





Welcome to the MRC 2015 Webinar

Presented by Jennifer Potnar, CEM
Account Manager
GES



Before we begin, please press the “Mute” button on your phone (or in the menu on the right side of your screen).

To ask questions during the webinar, simply type them into the Chat box on the right.

Who is GES®?

GES is the official services contractor for 2015 MRC Vegas at the Aria Resort and Casino, March 23-26.

Our team will provide the labor, equipment and services to the exhibitors required to produce the event.

If at any time during the planning process you are unsure where to turn, just ask us.

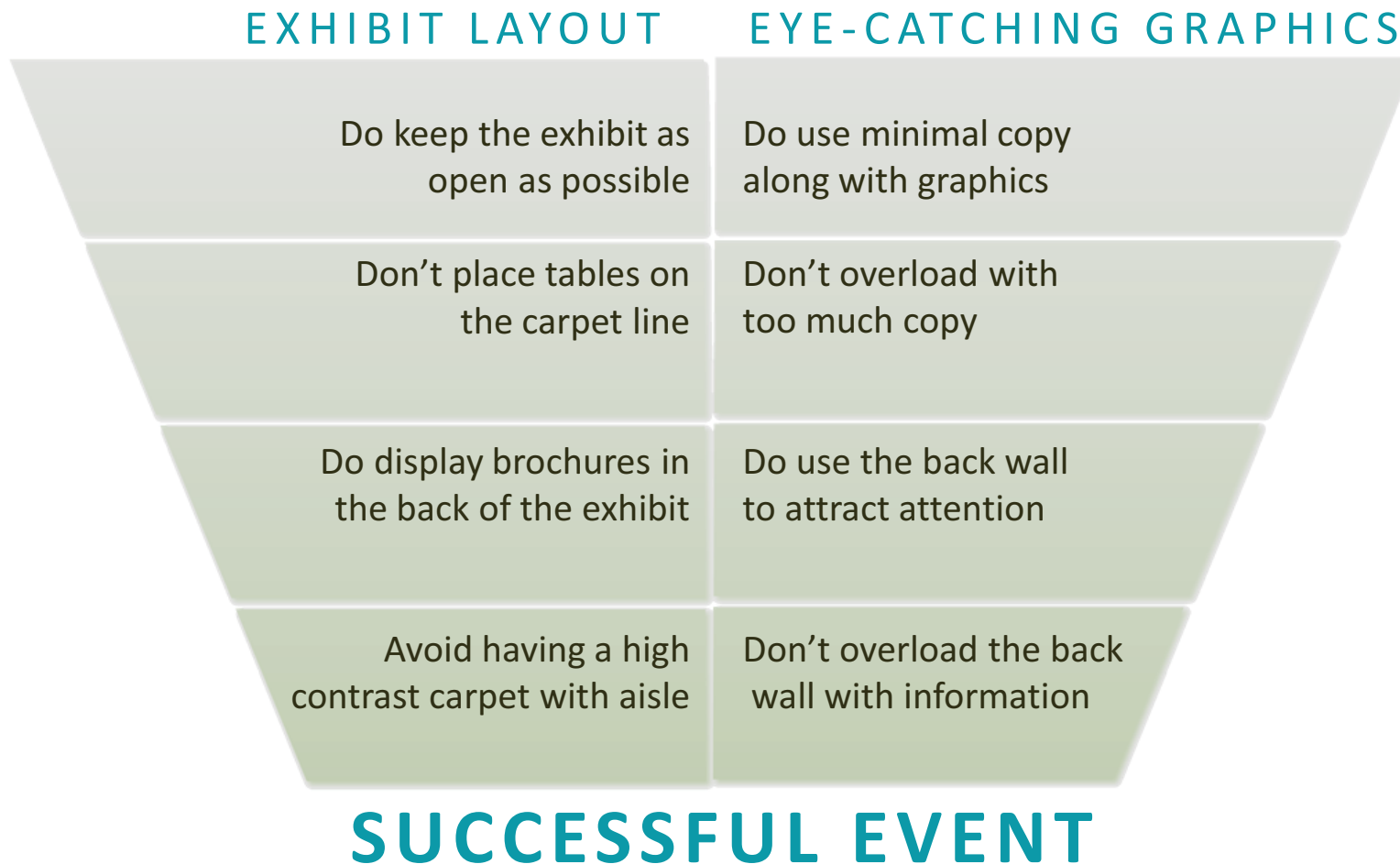
*We truly are **AT YOUR SERVICE.***

Objectives for Exhibiting

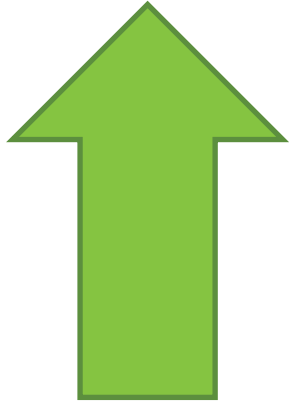
- Generate qualified leads
- Evaluate potential market for new product
- Conduct onsite Generate qualified leads
- Evaluate potential market for new product
- Conduct onsite meetings
- Set appointments
- Take orders
- Inform media plan
- Remediate problems
- Recognize/reward best customers
