

# HITEC<sup>®</sup> SAN ANTONIO

Hospitality Industry Technology Exposition and Conference

Produced by  **HFTP**

October 26–29, 2020

Henry B. Gonzalez Convention Center  
San Antonio, Texas USA



# Exhibitor Resource Manual

## Welcome to HITEC San Antonio 2020!

We are happy to have you and hope you enjoy the southern hospitality offered in San Antonio, Texas USA.

### MOVE IN

#### Saturday, October 24

8 AM – 5 PM

Early move-in for island booths sized 20'x20' or larger. Requires prior authorization from Show Management. Use this form to submit your request.

#### Sunday, October 25

8 AM – 7 PM

#### Monday, October 26

8:00 AM – 7 PM

*All exhibits and aisles must be clear of all debris and be show ready by 7:00 p.m. Exhibitors may request an extension to Show Management on-site, if necessary.*

### SHOW HOURS

#### Tuesday, October 27

Hall Open to Exhibitors: 7 AM – 4 PM  
Show Hours: 10 AM – 4 PM

#### Wednesday, October 28

Hall Open to Exhibitors: 7 AM – 3 PM  
Private Appointments: 8 – 10 AM  
Show Hours: 10 AM – 3 PM

#### Thursday, October 29

Hall Open to Exhibitors: 7 AM – 2 PM  
Private Appointments: 8 – 10 AM  
Show Hours: 10 AM – 2 PM

### MOVE OUT

#### Thursday, October 29

2:15 – 8 PM

*Exhibitors are not allowed to dismantle or move out prior to 2:15 PM.*

#### Friday, October 30

8:00 AM – 3 PM

### HERE TO HELP

The HITEC Exhibitor Concierge and Booth Sales Office is located in the exhibit hall at the back of the 2000 aisle.

Pick up last minute supplies including: tape, box cutters, post-it notes, pens and more.

Reserve your booth space for HITEC Dallas 2021.

Download the HFTP Multi-Event All, your comprehensive guide to HITEC! Search "HFTP Events" in the Apple or Google Play app stores to download.

## WASTE DISPOSAL DURING MOVE OUT

Exhibiting companies leaving any large booth building materials, wood or carpet waste will be imposed a disposal fee. This fee will be passed to GES, the general service contractor, who will bill these fees to the exhibiting company. This applies only to large booth building materials. It does not apply to cartons, boxes and other such materials. Thank you!

## Exhibitor General Information

### EXHIBITOR APPOINTED CONTRACTORS (EACs)

There will be an EAC check-in desk located near the loading dock in the back of Hall 1 AND at the entrance to the exhibit hall during move-in. All EACs will be required to wear the wristband provided at check-in for entrance on and off the exhibit floor during move-in. Exhibiting companies who will utilize an EAC must submit a Notice of Intent to Hire an EAC Form no later than September 24, 2020. Show badge will be required to enter the exhibit hall beginning Monday, October 26 at 12:00 PM.

### EXHIBITOR REGISTRATION & BADGE INFORMATION

Online exhibitor registration will open in July 2020. Exhibitors may not register using the standard Attendee Registration site. Even those who are paying for their registration must be registered through the Exhibitor Registration Portal once it becomes available. Exhibitor badges are NOT MAILED in advance and must be picked up on-site at Exhibitor Registration. Exhibiting companies will receive two (2) complimentary full conference exhibitor badges per 100 square feet of contracted booth space (10'x10' booth). Exhibitor Badges includes access to the Exhibit Hall, HITEC Keynote sessions and the HITEC Opening Party.

- Each exhibitor must pick up his or her own badge and identification will be required. Badges cannot be altered in any way.
- Exhibitor registration is valid for booth personnel only.
- Exhibitors are not permitted to register attendees, guests, qualified buyers or non-exhibiting suppliers as exhibitors. Any exhibitors caught abusing this strict policy will have their registrations voided and priority points deducted.
- Replacement for lost or stolen badge fee is \$25 USD (subject to change).
- Cancellation of exhibitor badge registration must be submitted in writing. A 50 percent refund will be given if cancellation is received by September 11, 2020.

