



2016 Exhibitor Services Manual

Dear MRC Exhibitor:

Thank you once again for your participation in the 2016 Merchant Risk Council's Exhibit Hall.

This is your official Exhibitor Services Manual. There is quite a bit of information to look over, but it is important that you review the entire document for a complete understanding of procedures, deadlines and important dates.

Here are a few of the exciting enhancements we have in store for you this year. Please feel free to reach out to me with any additional ideas – we are always looking for new ways to increase the value of your partnership with us.

1. **Exhibit Hall Location at Aria** - we will be returning to the 1st floor of Aria Convention Space next year, and our trade show location is Pinyon Ballroom. This allows us much more space to provide additional lounge areas and food and beverage stations, enticing our attendees to take advantage of every possible free moment to be in the exhibit hall.
2. **The Exhibit Hall Game** is coming back! The overwhelming feedback from exhibitors and attendees alike was that we needed to bring back a fun incentive to build traffic through the exhibit hall. We are partnering with our designers to find a cutting-edge game that will be easy for exhibitors to participate in, and bring more attendees to your booth in a way that has a strong business value to you. More information soon.
3. **Exhibitor Webinars** –We will be holding an exhibitor webinar with our trade show partner, GES. Seasoned veterans as well as first-time exhibitors will find this program helpful and inspiring as you prepare for MRC Vegas 2016. Webinars will be held the 3rd week of December and in February, exact times TBD. (Webinar content will be will also be available via download after webinar).

I am pleased to serve you as this year's Exhibit Hall Manager. I am available to help with any questions or concerns you may have going forward and look forward to helping you get the most out of this experience. Please don't hesitate to contact me at any time.

Best Regards,
Sydney Healey
MRC Vegas 2016 Exhibit Hall Manager

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