

# Exhibitor's Frequently Asked Questions

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## **1. What comes with my booth?**

Each booth comes with the following items:

- Booth drape: 8' high in back, 3' high on sides (Linear booths only)
- NRB Member organizations receive discount pricing on booth space
- Posting of "Exhibitor News" on NRB Convention website. Exhibiting organization can submit news of convention specials, giveaways, booth location, product and service descriptions, and press releases, which will be posted on an "Exhibitor News" section of the NRB Convention website. Submit to [kchan@nrb.org](mailto:kchan@nrb.org)
- 7" x 44" black & white identification sign with your company name and booth number
- Three complimentary booth staff full registrations (meals at additional cost) for every 100 square feet of booth space
- Because entrance to the Exhibit Hall is FREE, you may register additional booth personnel for a free Exposition registration and badge. This will allow your organization additional booth staff at no additional cost. This free booth staff registration only allows entrance to the Exhibit Hall. For additional booth staff who wish to attend other events of the Proclaim Convention, additional booth staff full registrations (meals at additional cost) are \$100 each (**limit of three per booth**).

- Organization listing and booth number on NRB Convention website Exhibitor Directory (Also includes option to upload your logo, organization description, website link, and organization name)
- Organization listing, description, and booth number in official NRB Program Book (if contracted by early December)
- Organization listing and booth number in Exposition Program & Guide (if contracted by mid-December)
- Free access to NRB Convention attendee direct mail and email list for pre-and post-Convention promotional mailings. Restrictions apply. (See Rules & Regulations, Page 6, for details at [www.nrbconvention.org](http://www.nrbconvention.org))
- Use up to five complimentary \$100 discount codes for **non-NRB Member** guests who wish to upgrade to full Convention registration

## 2. What is the smallest booth you have available?

The “Kiosk Booth” option helps minimize your shipping to only the material you wish to bring to hand out from your booth to attendees. This alternative is designed for those who want to maintain a presence on the exhibit floor and be seen by attendees at minimal, **FIXED** cost.

NRB provides a 6’ wide x 10’ deep exhibit space, furnished with two chairs, a 4’ skirted table, one electrical outlet, carpet, and one additional shelf for your material, your laptop, etc., as well as a back wall that includes your organization name and logo—for one all-inclusive price of \$3,380 for a non NRB member; \$2,680 for an NRB member (plus \$99 online access fee), **if contractually secured by August 31.**

All booth space contractually secured **beginning September 1**, will be priced at the higher rate of \$3,480 for non NRB members and \$2,760 for NRB member organizations (plus \$99 online access fee.)

Using a Kiosk booth eliminates booth stand set up, possible labor fees, and shipping and drayage costs associated with booth stands or displays and other heavier materials. Simply bring your printed material for handing out to attendees. All Kiosk booths are located in the **FRONT** of the Exhibit Hall near the entrance. There are a limited number of Kiosks designated as K-1 through K-12 on the floor plan.

Your KIOSK booth fee also includes the following:

- Three complimentary booth staff full registrations (meals at additional cost) per Kiosk booth
- Because entrance to the Exhibit Hall is **FREE**, you may register additional booth personnel online for a free Exposition registration and badge. This will allow your organization additional booth staff at no additional cost. This free booth staff registration only allows entrance to the Exhibit Hall. For additional booth staff who wish to attend other events of the Proclaim Convention, additional booth staff full registrations (meals at additional cost) are \$100 each (**limit of three per booth**).
- Posting of “Exhibitor News” on NRB Convention website. Exhibiting organization can submit news of convention specials, giveaways, booth location, product and service descriptions, and press releases that will be posted on an “Exhibitor News” section of the NRB Convention website. Submit to Kenneth Chan, Director of Communications, at [kchan@nrb.org](mailto:kchan@nrb.org)
- NRB Member organizations receive discount pricing on booth space.
- Organization listing and booth number in Exposition Program & Guide (if signed up by mid-December)
- Organization listing, description, and booth number in official NRB Convention Program Book (if contracted by early December)
- Organization listing and booth number on NRB Convention website Exhibitor Directory (also includes option to upload your logo, organization description, website link, and organization name)
- Free limited access to NRB Convention attendee direct mail and email list for pre and post-Convention promotional mailings. Restrictions apply. (See Rules & Regulations, Page 6, for details at [www.nrbconvention.org](http://www.nrbconvention.org))
- Booth drape: 8’ high in back, 3’ high on sides

