



BGCA Exhibitor Guide for National Conference

We want to ensure you make the most of this opportunity. Please review the tools designed to amplify your presence and connect you with attendees effectively.

Badges

Badges are printed 3-4 weeks before the conference. You and your team attending the conference must be registered to receive a badge. All sponsorships get **two free registrations**.

- Any additional attendees are \$75 each.
- You can substitute your staff if needed.
- If you register late after the deadline, additional attendees are \$100 each.
- Badges will be available onsite, but printing is limited.
- You will have access to the conference app.

Exhibitor Portal

The exhibitor portal is the central location where the exhibitor admins can manage all things related to their company. This includes contact information, logo, banner, social media links, lead retrieval licenses, and booth staff.

The portal connects to the Exhibitor Directory on the conference app. Exhibitors will receive a Welcome email with login information to the portal.

Assets requirements

- Company logo: square 300 x 300 pixels
- Image Types: JPEG, JPG, PNG, GIF
- Virtual banner size: 1872 x 320 pixels
- Best performance: 500 KB, do not exceed 2 MB
- Short Video: MOV, MP4, 5 GB (uploaded by BGCA)
- Portal can be updated up to the last week before the conference

GREAT FUTURES START HERE.



LeadCapture – Retrieval License

Simplify leads using your mobile device to collect attendee's information and follow up post-event. This retrieval tool can track the impact of attending our conference.

How it works

- In the Exhibitor Portal, you have the option to purchase a single or multiple license(s) and set up questions for attendees.
- An email will be sent to your admin with instructions.
- Make sure you assign a license(s) to your booth staff.
- Scan attendees' QR-code located on their badge or the conference app to gather lead information.
- Export leads to any database on demand post-event.
- LeadCapture retrieval license(s) can be purchased up to the last week before the conference.

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Conference App - Exhibitor Ads

Ads are only for Community Builder and Advocate Sponsorships

Ads increase your brand's visibility with an eye-catching ad showcased on the conference app's first page. It's where attendees are actively engaged. When attendees click on the thumbnail of your ad, it will pop open full size on their mobile device.

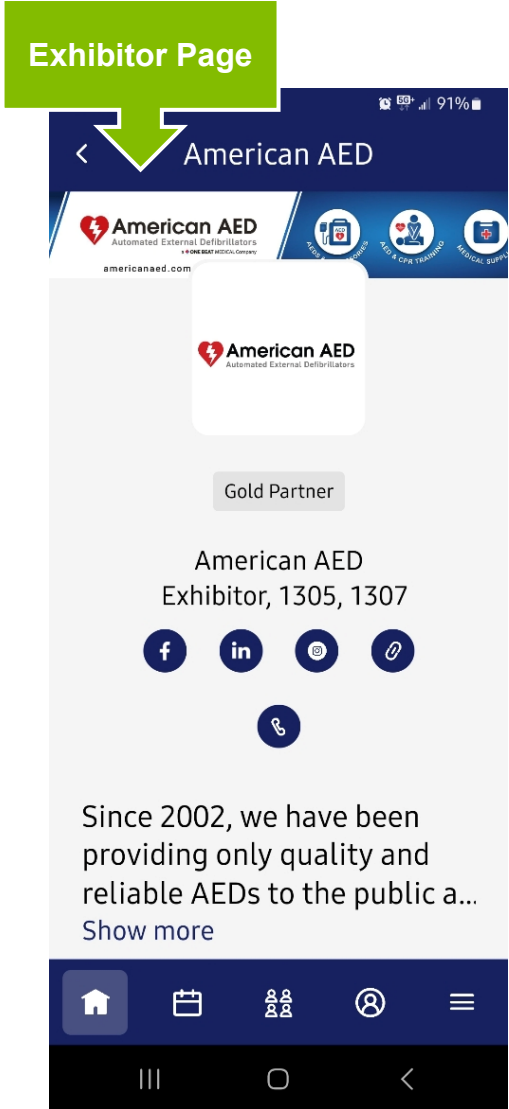
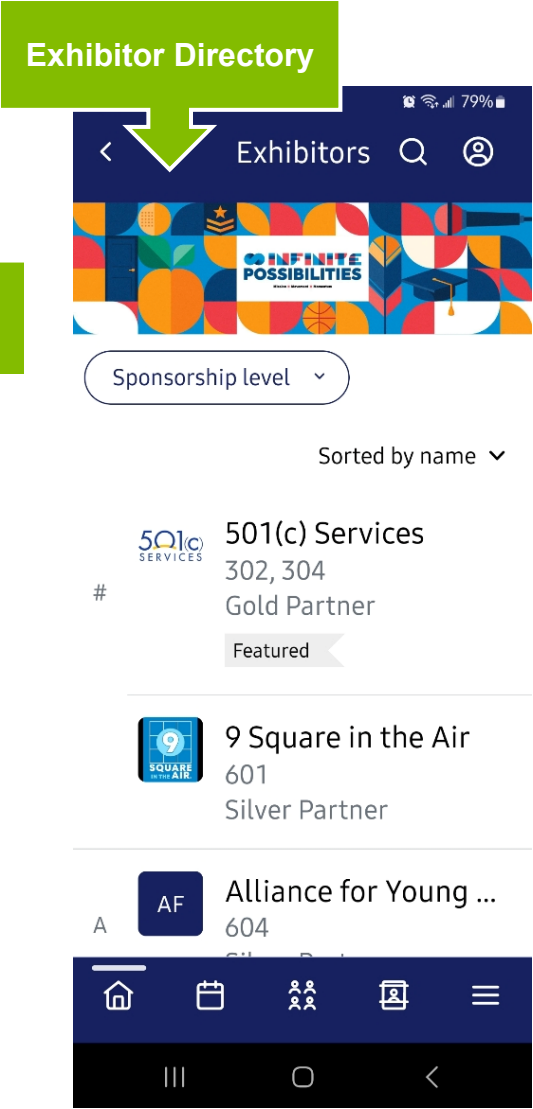
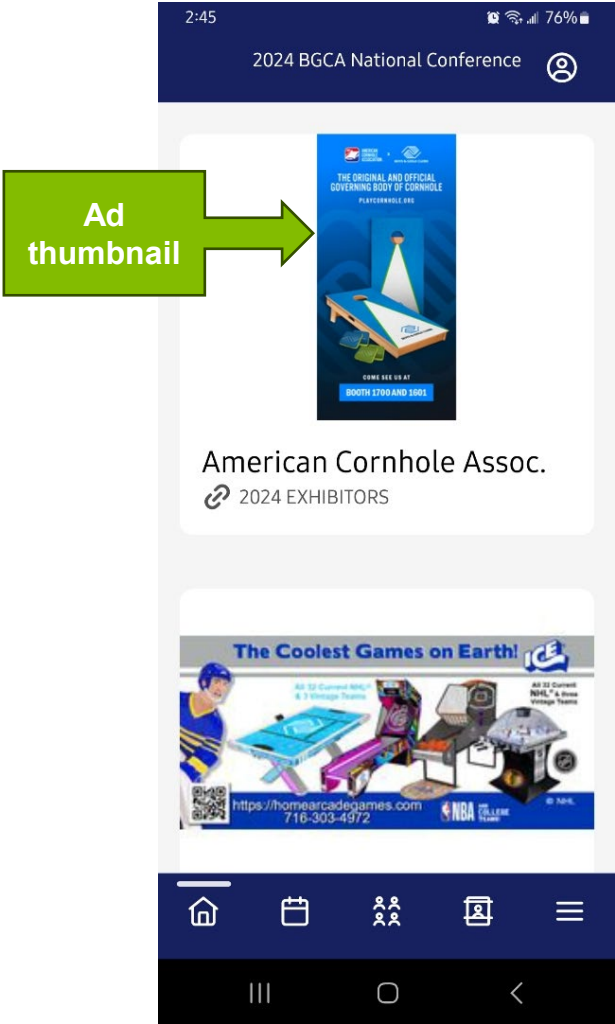
Ad Specs