### ADDITIONAL BADGES

Additional badges can be purchased online or on-site for additional booth staff or the full conference. On-site registration hours will be published on the HITEC website as soon as they are available.

- **Exhibitor Only Badges:** Additional badges for exhibitor personnel can be purchased at \$200 USD each. These badges are ideal for exhibitor personnel who primarily need access to the Expo Hall. This badge gives access to exhibit hall, three HITEC Keynote sessions and the HITEC Opening Party. This badge does NOT include education sessions or co-located events requiring a ticket.
- **Full Conference Badge:** A full conference badge can be purchased for \$625 USD each and includes full conference access.
  - o **Note:** Full conference registration does not include access to events with separate registration or co-located events.
- **On-Site Rates:** Badge fees will increase if registered on-site.
  - o **Exhibitor Only Badge (On-Site):** \$300 USD
  - o **Full Conference Badge (On-Site):** \$725 USD

### QUICK TIPS

- All HITEC communication does not necessarily come from a single HFTP staff person or the exhibit department. It is recommended that you have all HFTP.org domain email addresses 'white-listed.' This will ensure that you company will receive all of our important email communications that will consist of newsletters, deadline dates and other important information as it pertains to exhibiting at HITEC.
- Always notify the HITEC exhibit team of any exhibit staff changes as it pertains to your company's booth record so the correct parties are receiving pertinent show information.
- Access the [exhibitor resource website](#) page for forms, helpful resources and other information.

# Exhibitor Timeline: HITEC San Antonio 2020

Be sure to mark your calendar to ensure that you do not miss any of these important dates.

This timeline will continue to get updated as we set exact dates.

## APRIL 2020

- **April 13 — Sponsorship Sales Re-open.** Opportunities now available to both exhibiting and non-exhibiting companies. View the [HITEC San Antonio Sponsorships Gallery](#) for current opportunities.
- **April 15 — Hotel Housing Bureau Re-opens.** Exhibitors with current reservations through Orchid.Events can re-book their rooms by contacting Orchid.Events. New reservations should be made from the [HITEC San Antonio Hotel & Travel site](#) for the direct link for housing. Blocks of 10 rooms or more will have a specific link to book. ***Orchid Events is the official HITEC housing provider. Any housing offers from other companies are unauthorized and should be ignored.***

## MAY 2020

- Applications open for **Exhibitor Tutorials and Technology Showcase speaking opportunities** to exhibitors with paid 50% deposits.
- Meeting Space and Business Suites Rentals available to exhibitors with paid 50% deposits.
- **Complete Company Booth Profile.** This includes your company information and product categories. This information is displayed on the digital floor plan/exhibitor list and mobile app.
  - **Enhanced listing orders** should be placed before this time to ensure the best profile is available to attendees.
- **May 21 — Deadline to return revised HITEC San Antonio Exhibit Space Contract.** Deadline for cancellations deferring 2020 payment to HITEC Dallas 2021 exhibit space rentals.

## JUNE 2020

- **Complete Company Booth Profile.** This includes your company information and product categories. This information is displayed on the digital floorplan/exhibitor list and mobile app.
  - **Enhanced listing orders** should be placed before this time to ensure the best profile is available to attendees.
- **Private Appointments.** Reach out to prospective attendees to schedule private appointments at HITEC San Antonio.

## JULY 2020

- **July 10 — Expo Logic Exhibitor Registration Portal Opens.** All Exhibit Personnel must be registered through this portal, including personnel paying for registrations.
- **July 27 — Final invoice reminder sent to all Exhibitors.** Invoices available through the [Exhibitor Portal](#).

## AUGUST 2020

- **August 3 — Final payments due in the Exhibitor Portal.**
- **August 5 — Booth Activity and Design Approvals (20x20' or larger) form** due to Show Management.
- **August 24 — Priority booth selection begins for HITEC Dallas 2021.**
- **Private Appointments.** Reach out to prospective attendees to schedule private appointments at HITEC San Antonio.