- Raise awareness and knowledge of products and services

Plan and prepare your exhibit

Impressions are formed in seconds / avg booth interaction: 2.5 minutes



Train a successful staff



POSITIVE BEHAVIOR

- *Smile*
- *Make eye contact*
- *Ask open-ended questions*
- *Succinctly explain your product / offer*



NEGATIVE BEHAVIOR

- Looking at / talking on cell phone!!
- Appearing uninterested
- Exhibiting pitch posture
- Looking at badges
- Don't sit – be up and engaged

Post-show checklist

- CONDUCT POST-SHOW SALES ANALYSIS
- FOLLOW UP WITH LEADS IN 1 – 2 WEEKS
- ARRANGE POST-SHOW FOLLOW-UP
- REVIEW BILLING RECONCILIATION
- REVIEW NEXT YEAR'S SPACE

GES National Servicer®

Use your Official Services Contractor as a resource.

Our representatives are knowledgeable and can assist you with the navigation of the Exhibitor Manual and the placement of orders.

Read your Exhibitor Manual at:

<https://ordering.ges.com/011600661>

Online Chat

www.ges.com/chat

Our Hours of Operation

- *6 a.m. to 5 p.m. Pacific Time*
- *9 a.m. to 8 p.m. Eastern Time*
- *(800) 475.2098*

