

Exhibitor's Frequently Asked Questions

1. [What comes with my booth?](#)
2. [What is the size of the show and who attends?](#)
3. [I am interested in exhibiting in Orlando at Proclaim 17. What should I do?](#)
4. [When will I receive my Exhibitor Service Kit \(forms for placing orders for my booth furniture, carpet, electrical, IT needs, etc.\)?](#)
5. [Is there a website where I can retrieve all the information I need to prepare for the show?](#)
6. [Who are my points of contact when making preparations for exhibiting at Proclaim 17?](#)
7. [What guidelines, if any, will I need to follow in constructing my booth?](#)
8. [Do I need to submit design renderings of my booth for approval?](#)
9. [How do I cut down my costs?](#)
10. [I need help designing and constructing my booth. Do you have any recommendations?](#)
11. [I want to ship something for my exhibit space to arrive after I get there. How do I do this?](#)
12. [Can I unload my vehicle by myself in the Exhibit Hall?](#)
13. [Can I have the labor in the hall help me unload my own vehicle?](#)
14. [I am a first-time exhibitor. Are there trade show terms I should be familiar with?](#)
15. [Where do I store extra literature/brochures during the show hours?](#)
16. [Is the list of pre-registered attendees available to me for pre-Convention mailings?](#)
17. [Can I bring in my own food and drinks to give away from my booth?](#)
18. [Can I share my booth with another company?](#)
19. [Can I sell products from my booth?](#)
20. [What are the setup times? Can I set up on Tuesday?](#)
21. [Can I tear down early?](#)
22. [How do I register my booth staff?](#)
23. [I have my own carpeting and furnishings. Can I use these?](#)
24. [What is the "Exhibit Service Desk"?](#)
25. [Where can I find the exhibit floor plan, application, and rules & regulations?](#)
26. [What is the dress code for Proclaim 17, the NRB Convention?](#)
27. [How can I get my clients and customers or friends of my ministry to visit my booth?](#)
28. [What Sponsorship and Advertising opportunities are available for Proclaim 2017?](#)
29. [I am a First Time Exhibitor. What steps do I need to take to move forward with my application?](#)

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
- 7" x 44" black & white identification sign with your company name and booth number
- A code for three complimentary booth staff full registrations (meals at additional cost) for every 100 square feet of booth space. Maximum allowed will be 10
- A code for three convention registration for a discounted price of \$150 each.

Expo only registration is only \$25. Exhibitor organizations that wish to secure additional "Expo Only" badges for their staff should use the staff promotional code provided. Please note, the Expo Only registration ONLY allows access to the exhibit hall during established hall hours.

Guests with Expo Only badges will not be able to enter the exhibit hall during set up or tear down or prior to or after the official show hours.

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)
- Limited access to NRB Convention attendee direct mail and email list for pre-and post-Convention promotional mailings. Restrictions and fees apply. (See Rules & Regulations, Page 4, for details at www.nrbconvention.org)

2. Show and who attends?

The average attendance at the NRB Convention is approximately 5,000. 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.

3. I am interested in exhibiting in Orlando at Proclaim 17. What should I do?

Visit 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 Jim Buckley, Sales Director, at 203-502-8283 or jbuckley@pcm411.com or Alicia Waldron, Sales Executive, at 212-460-8090 x216 or awaldron@pcm411.com.

4. When will I receive my Exhibitor Service Kit (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.

5. 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. <https://www.eiseverywhere.com//ehome/188531>

6. Who are my points of contact when making preparations for exhibiting at Proclaim 17?

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 Orlando World Center Marriott), NRB Official Convention Program Book, and general logistical information.

Jim Buckley
Sales Director
Direct: 703-331-4518
jbuckley@pcm411.com

Alicia Waldron
Sales Executive
Direct: 212-460-8090 x216
awaldron@pcm411.com

For all questions regarding invoicing, payment, billing, scheduling, sponsorship art requirements and overall exhibit hall logistics.

Samantha Tola
Exhibit and Sponsor Sales Coordinator
Direct: 212-460-8090 x203
stola@pcm411.com

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.

Beth Wakefield
Director of Conventions & Expositions
Direct: 615-663-0099
bwakefield@nrb.org

For general convention registration questions.