## SEPTEMBER 2020

- **Sept 1 — Deadline for Excel Pre-Show Attendee List Orders.**
- **Sept 12 — GES Advance Freight Receiving Begins.** Check the [Exhibitor Resource Manual](#) for pricing guidelines/details.
- **Sept 14 — Pre-Show Attendee List (all formats) sent to Exhibitors.**
- **Sept 24 — Notice of Intent to Hire an Exhibitor Appointed Contractor (EAC) due.**
- **Sept 24 — 50% Deposit due for HITEC Dallas 2021 Priority Selection rentals.**

# Exhibitor Timeline Continued: HITEC San Antonio 2020

Be sure to mark your calendar to ensure that you do not miss any of these important dates.

This timeline will continue to get updated as we set exact dates.

## OCTOBER 2020

- **October 1** — Discount deadline for floral orders through **Convention Foliage Unlimited**.
- **October 5** — Discount deadline for **GES Exhibitor Service** orders received with payment.
- **October 5** — Advanced payment deadline for electrical orders through **Edlen Electrical** (exclusive provider).
- **October 6** — Deadline for Exhibitor Catering orders through **RK Culinary** (exclusive provider).
- **October 7** — Discount deadline for Internet/Wi-Fi/Telecommunications orders through **Smart City** (exclusive provider).
- **October 20** — Advanced shipments to **GES Warehouse** without surcharges end.
- **October 23** — Deadline to turn in **Exhibitor Certificate of Liability Insurance (COI)** to HFTP.
- **October 23** — **Online Exhibitor Registration ends.**
- **October 24** — Early move-in begins for island booths (20x20' or larger. Must submit request and receive prior approval from Show Management. Submit **Early Move-in Request Form**.)
- **October 24** — Pricing increase for Expo Logic Lead Retrieval orders on-site.
- **October 24-26** — Direct shipping to **HBGCC Marshalling Yard** available. Check the **Exhibitor Resource Manual** for pricing guidelines/details.
- **October 27-29** — **HITEC Dallas 2021 Expo and Sponsorship Sales Open** in the Exhibit Sales Office.
- **October 29** — **HITEC Exhibitor Survey** sent to all exhibitors.
- **October 29** — Exhibitor Move-out begins at 2:00 p.m. **Exhibitors are prohibited from tearing down, moving out before 2:00 p.m.**
- **October 30** — Exhibitor Move-out takes place 8:00 a.m. - 3:00 p.m. Carriers MUST be checked in by 12:00 p.m. Exhibitor must be clear by 3:00 p.m.

## NOVEMBER 2020

- **November 16** — **HITEC Exhibitor Survey Responses Due.**

## First-time Exhibitor Tips and Tricks

As a first-time exhibitor, HFTP wants to make sure your exhibiting experience is as successful as possible. Below are some frequently asked questions and answers to help you navigate through the complicated process of arranging your company's exhibit space.

### 1. Familiarize yourself with the floor plan.

Review the [HITEC San Antonio floor plan](#) and mark your booth location prior to arriving on-site. The floor plan changes as the hall continues to sell-out. Be sure to know the square footage of your company's booth and booth number. Plan accordingly when beginning to plan your booth layout.

### 2. Read the booth display guidelines, rules and regulations.

All exhibitors agreed to adhere by the [HITEC Exhibitor Contract Terms and Display Regulations](#) when submitting their booth rentals. Any exhibitor who is found in violation of these guidelines will face a penalty. To ensure a safe, successful, and fair show, it is imperative that all exhibitors review and become familiar with these guidelines prior to designing their booth, and certainly prior to arriving on-site. See [page 4](#) for the timeline and checklist of exhibitor tasks. Routinely check the [Exhibitor Portal](#) for regular updates from Show Management.