### **3. What is the size of the show and who attends?**

The average attendance at the NRB Convention is approximately 4500. The majority of those in attendance tend to be senior level management at various communication outlets such as Radio, Television, Church Media, Internet, Social Media, and Film, as well as Pastors and Denominational leaders, broadcast related equipment manufacturers and software providers. There is also a wide spectrum of other ministries and publishers that attend the Convention, making the NRB Convention the largest such gathering of evangelical groups in the world. The total space used in the Exhibit Hall itself averages 130,000 square feet and includes about 200 exhibiting companies.

### **4. I am interested in exhibiting in Nashville at Proclaim 16. What should I do?**

Visit [www.nrbconvention.org/exhibit-at-nrb/](http://www.nrbconvention.org/exhibit-at-nrb/) to view rules & regulations, review the exhibit floor plan, and complete an online exhibit application form with payment. Contact Steve Cross, Director of Marketing, at 703-331-4518 or [scross@nrb.org](mailto:scross@nrb.org) or Patsy Smith, Registrar, at 703-331-4503 or [psmith@nrb.org](mailto:psmith@nrb.org) with any questions.

### **5. When will I receive my Exhibitor Service Kit or forms for placing orders for my booth furniture, carpet, electrical, IT needs, etc.?**

In the fall (usually late October) a link to the Exhibitor Service Kit will be emailed to all exhibitors and will be available online. This kit contains all necessary forms and information on preparing your booth for the Convention. Included in the Exhibitor Service Kit are order forms for renting carpeting, furniture, audio/video, Internet connection, electrical as well as shipping info and labels, rigging of signage, and much more. Once your application is approved and processed, you can access many of these forms on the Exhibitor Resources page online. This page is not available to the public.

### **6. Is there a website where I can retrieve all the information I need to prepare for the show?**

You will find general information, access to forms, a link to the PDF version of the Exhibitor Service Kit (in the fall), along with other helpful links on the Exhibitor's Resource page. Information on how to access this site will be emailed to all exhibitors in a newsletter in the fall.

### **7. Who are my points of contact when making preparations for exhibiting at Proclaim 16?**

Steve Cross  
Director of Marketing  
Direct: 703-331-4518  
[scross@nrb.org](mailto:scross@nrb.org)

For reserving an exhibit space, Convention sponsorships and promotions, advertising possibilities in *NRB Today* (the NRB weekly email newsletter sent to a database of more than 12,000), The Exposition Program & Guide (dropped at all attendee hotel room doors in the Gaylord Opryland Resort & Convention Center), NRB Official Convention Program Book, and general logistical information

Beth Wakefield  
Director of Conventions & Expositions  
Direct: 615-663-0099  
[bwakefield@nrb.org](mailto:bwakefield@nrb.org)

Contact Beth for Hotel Suite and Hospitality Lounge information; to reserve Affiliate event space; and to request information on food and beverage for special receptions, organization breakfasts, and other meal functions.

Patsy Smith  
Convention Registrar  
Direct: 703-331-4503  
[psmith@nrb.org](mailto:psmith@nrb.org)  
Billing and staff registration

### **8. What guidelines, if any, will I need to follow in constructing my booth?**

NRB Exhibiting Rules & Regulations are part of the Exhibit Application and are also available at [http://content.nrb.org/Exposition-Files/Exhibit\\_Rules\\_Regulations.pdf](http://content.nrb.org/Exposition-Files/Exhibit_Rules_Regulations.pdf) . These entail very specific guidelines on what may or may not be acceptable in constructing your booth. Ultimately the goal is to make the Exhibit Hall equitable and fair for every exhibitor by avoiding an exhibitor's display encroaching visually or audibly on another exhibitor.

