



## TIPS TO MAXIMIZE & SAVE



### PRE-SHOW PRESENCE

**\*Note:** Attendee lists include: name, title, company, email (of those that opt-in), address, but no phone number.

Download the mobile app. (Available in the end of May)

Include the show banner and your booth number in your email signature and pre-show marketing materials.

Take advantage of pre-event [advertising](#) & [sponsorship opportunities](#) to get your brand in front of attendees before the show

Enhance your a2z digital booth presence by upgrading your [online booth profile](#).



### ADVANCE LOGISTICS

**Book Your Housing** – make sure to earn your priority point for next year by [booking at one of AAMI's conference hotels](#)

**Register Booth Staff** in advance (March 2022).

**Order Booth Products & Services in Advance** to take advantage of discount pricing.

**Review Booth Regulations** prior to submitting booth drawings. Booth drawings required for booths 400 sq. ft. or more and new this year, for mini-island booths.

**Ship to the Advance Warehouse** – shipping to show site can be more costly and stressful. Shipping in advance will ensure your freight is in your booth when you arrive. **(May 2-24, 2022)**

**Register Exhibitor-Appointed Contractors with GES** – be sure to check for exclusive vendors & provide all required information.



### SET UP & TEAR DOWN

Review exhibitor move-in & move-out schedule

Plan for your booth orders (*Electricity, internet, signage, extra furniture, etc.*). Order through the GES Exhibitor Service Kit.

If extra time is needed for set up, contact Sarah Driver, CEM for approval: [sdriver@aami.org](mailto:sdriver@aami.org).

Exhibitors, EACS, and other booth staff **must** have security wristbands on set-up days.

Empty containers and skids will Begin to be returned after the exhibit hall is closed, as soon as aisle carpet is removed from the floor