- Images and Logos: JPEG, JPG, PNG, GIF
- Landscape or Portrait Page: 760 x 360 pixels
- Thumbnails: 444 x 306 pixels
- Best Performance: 500 KB, do not exceed 2 MB
- Assets must be emailed to: Exhibit@BGCA.Org 2 weeks before the conference

GREAT FUTURES START HERE.



Conference App Samples



BOYS & GIRLS CLUBS
OF AMERICA

Booths

The Exhibit Hall Manager assigns the booths. The booth numbers are emailed individually 2-3 weeks before the conference.

Booths at the national level will have a draped backdrop curtain, table with two chairs, wastebasket, and daily cleaning.

- Community Builder and Advocate sponsors exhibit space is 10' x 20'
- Supporting sponsors exhibit space is 10' x 10'
- Power needs to be purchased for anything that requires plugging into an outlet, i.e., laptop, iPad, monitor, and mobile devices
- Wi-Fi internet is a separate purchase used to access an online platform or website.

Note: Exhibitors at the Community Builder & Advocate levels get a prime location.

Promotional Giveaways

Leave a lasting impression with memorable giveaways, i.e., pens, keychains, and water bottles, that not only delight attendees but also reinforce your brand message.

Promotional items must be delivered to the hotel no earlier than 3-4 days before the conference. Most hotels have limited storage space.

The giveaways may be handed out to attendees at your booth. You can also bring a prize for the big raffle drawing during the reception collected onsite.

Shipping and Booth Services

GES is our drayage, material handling company we use for shipping and booth services. They will provide a link to the GES Service Kit in March. They will be at the conference to provide last minute service to exhibitors.

- Shipping instructions and pricing
- Crate & pallet shipment information
- Booth services such as power and Wi-Fi internet
- Exhibitor schedule and deadlines

Deadlines – Pre-Conference

Deadlines are an estimated timeline. You will receive email reminders.

- Hotel room block link will be provided only to registered attendees by email.
- Staff attending the conference must be registered for badge printing 3-4 weeks.
- Exhibitor portal information must be updated as well as purchasing LeadCapture retrieval license(s) up to the last week.
- Ad copy must be emailed to Exhibit@BGCA.Org 2 weeks.
- Booth numbers are assigned 2-3 weeks.
- Promotional giveaways and other materials must be shipped to the hotel no earlier than 3-4 days.