Save yourself what can be significant hardship and expense by familiarizing yourself with these guidelines before constructing your booth.

### **9. Do I need to submit design renderings of my booth for approval?**

All exhibitors are required to follow the NRB guidelines of booth construction as noted above. For those exhibitors who are new and/or are redesigning their exhibit display, we strongly encourage you to submit design renderings in advance to NRB to avoid any problems onsite. This is not a requirement for linear booths but is to the benefit of the exhibitor to avoid any wasted effort or expense should the design not meet NRB Convention guidelines. Submitting plans to NRB and the official Convention decorator for multi-level booths **is required**. See the Convention Exhibit Rules & Regulations for details.

### **10. Approximately how much will it cost to furnish my booth?**

This question has significant variables. It will depend on the size of your booth and your objective in its appearance. If an exhibitor has their own furnishings and display, the only additional costs beyond the booth space rental may merely be costs for carpeting and electrical needs. Assuming an exhibitor has a 10'X10' exhibit space, below are three scenarios. These prices are estimates and subject to change. **Consult your official NRB Convention Exhibitor Service Kit for current prices.**

Example 1: **Advance Rate** – (Date Sensitive) - Exhibitors with their personally-owned furnishings and display and one person can unload the vehicle in 20 minutes.

Standard carpet 10'X10'	\$131.00 (advance rate)
Carpet padding (optional)	\$126.00 (advance rate)
2 electrical outlets 1000 watts	<u>\$175.00 (advance rate)</u>
<b>TOTAL</b>	<b>\$432.00</b>

Example 2: **Advance Rate** – (Date Sensitive) - Exhibitor has no furnishings or display, plus needs labor to assist in unloading personal vehicle.

2 electrical outlets 1000 watts	\$175.00 (advance rate)
10'X10' freestanding display with lights and sign	\$2,300.00 (advance rate)
Cart service for move in/out assistance	\$140.00
Furniture & carpet package (table, 2 chairs, 10'X10' carpet, padding & wastebasket, nightly vacuuming & emptying of wastebasket)	<u>\$310.00 (advance rate)</u>
<b>TOTAL</b>	<b>\$2,925.00</b>

Example 3: **Regular Rate** – (Date Sensitive) - Same description as Example 2.

2 electrical outlets 1000 watts	\$250.00 (regular rate)
10'X10' freestanding display with lights and sign	\$3,500.00 (regular rate)
Cart service for move in/out assistance	\$140.00
Furniture & carpet package (table, 2 chairs, 10'X10' carpet, padding	

& wastebasket, nightly vacuuming & emptying of wastebasket)

TOTAL

\$400.00 (regular rate)

\$4,290.00

## **11. How much do I need to budget?**

Rental rates for the NRB Exposition are \$25.20 per sq. ft. (non-member); \$18.30 per sq. ft. (member) if you contract for space by August 31. Beginning September 1, \$25.95 per sq. ft. (non-member); \$18.95 per sq. ft. (member). For rental of a 10'X10' space of 100 sq. ft., this would translate to \$2,520.00 before August 31 and \$2,595 beginning September 1 (non-member); \$1,830.00 before August 31 and \$1,895 beginning September 1 (member). Corner booths are an additional \$200. Also any booth location directly adjacent to the NRB Fresh Brew Café in the middle of the Exhibit Hall will also require a \$200 prime location fee. Rental of space includes 3 complimentary booth staff full registrations (meals at additional cost) per 100 square feet of exhibit space as well as an online listing and description of your organization. **It does not include carpeting or Online Access Fee (\$99) (mandatory), furniture, electrical, Internet connection, etc.**

Besides booth space cost, other items to consider when setting a budget for exhibiting should include: staff expenses, carpet rental, furniture rental, electrical service, shipping, drayage (delivery and removal of materials from your booth), and labor fees. This is not an exhaustive list. The Exhibitor Service Kit should be consulted for all necessary and available services.

