#### Meeting/Event Space Requests will not be accepted after September 9, 2016.

#### Meeting/Event Guidelines

ASTRO prohibits organizations from holding functions that compete with the Annual Meeting program. Functions or transportation to and from functions may **not** be held during the following times:

Sunday, September 25	8:00 a.m 6:15 p.m.
Monday, September 26	7:45 a.m 6:45 p.m.
Tuesday, September 27	7:45 a.m 6:15 p.m.
Wednesday, September 28	7:45 a.m 4:45 p.m.

Press conferences on the exhibit floor are prohibited. No press conferences may be scheduled at hotels or other locations away from the meeting during the hours of 6:30 a.m. – 6:00 p.m., September 25-

### Thank you for your participation in today's webinar!

Please contact myself or Stephanie Houck with any questions.

Shirley Harris – Phone: 703-679-3953 shirley.harris@spargoinc.com

Stephanie Houck – Phone: 703-679-3972 stephanie.houck@spargoinc.com

### **NEXT WEBINAR:**

"Strategies & Tips to Maximize your Exhibit Investment"

May 12, 2016 at 3:00 p.m. EDT