### 3. Know the deadlines.

Knowing the show's deadline date information will ensure that your company will receive cost saving benefits by getting your forms in on-time and will help you stay within budget. HFTP offers an exhibitor checklist and timeline that provides guidelines on when information is due.

### 4. Review the GES Espresso Site thoroughly.

Produced by the official HITEC show contractor, the [GES Espresso Site](#) will help familiarize yourself with the show, vendors used, forms required by Show Management and deadline dates. In addition to this Exhibitor Resource Manual, the [GES Espresso Site](#) is the best source of exhibitor information, as well as the place to order any additional booth furnishings and auxiliary services for your company's booth. Many of the vendors are exclusive to the venue and you will be required to use their services for certain services.

### 5. Know the move-in and move-out schedule.

It is imperative that you know when you can access the floor for set-up, move in freight and when move-out must be complete. Knowing the schedule can help your company plan for any additional labor and freight costs (see tip #8). Make sure to schedule inbound and outbound freight early! The full exhibits schedule is found online [here](#).

### 6. Protect your booth.

All exhibitors are required to obtain and present proof of liability insurance for their booth during the HITEC San Antonio show. Exhibiting companies who do not have liability insurance or whose current insurance does not meet the insurance requirements as written in the Terms and Conditions, may elect to purchase compliant coverage for the show through RainProtection Insurance for \$84 USD. For more information and the link to purchase, click [here](#).

### 7. Material handling.

Material handling is the term used when handling your materials (freight). There is a charge for all freight being delivered and picked up from your booth based on CWT (weight per 100 lbs. in the United States). These rates may vary depending on advance warehouse or shipments delivered directly to show-site. Be sure to review material handling costs in detail and plan your budget accordingly.

## 8. Marketing the show to your customers.

Be aware of any free promotional tools that come with the booth package offered by Show Management to increase your company's booth traffic and let customers know where to find you. Take advantage of any marketing and sponsorship opportunities to help your company stand out from its competitors. Exhibitors are encouraged to consider the Enhanced Listing opportunity which boosts their online booth profile viewed by thousands of attendees when planning their route at the show.

## 9. Book private appointments prior to the show.

During your pre-show marketing, make sure to invite potential clients to visit your booth for Private Appointments which take place Wednesday and Thursday mornings from 8:00 a.m. – 10:00 a.m. This is a critical time in which exhibitors can host VIP clientele or provide demonstrations to new prospects without the distraction of the regular show traffic.

## 10. Review the convention center layout.

Familiarize yourself with key locations in the Henry B. Gonzalez Convention Center such as registration, the entrance to the exhibit hall, your booth location in the Hall, the Exhibitor Service Center (usually near the back or perimeter of the exhibit hall and identified with a hanging sign), and the location of the education rooms.

## 11. Move in.

HFTP wants your move-in experience at HITEC San Antonio is simple. Review the guidelines below to help make this a smooth process for your company.

- Know the schedule of HITEC and when you are allowed on the show floor. Know what credentials are required during move-in and when your badge will be required.
- When making shipping arrangements, be sure to review the Material Handling charges in the Exhibitor Service Kit. Know when and if you want to send your freight to the advance warehouse or would prefer to send directly to show-site. Different rates and dates apply so be sure to review carefully.
- Be sure to have all the paperwork from your carrier in case of any delays or challenges in receiving the freight to your booth.
- Once the freight arrives to your company's booth and you have emptied the crates, put empty stickers on crates for the ease of return to your company's booth. Empty stickers can be found at the GES Service Desk.
- Empties are usually picked up the last day of move-in towards the end of the day to begin clearing the aisles for aisle carpet.

## 12. Have a great show!

The success of your experience at HITEC San Antonio is dependent on how you and your teammates engage and interact with attendees on the show floor. Exhibitors with booth staff who are well-dressed, friendly, and outgoing are more likely to attract new visitors to their booth and capture more leads.

## 13. Move out.

One of the most confusing times for new exhibitors is move-out, which can be avoided with proper planning. Each show and venue is different and can come with its own unique set of challenges.