For example, if company XYZ wanted to rent a 10'X10' space at our show, and they had their own freestanding display unit, and they planned to have two staff members staff the booth for the show, below is an approximate budget they may work with:

Exhibit Space Rental	\$ 2,520.00 (non-member rate) ( before August 31)
Online Access Fee	\$ 99.00
Travel for staff (driving)	\$ 480.00
Lodging (4 nights shared room)	\$ 850.00
Meals (\$50 daily per staff)	\$ 500.00
Registration	Complimentary (3 registrations included with 10'X10' exhibit rental)
Furniture & Carpet Package	\$310.00 (advance rate)
Shipping	\$0.00 (staff brings display & materials with them to POV Dock)
Electrical (2 outlets 1000 watts)	\$ 175.00 (advance rate)
Cart Service for move in/out assistance	\$ 140.00 (1 laborer, 1 cart, one trip in and one trip out)
TOTAL	\$5,074.00

## **12. How do I cut down my costs?**

- Make sure that any hired labor you need to use to set up your booth is used on Monday and Tuesday before 4:30 p.m. when labor rates are on straight time. If you will be able to do all of your own booth setup and it does not take but a few hours, then arrive on Tuesday morning instead of Monday and save one day's expenses in travel/lodging.
- Don't delay! Place orders early to avoid late or onsite charges. Plan on having all your orders in and finished by the middle of January, and you will beat all deadlines.
- When shipping, always secure loose items and crate everything in one crate to avoid shipping charges for multiple crates/boxes and special handling fees.
- If you have minimal equipment/materials, bring them with you. See Questions 10 & 11 for additional important information.

## **13. I need help designing and constructing my booth. Do you have any recommendations?**

Yes. There are a number of sources you may look to for assistance in designing and constructing your booth. Not only can the Convention decorator assist you in this area, there are also a number of other companies that provide such services. You are not required to use any particular contractor. Other sources for booth design and construction are found on the Exhibitors Resource page on the Convention website. Information on how to



access this site will be sent to all exhibitors in an exhibitor newsletter email in the fall. Contact Steve Cross at [scross@nrb.org](mailto:scross@nrb.org) for early access to this list.

We encourage you to shop around and receive bids on your booth design project before making a final decision. Begin that process as early as possible to avoid delays and time constraints as the Convention draws near.

#### **14. I want to ship something for my exhibit space to arrive after I get there. How do I do this?**

The Exhibitor Service Kit contains specific shipping instructions, including date deadlines and mailing labels. You will incur additional costs and possible lost shipments if you DO NOT carefully follow the instructions.

In general, here is the procedure:

1. Properly crate and pack all shipments per guidelines to avoid extra fees.
2. Ship in advance (approximately 4 weeks prior to Convention) to a holding warehouse per address instructions and dates stated in the Exhibit Service Kit. Shipping labels are also furnished in the Kit for your use.
3. Select a freight carrier with experience in handling exhibition materials, such as GES Logistics, Roadway, Yellow Freight, or UPS Freight. Using Federal Express or UPS (regular) for shipping could incur additional special handling expenses.

All shipments sent in advance will be delivered directly to your exhibit space. If they are not there upon your arrival, the exhibitor service desk can assist you in tracking down the material.

The Exhibitor Service Kit also contains labels for “DIRECT Shipping” to the dock at the Convention Exhibit Hall. Direct shipping is date sensitive and the specific window of dates is printed on the labels.

#### **15. Can I unload my vehicle by myself in the Exhibit Hall?**

You may use your own vehicle and unload in the Exhibit Hall if:

1. The vehicle is POV (Personally Owned Vehicle – a car, minivan, etc.), NOT a commercial vehicle such as a cargo van, bus, trailer, rented panel truck, etc.
2. Your materials can be unloaded within 20 minutes by your full-time employees ONLY (or secure Cart Service – see Question #16).
3. Your materials can be unloaded by hand while one person stays with the vehicle in case it needs to be moved while the others are still at the booth location.
4. You are transporting small items to your booth by hand, or with a personally owned, two-wheel cart. Personally owned four-wheel carts are not permitted.
5. All freight unloaded from a POV is coming in through the POV dock. The POV dock door closes at 7 p.m. on Monday and Tuesday.

There will be a designated dock area (Ryman C-1 roll up door) where all POVs will take turns unloading.