Glenys Natera
Convention Registrar
Direct: 212-460-9700
gnatera@pcm411.com

7. 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 . 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.

8. 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.

9. How do I cut down my costs?

- 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.

10. 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. The Convention General Contractor (GES) can assist you in this area. There are also a number of other companies that provide such services on the web. You are not required to use any particular contractor.

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.

11. 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.

12. 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 Sunday and Monday

There will be a designated dock area 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.

13. Can I have the labor in the hall help me unload my own vehicle? Yes, there will be a designated “POV” (Privately Owned Vehicle) area where CART LOAD Service is available to move your items to your booth. The Service includes (Order forms are available in the exhibitor service manual. Please make sure that you take advantage of the “advance order” – Prices will increase to \$87.75 when the order is placed at show site during move in.

Below are the details for this service. Please note that the area will be monitored and the POV rules will be enforced.



Cartload Service

Special Freight Services — Small Passenger Vehicles Only!

Maximum Weight 200 lbs

- To facilitate the move-in and move-out of Exhibitors with small exhibit material shipments, Global Experience Specialists, Inc. (GES) is pleased to make available for hire, one (1) laborer with one (1) pushcart, for one (1) trip. Services can be made one way from the dock to your booth or your booth to the dock.
- This service is for those who have small hand carry items all of which must fit on a 2' x 6' push cart, in one trip only. If you arrive with a truck, van, trailer, or truck with trailer filled with exhibit material you will not qualify for this service and will be redirected.
- A cartload is eight (8) pieces or less, weighing less than 200 lbs. total. There is one cartload allowed per booth.
- Your vehicle must unload on the receiving dock of the exhibit hall. GES personnel will direct vehicles. The cart is not authorized to enter or go to any parking structure. There must be two (2) people with the vehicle; one person to go with your product to the booth space and one person to remove your vehicle from the unloading area to the parking area.
- Freight that is too large or heavy will be charged Material Handling rates. No personal trucks (one (1) ton & over), no rental trucks, trailers, or bobtails will be unloaded through cartload service.
- To receive this service watch for the Cartload Service signs. Pre-orders will receive preferential service at show site, you may also order this service at the GES Servicenter.

14. I am a first time exhibitor. Are there any 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 #12 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 2017 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.

15. 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).

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

You can promote your participation at Proclaim 17 via email to Convention registrants through an email blast sent to attendees by show management. Every exhibitor will have the opportunity to send out their own personal message in an email to NRB show attendees at have supplied their email address through the registration process. The cost for this opportunity is only \$50 for the pre-show eblast and \$75 each for the 2 post-show eblasts.

e-BLAST INSTRUCTIONS

*******Restrictions and Fees Apply*******

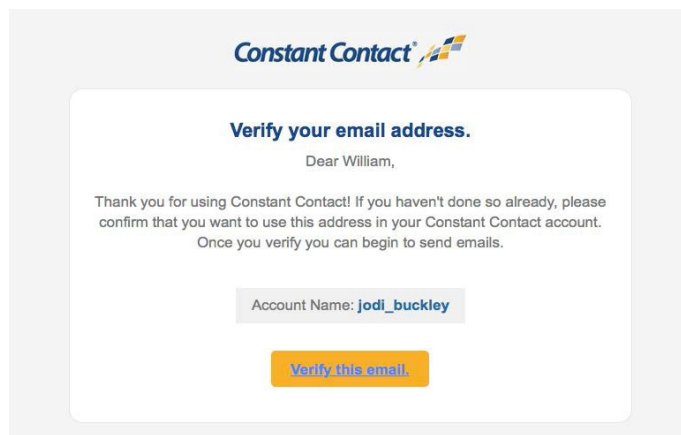
In order for us to create and process an E-blast for you, we need the following information in advance. Without the below information, your email will not be created. Please provide:

Subject Line

Reply To e-mail Address

Verified E-mail Address (as soon as you receive it)

Once you provide us with your “Reply To” address, constant contact will send you a “Verify” e-mail. We will need you to click on the “**Verify this email**” in order for us to process your blast. The below image is what the e-mail will look like:



It is imperative that you **VERIFY** the e-mail that is sent to you within 24 hours as the invite from constant contact will expire within that time period. We cannot complete the design of your blast without this verification.