- Plan ahead! Contact GES at least six to eight weeks in advance to discuss the move-out process.
- Pre-arrange outbound shipping with the GES or a carrier that is familiar with tradeshow.
- Due the size of HITEC San Antonio, it may take 2 to 3 hours for your company to receive its empties from storage, so be prepared for the wait time and plan accordingly.
- Label crates accordingly and have BOL (bill of lading). A BOL is a document that is used by you and your carrier to identify the freight, where it is going and how much it weighs.

## ADDITIONAL TIPS

- **Work Zones.** Be aware that show-site and surrounding areas are active work zones. Always be careful and pay attention to what is around you.
- **No freight aisles.** There are specific aisles that are identified as no freight, meaning no freight can be in these aisles during move-in. Identify where these are in case you need them to maneuver around the floor during move-in.
- **Train your company's booth staff.** Know the show hours and dress code of the show. Working a tradeshow is exhausting but fun! Plan breaks accordingly, keep hydrated and wear comfortable shoes!
- **Put together a 'tradeshow survival kit'.** Include office supplies, small tool kit, first aid supplies and bottled water.
- **Forget something for your Booth?** As a courtesy to all exhibitors, HFTP will provide an Exhibitor Concierge Desk providing complimentary supplies during exhibitor set-up. All items can be borrowed with no charge but must be returned prior to show opening.

## KNOW WHO TO CONTACT

Key contacts are listed below and you can also consult your Exhibitor Service Kit Directory of Services. HFTP is here to assist and help make your exhibiting experience at HITEC San Antonio as seamless and successful as possible!

### Show Management (HFTP/HITEC)

Exhibits Manager: Kathryn Pearson

Direct Phone: +1 (512) 220-6447

[kathryn.pearson@hftp.org](mailto:kathryn.pearson@hftp.org) | [exhibit@hftp.org](mailto:exhibit@hftp.org)

[www.hftp.org](http://www.hftp.org)



## Directory of Services/Contractors

*Exclusive providers are noted.*

### SHOW MANAGEMENT

Hospitality Financial & Technology Professionals (HFTP)  
6500 River Place Blvd Building 2, Suite 101  
Austin, Texas 78730 USA

**Contact:** Kathryn (Kat) Pearson, HFTP Exhibits Manager  
Phone: (800) 646-4387 | +1 (512) 220-6447  
Email: [kathryn.pearson@hftp.org](mailto:kathryn.pearson@hftp.org)  
[www.hftp.org](http://www.hftp.org) | [www.hitec.org/northamerica](http://www.hitec.org/northamerica)

### GENERAL SERVICE CONTRACTOR

Global Experience Specialists, Inc. (GES)  
1415 N. Cockrell Hill Rd., Suite 300, Dock 29  
Dallas, TX 75211 USA  
Phone: +1 (214) 443-2500 | Fax: +1 (214) 443-2589  
GES National Service Center: (800) 475-2098  
[ges.com](http://ges.com)

### LOCATION OF HITEC

*\*this is not a shipping address*  
Henry B. Gonzalez Convention Center  
900 E Market St. | San Antonio, TX 78205 USA  
[www.sahbgcc.com/](http://www.sahbgcc.com/)

### AUDIO VISUAL & COMPUTER RENTAL

ON Services, a GES Company  
1425 Greenway Drive, Ste. 205 | Irving, TX 75038 USA  
**Contact:** Todd Pickel, Account Manager  
Phone (Direct): +1 (972) 538-3015  
Email: [tpickel@onservices.com](mailto:tpickel@onservices.com)

### INTERNET/ WI-FI/ CABLE TV (Exclusive Provider)

Smart City Networks  
Phone: +1 (210) 258-8900 | Email: [pmoreth@smartcity.com](mailto:pmoreth@smartcity.com)  
<https://www.smartcitynetworks.com/>