If you have need of extensive unloading beyond what is listed above, and are in a vehicle prohibited at the POV dock, you are required to use the drayage service within the hall, which will incur additional fees. (See material handling form in your Exhibitor Service Kit.) All POV rules are posted inside the POV dock doors for your reference on site.

#### **16. Can I have the labor in the hall help me unload my own vehicle?**

Yes. You can order CART SERVICE if you need assistance at your personal vehicle to move equipment to your booth. This is one man with a flatbed cart assisting you for up to 30 minutes maximum in one trip. There is a ONE WAY fee of \$67.00. An order form is in the Exhibitor Service Kit. There is a 200 pound limit.

## **17. I am a first time exhibitor. Are there trade show terms I should be familiar with?**

Yes. Several key terms are listed below.

- **Drayage** – Delivery of materials to your exhibit space after materials have been off loaded at the delivery dock; removal and storage of empty boxes and crates during the Convention; returning of boxes and crates at end of show to your booth space for you to pack up materials; delivery of those packed up materials to the carrier loading zone for shipping back to your home office. There is a fee for this mandatory service based on the weight of your freight. (Drayage fees do not normally apply to those using the POV dock. See question #15 to see if you qualify as a POV exhibitor). At the close of the exhibition, because the timing of receiving your load-out crates and boxes can vary, it is highly recommended that you schedule your return flight home for Friday night or Saturday morning.
- **Pipe & Drape** – Piping or tubing wrapped with draped fabric that makes up the back and sides of a linear (in line) booth space. Typically, the back is eight feet tall and the sides are three feet tall.
- **Show Decorator** – A company (contractor) providing services on site in the Exhibit Hall for NRB Convention exhibitors through the service desk. Exhibitors also work with the Show Decorator through the Exhibit Service Kit to order booth furniture, carpeting, etc. For the 2016 NRB Convention, the Show Decorator is GES Exposition Services.
- **Service Desk** – Located in the Exhibit Hall and manned by the Show Decorator. The staff at the desk handles all inbound and outbound exhibit materials. They are available to answer questions and handle any exhibitor concerns.
- **Skid or Pallet** – Wooden frame used as a platform for objects or materials of significant weight that can be moved and transported by forklift.
- **Bill of Lading** – Document that contains the terms between the shipper (exhibitor) and the transportation company for delivery of materials between specific points and for a predetermined charge.

## **18. Where do I store extra literature/brochures during the show hours?**

No open boxes or stacks of material may be left in the booth area or within view of the public. The amount of literature needed during the show will determine the best course for storage. Tables and/or cabinets that are enclosed within your booth make the most ideal locations to store such material. (See Rules & Regulations, Page 9, under the “Storage” heading for complete options.)

If you anticipate the need to store large quantities of supplies, you must use the “Accessible Storage” area in the hall (see form in your exhibit kit.) There is a fee for this and for delivery to and from such storage (drayage).

## **19. Is the list of pre-registered attendees available to me for pre-Convention mailing?**

**The 2016 NRB Convention attendee Direct Mail and Email list is available to Exhibitors.** You can promote your participation at the NRB Convention via direct mail and email to Convention registrants.

When NRB Convention attendees register, they may choose to “opt out” from receiving any promotional **emails** from exhibiting organizations. **Only those emails that do not appear on the “opt out” list will be made available to Exhibitors.** Exhibitors will receive direct mail addresses for all 2016 NRB Convention registrants.

### **Restrictions Apply**

- Your mailings must be sent to 2016 NRB Convention attendees within the window of seven weeks prior to the Convention through seven weeks following the Convention. All promotional email and direct mail must reference your participation at the 2016 NRB Convention.
- Both the direct mail and email list **must be requested** by the exhibiting organization. These lists will not be provided unless a request is received by NRB.
- The pre-Convention list will be released by January 15, 2016. The post-Convention list will be made available as quickly as possible following the 2016 NRB Convention.
- **Exhibitors are permitted to send TWO pre-convention and ONE post-convention email to the attendee list as well as one pre and post-convention direct mailing.**