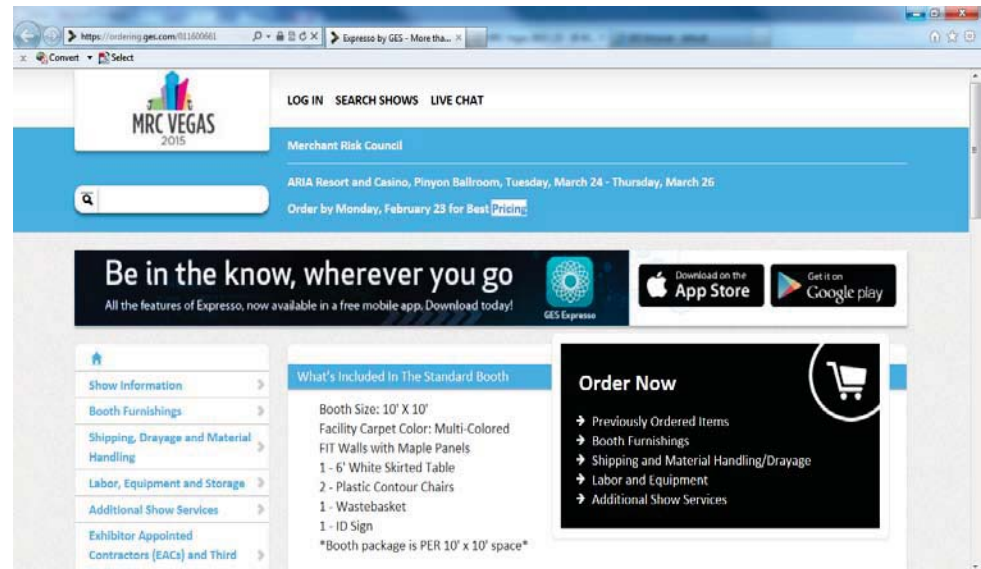


The Exhibitor Services Manual

The Exhibitor Services Manual will provide you with up-to-date information about MRC Vegas.

This includes:

- *Important dates and deadlines*
- *Information to order furniture, carpet, electric, material handling, labor, etc.*
- *Exhibitor Registration*
- *Show site work rules*
- *Floor plan*
- *Booth rules and regulations*
- *Supplier and Show Management Contacts*



Advance Shipments to the Warehouse

- *To ensure the maximum set up time, ship early to the warehouse*
Take advantage of 30 days FREE storage at the warehouse
- *Ship to arrive on or before the published deadline for warehouse receiving to avoid incurring a “late to warehouse” surcharge*
- *Advance dates: February 10 – March 16*
- *Make sure to confirm that your freight has landed*
- *Contact GES National Servicer® (800) 475-2098*

All exhibit materials must be sent in advance to the GES warehouse. Direct to showsite shipments will not be accepted at the ARIA Resort and Casino.

Freight





What is Material Handling (Drayage)?

It is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading. Material handling charges are calculated on a per hundred lbs. weight basis.

Freight/Material Handling and Drayage

Estimate your costs, schedule service to get your freight into and out of your booth and store your empty containers during the show. This does not include logistics or any cost of shipping your freight to and from the show.

Click one or more icons below to estimate costs and schedule material handling service. Unscheduled material handling may result in delays in getting your freight into and out of your booth.



Crated Special Handling Uncrated Small Package

Shipping Guidelines / Tips

Below are some guidelines to help your shipments to show site become more efficient and easy:

- *Separate labels for each package*
- *Show name, exhibitor name, facility name, booth number, cell phone number*
- *Use labels provided in your Exhibitor Manual*
- *Remove old labels*
- *Make sure to ship your items to the GES Advance Warehouse for arrival between February 10 – March 16*
- **Always** *bring your shipping information with you*
- *Keep tracking or pro numbers and carrier contact info*

Electrical

Electrical DOES NOT come with your paid booth space

Pay special attention to the order discount deadline date, Tuesday, March 3rd. Once you have determined what services you will need, review forms for the deadline date and requirements to receive advance pricing. Sending your complete orders in on time can save you money.

Aria Exhibitor Services is the electrical service provider for MRC Vegas.

For all of your questions or concerns with please contact Aria Exhibitor Services at 866-997-7007 or at www.ariaexhibitorservices.com

Carpet

The Pinyon Ballroom where the trade show is taking place is carpeted. Exhibitors may bring in their own floor covering, however you may pay material handling charges and either install it yourself or hire labor to install. Order carpet in advance and have it installed prior to your arrival.

- *Carpet order form C-1 Discount Deadline Monday, February 23*
- *Padding adds comfort for you and your customers*
- *Carpet is installed and cleaned; however, we encourage that you order vacuuming for your booth on a daily basis*
- *Save 10% on carpet packages that include padding, visqueen covering and cleaning*