### CATERING (Exclusive Provider)

RK Catering  
**Contact:** Misty Odom, CMP, CTA, Account Executive  
Phone: (o) +1 (210) 225-4535 x111;  
(m) +1 (210) 837-4233  
Email: [modom@therkgroup.com](mailto:modom@therkgroup.com)  
[www.rkculinarygroup.com](http://www.rkculinarygroup.com)

### ELECTRICAL & UTILITY SERVICES (Exclusive Provider)

Edlen Electrical Exhibition Services  
**Contact:** Tiffany Mireles, Event Services Coordinator  
Email: [tmireles@edlen.com](mailto:tmireles@edlen.com) | Phone: +1 (612) 335-6550  
[www.edlen.com](http://www.edlen.com)

### FLORAL/ PLANT RENTAL

Convention Foliage Unlimited  
Phone: +1 (210) 637-7229  
Email: [info@conventionfoliage.com](mailto:info@conventionfoliage.com)  
[conventionfoliage.com](http://conventionfoliage.com)

### FREIGHT/LOGISTICS (GROUND & AIR)

GES Logistics Shipping  
US Domestic Shipping  
Phone: (888) 454-4437  
Email: [geslogistics@ges.com](mailto:geslogistics@ges.com)

### INTERNATIONAL SHIPPING

Phone: +1 (702) 515-5970  
Email: [geslogistic\\_international@ges.com](mailto:geslogistic_international@ges.com)

### HANGING SIGNS (see GES)

### HOTEL RESERVATIONS (Exclusive HITEC Housing)

Orchid Event Solutions  
Phone: (888) 308-2080 or +1 (801) 214-7289  
Fax: +1 (801) 355-0250  
Email: [help@orchideventsolutions.com](mailto:help@orchideventsolutions.com)  
[www.hftp.org/hitec/northAmerica/travel\\_info/](http://www.hftp.org/hitec/northAmerica/travel_info/)

## Directory of Services/Contractors (Continued)

*Exclusive providers are noted.*

### **LABOR** (see GES)

### **LEAD RETRIEVAL SYSTEM RENTAL**

Expo Logic

**Contact:** Kyle Arslanian, Sr. Account Manager

Kyle.arslanian@communitybrands.com

Phone: +1 (484) 751-5110

### **MARSHALLING YARD**

GES Marshalling Yard

TA Truck Stop

170 N. Foster Rd.

1-10 East Exit 583

San Antonio, TX 78219

### **MATERIAL HANDLING/ DRAYAGE** (see GES)

### **PHOTOGRAPHY AND VIDEO**

Pro Images Photo

Phone: +1 (800) 486-3241

Email: joseph@proimagesphoto.com

[www.proimagesphoto.com](http://www.proimagesphoto.com)

### **SECURITY** (Exclusive Provider)

San Antonio Police Department – Off Duty Employment

Unit Steven P. Rodriguez

Email: Steven.rodriguez2@sanantonio.gov

Phone: +1 (210) 207-7020

### **RIGGING** (Exclusive Provider)

Staging Solutions

Attn: Daniel Bowen, Director of Sales

Phone: +1 (713)492-4240

Email: Daniel@stagingsolutions.com

[stagingsolutions.com](http://stagingsolutions.com)

### **SHIPPING INFORMATION**

#### **Advance Warehouse Freight**

**Dates receiving freight:** Sept. 22 – Oct. 20, 2020

**Receiving Hours:** 8:00 am – 4:30 pm CST

*Closed 12:00 – 1:00 pm and Holidays*

#### **Address:**

YRC

c/o GES

HITEC San Antonio

<Exhibiting Company Name & Booth #>

111 Gemblar Road

San Antonio, TX 78219 USA

#### **Show Site Freight** (see Marshalling Yard)

\* All direct-to-show deliveries must go through the Marshalling Yard

**Dates receiving freight:** October 24–26, 2020

## We look forward to seeing you in San Antonio!

 **Hospitality Financial and Technology Professionals (HFTP<sup>®</sup>) Global Office**

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[www.hftp.org](http://www.hftp.org) | [www.hitec.org/northamerica](http://www.hitec.org/northamerica)

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