ACCEPTABLE FORMATS for e-blasts are below. If you do not provide any of these 3 formats, your e-mail blast will not be processed.

Hi-res .jpps, .pngs are most desirable. **HTMLs** can be sent as long as images are embedded. If not embedded, **ALL** images must be included in e-mail.

UNACCEPTABLE FORMATS:

Outlook e-mails, Word documents, or any other type of document not listed above.

If additional information is needed, contact stola@pcm411.com.

17. 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.

18. Can I share my booth with another company?

An exhibitor shall not permit any person other than Exhibitor to booth-share, or otherwise occupy or conduct business in Exhibit Space, or any part thereof, without Management's prior written consent. No, exhibitor shall not sub-lease, assign or transfer the Exhibit Space without Management's prior written consent.

19. 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 Florida.

20. What are the setup times? Can I set up on Tuesday?

For all non-island booths, exhibitors will have access to the hall for set up beginning at 8:00 am on Monday, February 27th and end at 5:00 pm. Island booths will be allowed to begin set up on Sunday, February 26th starting at 1:00 pm and ending at 5:00 pm. All exhibitors will be permitted to stay in the hall until 11:00 pm (on their set up day) but no re-entry will be granted after a person departs the hall. The Decorator Service Desk, facility labor support and access to the loading dock ramps for large carriers will close at 5:00 pm each day. It is imperative that your materials are in your booth area prior to 5:00 pm should you plan on setting up your booth after 5:00 pm.

Note that due to labor contracts, any labor used for early booth set up on Sunday (island booths only) will incur overtime charges. Use of labor on Monday for set up will be on straight time until 4:30 pm.

Setup on Tuesday, February 28, before opening of show that day is not allowed.

The Exhibit Hall show hours during the 2017 NRB International Christian Media Convention are:

Tuesday, February 28, 10:00 a.m. - 6:00 p.m., Wednesday, March 1, 10:00 a.m. – 6:00 p.m. and Thursday, March 2, 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 them before accessing the show floor for set up. NRB may require that booths located adjacent to, or in proximity of freight doors, be set later than normal.

21. 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.

22. How do I register my booth staff?

NRB Exhibitor Booth Staff Registration Forms must now be completed online:

www.nrbconvention.org

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

Please see the chart below for more information on how many complimentary booth staff registrations will be received with each type of booth:

100 sq. ft. (3)
200 sq. ft. (4)
300 sq. ft. (5)
400 sq. ft. (6)
500 sq. ft. (7)
600 sq. ft. (8)
800 sq. ft. (9)
1000 sq. ft. and up (10)

Expo Only Registration is only \$25. Exhibitor organizations that wish to secure additional “Expo Only” badges for their staff should use the staff promotional code provided. Please note, the Expo Only registration ONLY allows access to the exhibit hall during established hall hours. Guests with Expo Only badges will not be able to enter the exhibit hall during set up or tear down or prior to or after the official show hours. For additional booth staff who wish to attend other events of the Proclaim Convention, three additional booth staff full registrations (meals at additional cost) are \$150 each (limit three regardless of booth size). Additional full registrations may be purchased at \$500 each.

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.

23. 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. This year NRB exhibitors will receive an added benefit through flooring. The exhibit floor has permanent carpeting. If you would prefer to use your own carpet you may do so or rent carpet (at an additional cost) to cover the existing carpet on the exhibit floor.

24. 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.

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

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

26. What is the dress code for Proclaim 17, the NRB Convention?

The attire is business casual.

27. 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 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 offers exhibitors the use of a promotional code to send to guests, clients, and friends for a complimentary Expo Only registration. The promotional code will allow guests free access to the exhibit hall only. The Expo Only badge does not allow access to any Convention events taking place outside of the Exhibit Hall.

28. What Sponsorship and Advertising opportunities are available for Proclaim 17?

Visit 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)

29. I am a First Time Exhibitor. What steps do I need to take to move forward with my application?

If your organization has never exhibited at the NRB Convention, please contact Jim or Alicia to complete an application that will be reviewed and approved by the NRB executive committee before securing your exhibit space

Jim Buckley
Sales Director
203-502-8283
jbuckley@pcm411.com

Alicia Waldron
Sales Executive
212-460-8090 x216
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