The screenshot shows the 'Carpet and Flooring' section of the GES website. On the left is a navigation menu with items like 'Show Information', 'Booth Furnishings', 'Shipping, Drayage and Material Handling', 'Labor, Equipment and Storage', 'Utilities', 'Additional Show Services', 'Exhibitor Appointed Contractors (EACs) and Third Parties', and 'Regulations and Guidelines'. Below the menu is a 'Need Help?' section with contact information: 'Call (800) 475-2098 or (702) 515-5970 Monday - Friday 6:00 AM - 5:00 PM PST.' and a link for 'Open Online Chat Now'. The main content area is titled 'Carpet and Flooring' and features a table of carpet options with leaf icons indicating they are 100% recyclable. The table lists four grades: Ultra Plush (50 oz.), Plush (26 oz.), Standard (13 oz.), and Padding (1/2 in.). Below the table, there is a note about a minimum of 100 square feet for custom-cut orders and a requirement that all booths be carpeted. A section titled 'Custom Cut Carpet Package' displays three packages with their respective prices per square foot: 13 oz. Carpet Package (\$5.03), 26 oz. Plush Carpet Package (\$5.63), and 50 oz. Ultra Plush Carpet Package (\$6.36).

Ultra Plush (50 oz.)	Plush (26 oz.)	Standard (13 oz.)	Padding (1/2 in.)
50 oz. carpet is 100% recyclable and offered as a business standard for our premium grades.	26 oz. carpet is 100% recyclable and offered as a business standard for our premium grades.	13 oz. is conventional filament nylon carpet that is available in either pre-cut or custom-cut size orders.	Double-netted rebond pad is 100% recyclable, made with 98% pre & post consumer content.

100% recyclable flooring solutions have the same industry tradeshow performance standards as conventional carpet and help to reduce the volume of excess materials from entering landfills.

The leaf symbol indicates recyclable or eco-friendly materials, per manufacturers specifications.

A minimum of 100 square feet is required for all custom-cut carpet and custom-cut carpet package orders.

All Booths are required to be carpeted.

Carpet orders include [1] night of cleaning before the show opens.

13 oz. Carpet Package	26 oz. Plush Carpet Package	50 oz. Ultra Plush Carpet Package
\$5.03 per Square Foot	\$5.63 per Square Foot	\$6.36 per Square Foot

Install & Dismantle

Installation and Dismantle

- *Nevada is a “right-to-work” state. Exhibitors have the option of utilizing the Official Service Contractor, who provides quality union labor from the Stagehands Union, qualified display houses or personnel from their own companies to install and dismantle displays. Please refer to the EXHIBIT INSTALLATION & DISMANTLING LABOR ORDER FORM for further information.*

Ordering Labor

If you need to hire labor, GES I&D services provides trained installation specialists to install, maintain and dismantle your exhibit. We are able to supply laborers on an hourly basis - with a one-hour minimum.

Please order labor in advance!

Why order in advance: PRICE & Availability!

- The DISCOUNT rate is \$91.25 per straight time hour.
- The REGULAR rate is \$114.25 per straight time hour.
- Onsite orders will be filled when labor is available.
- Wait times are unpredictable.

Wrap Up

- ✓ *Plan, plan, plan*
- ✓ *Read the Exhibitor Service Manual*
- ✓ *Be aware of the discount deadline date and order everything you will need in advance*
- ✓ *Ship smart; label all containers effectively, bundle your shipments to avoid multiple minimum charges*
- ✓ *Bring copies of advanced orders and create a booth diagram*
- ✓ *Leave enough time after move-out to pack up, when making travel arrangements*
- ✓ *Ask for help---we are Exhibition Experts, let us know how we can help you*



Heads up!

- ✓ *SAVE MONEY and Register before January 27th to get the Early Bird Special!*
- ✓ *Have you made your Hotel Reservation yet? **Hurry!** The Aria Resort will sell out fast and you'll find much higher rates at surrounding hotels! Discounted rates end Feb. 27th*
- ✓ ***Back by popular demand!** The Exhibit Hall is bringing back the exhibitor game! More details to come in January.*
- ✓ *Place your exhibit orders before February 23rd to avoid price increases*
- ✓ *Leads scanner option will be available this year. More details to come*
- ✓ *Pack your beach balls, flip flops and Hawaiian shirts because the Wednesday Networking party has a beach theme {sand not included}!*



*Global Experience Specialists
Thanks You*

See you at MRC Vegas!