- Exhibitors agree to include all necessary unsubscribe features in their commercial emails, and to otherwise comply with requirements of law relating to emails, including but not limited to the CAN-SPAM Act of 2003, applicable Federal Trade Commission regulations, and any applicable state laws.
- Attendee mailing lists are provided to NRB Convention Exhibitors as a courtesy to enhance contact and communication with potential clients and customers. **Exhibitors are not permitted to sell or otherwise in any way distribute the NRB Convention attendee mailing list or email list to any other party.**
- Failure to comply with any of the above restrictions by an exhibiting organization may result in loss of opportunity to participate at all future NRB Conventions.
- Exhibitors who use Lead Retrieval apps or devices rented or acquired through an NRB approved vendor during the Convention will receive email addresses of all attendees who allowed their badge to be scanned if the attendee supplied an email address to NRB.

If additional information is needed, email [scross@nrb.org](mailto:scross@nrb.org).

## **20. Can I bring in my own food and drinks to give away from my booth?**

If your food or drink item is produced by your organization and does not directly compete with the facility food service, it may be acceptable. However, it is necessary to have approval from the facility food service prior to making it available at your booth. If you merely want to enhance your booth by serving pizzas or coffee, you would need to work directly with the facility. Please note the distribution of popped **popcorn** in the Exhibit Hall IS allowed. If unsure about any food or drink items, contact NRB for clarification.

## **21. Can I share my booth with another company?**

Two or more companies may share a booth pending advance application and approval by Show Management (NRB). There is an additional fee (\$650) for each company. No exhibitor shall assign, sublet, or share the whole or part of the booth space allotted without permission from Show Management. However, all points and exhibit placement priority will remain with the primary contracting exhibitor and are not transferable should the second exhibiting company choose to exhibit separately in future years. All exhibiting rules, regulations, and handling of logistics are the responsibility of the primary exhibitor. All benefits of complimentary registrations with rented space are assigned only to the primary exhibitor.

## **22. Can I sell products from my booth?**

Yes, you may sell items from your booth. You are, however, personally responsible for any local regulations and taxes when conducting such business. By calling the State Revenue Office, you will be given the details on filing taxes and any other applications needed when conducting business in the State of Tennessee. See Key Contacts page at the front of your Official Exhibitor Service Kit for this contact information.

## **23. What are the setup times? Can I set up on Wednesday?**

Generally setup will commence at 8:00 a.m. on Monday (February 22) and Tuesday (February 23), and end at 11:00 p.m. on both days prior to the opening of the show. Setup may be possible on Sunday (February 21) at 1:00 p.m. prior to Convention for Island Booths (20'x20' and larger) but you must arrange early setup with the Convention Service Decorator. The Decorator Service Desk, facility labor support, and access to the loading dock ramps for large carriers will close at 6:00 p.m. each day. It is imperative that your materials are in your booth area prior to 6:00 p.m. should you plan on setting up your booth after 6:00 p.m.

Note that due to labor contracts, any labor used for early booth setup on Sunday for Island Booths will incur overtime charges. Monday and Tuesday use of labor for setup will be straight time until 4:30 p.m.

**Setup on Wednesday, February 24, before opening of show that day is not allowed.**

The Exhibit Hall show hours during the 2016 NRB International Christian Media Convention are:



Wednesday, February 24, 10:00 a.m. - 6:00 p.m.

Thursday, February 25, 10:00 a.m. - 6:00 p.m.

Friday, February 26, 10:00 a.m. - 2:00 p.m.

Access to the Exhibit Hall will be denied without proper credentials. If you did not pre-register your personnel, be sure to arrive in time to register before accessing the show floor for setup. NRB may require that booths located adjacent to, or in proximity of freight doors, be set later than normal.

#### **24. Can I tear down early?**

No. No exhibitor is to begin teardown or packing process until the Exhibit Hall closes. If you are unable to keep to the exhibit schedule you should reconsider exhibiting. Early teardown of one's exhibit will result in booth selection penalties the following year. There is a two-part reason behind this policy. First, we still have clients entering the show and they have been promised that the full package of exhibitors will be present. By leaving early, you may be the one exhibitor they really wanted to visit and are now robbed of that opportunity. Second, it impacts your fellow exhibitors. Early teardown not only creates a visual eyesore and a possible physical obstacle to accessing other exhibitors, but it also sends a psychological message to clients that time is up and they need to stop visiting other exhibitors.

#### **25. How do I register my booth staff?**

**NRB Exhibitor Personnel Registration Forms must now be completed online: [www.nrbconvention.org](http://www.nrbconvention.org)**

Register the names of the personnel to receive the complimentary full registrations that come with your booth space (meals at additional cost). NRB allows three complimentary personnel registrations per 100 square feet of booth space purchased.

**Kiosk booths** receive three complimentary exhibit staff registrations (meals at additional cost).

Because entrance to the Exhibit Hall is FREE, you may register additional booth personnel for a free Exposition registration and badge. This will allow your organization additional booth staff at no additional cost. This free booth staff registration only allows entrance to the Exhibit Hall. For additional booth staff who wish to attend other events of the Proclaim Convention, additional booth staff full registrations (meals at additional cost) are \$100 each (**limit of three per booth**).

**No children under the age of 16 are permitted in the Exhibit Hall during move in and move out.** Children under 16 will not receive a badge and must be accompanied by an adult to all official NRB Convention events and when entering the Exhibit Hall during open hours.

#### **26. I have my own carpeting and furnishings. Can I use these?**

Yes. You are not required to use the items available for rental through the decorator. If another vendor delivers these items to the dock, drayage or special handling labor fees will apply. The Convention Exhibit Rules & Regulations require ALL booths, regardless of size, to use carpet or an alternate professional floor covering to cover all concrete floor space within the booth. No bare floors – no exceptions. Occasionally “do-it-yourself” carpeting may cause tripping hazards and/or a fire hazard. In these circumstances it may be necessary to secure, for a fee (at exhibitor's expense), labor to better secure carpeting or remove it should it be a hazard to others.

#### **27. What is the “Exhibit Service Desk”?**

This is a desk (counter) located in the Exhibit Hall where the decorator and other contractors (electrical, Internet access, etc.) are based. At this desk you will be able to place orders for various services, check on order status of deliveries, resolve problems, arrange shipping, etc.

#### **28. Where can I find the exhibit floor plan, application and rules & regulations?**

They can be found at <http://nrbconvention.org/exhibit-at-nrb/>.

### **29. What is the dress code for Proclaim 16, the NRB Convention?**

The attire is business casual.

### **30. How can I get my clients and customers or friends of my ministry to visit my booth?**

Your time and success as an exhibitor during the annual NRB Convention can be greatly enhanced through pre-Convention planning and taking advantage of strategic marketing opportunities to drive attendees to your booth. Pre-Convention and onsite promotion of your organization and its products and services is the greatest way to increase traffic to your booth and afford you enhanced brand recognition. By using a combination of marketing opportunities you will ultimately garner more face-to-face contact with potential clients. Visit [www.nrbconvention.org](http://www.nrbconvention.org) and click on “Sponsor & Promote” for a full list of available options.

### **Exhibitor Client and Guest Registrations**

In order to allow your customers, clients, or guests to visit your booth during the convention, NRB now allows FREE “Exposition” registrations, which means FREE entrance to the Exhibit Hall. All guests, clients, and friends may explore the Exhibit Hall FREE once they complete the online registration form. The Exposition badge does not allow access to any Convention events taking place outside of the Exhibit Hall.

### **31. What Sponsorship and Advertising opportunities are available for Proclaim 16?**

Visit [www.nrbconvention.org](http://www.nrbconvention.org) and click on “Sponsor & Promote” for a full list of sponsorship opportunities and specialty promotions as well as additional advertising and marketing options.

Consider advertising in:

- NRB Convention Official Program Book (Full page, four-color ads)
- NRB Exposition Program & Guide (Internal partial-page ads)
- *NRB Today* (Weekly E-newsletter)

Please contact Steve Cross, Director of Marketing, at 703-331-4518 or [scross@nrb.org](mailto:scross@nrb.org).