

2014 NSCAA PHILADELPHIA CONVENTION EXHIBITOR FAQ's--PLEASE READ!

Outlined in these Frequently Asked Questions is some specific information ALL exhibitors—old and new--should be aware of from the time they officially register their company to be an exhibitor at the 2014 NSCAA Convention in Philadelphia until the Exhibits area closes at 4 p.m. Saturday, January 18, 2014.

Further on in these FAQ's prepared by the NSCAA Marketing staff is some in depth information that corresponds to each of the steps outlined in these FAQ's that we suggest all exhibitors should be aware of during the 2014 Philadelphia NASCAA Convention exhibitor 'cycle'.

Please note that all of the items outlined as part of these FAQ's that should be addressed by every exhibitor before they pick up your Badges at our on-site Exhibitor Registration Desk near Hall A at PA the Convention Center are all available on line on the NSCAA's website at www.nscAA.com/convention/exhibitors.

This chronological list of Exhibitor tasks dates from your original registration as an Exhibitor to Hall A's closing on Saturday, January 18, 2014

- ☐ 1) You registered as an Exhibitor AND received a confirmation email back from Exhibits Manager Thom Meredith confirming you that you are in the 2014 show.
- ☐ 2) You've reviewed the entire set of Exhibitor Rules & Regulations governing all Exhibitors and that were part of the original 2014 Convention Exhibitor Kit. This is the same document where you got the one-page exhibitor application form you used to originally register as an exhibitor.
- ☐ 3) You then got the Exhibitor Hotel booking information email from Thom Meredith.
- ☐ 4) You booked any hotel rooms you needed for Convention Week on line thru the NSCAA's official source, NSCAATravel.
- ☐ 5) After its first posting in October you've been to the NSCAA website and seen both your booth location and your booth number soon after you originally registered as an Exhibitor. The Exhibitor floor layout is updated regularly as new exhibitors register and are placed by the NSCAA. PLEASE NOTE: The NSCAA places your booth on the show floor; exhibitors are not able to choose their booth/stand location.
- ☐ 6) You were notified via email that the on-line GES Service Kit was available from the go-to folks at Global Experience Specialists (GES). This is where you go to get anything for your booth—things like additional furniture; info on how to ship your booth materials to/from the PA Convention Center OR electricity for your booth or a dedicated internet hook up etc.—all things not included in the basic Convention booth 'package'. Please more on this specific further on in these FAQ's for additional GES info and guidance.

2014 NSCAA Exhibitor FAQ's (Continued)

- 7) Later in the Fall you were notified that the on-line Exhibitor Badge Form was available at the NSCAA website and that you needed to complete the form before the published deadline so that you would NOT incur late charges. (See other Exhibitor & Attendee Badge details further on in these FAQ's).
- 8) You should be on the lookout for an informational email from the NSCAA that outlines a program open to all Exhibitors on a first-come, first served basis called "Hosted Buyer" Program. This was first launched at the 2013 Indianapolis Convention and is being repeated at the 2014 Convention. See more info on the Hosted Buyer Program when it becomes available on the NSCAA's website at www.nscaa.com.
- 9) IF your Exhibitor product is a food and you're planning on giving out samples at the Convention OR you plan on conducting retail sales from your booth you've should have made all of the relevant plans thru the PA Convention Center and the appropriate governmental authorities including completing those required for the payment of PA Sales Tax etc. This is the sole responsibility of the Exhibitor, not the NSCAA. Those forms are available in the GES Service Kit.
- 10) You've noted and met the published December 2013 deadline to ensure the successful shipment and return after the show of any of your booth materials thru GES to the PA Convention Center. Again, see the GES Service Kit for those specific deadlines.
- 11) IF you have purchased an AD in one of the NSCAA's Convention publications like the Clinic Outline Book, you'll need to hit the December 1st ad submission deadline. Make sure your submission is the correct size and in the correct format.
- 12) You returned via fax or snail mail to the NSCAA's Chris Burt the required one page Exhibitor Agreement between the NSCAA and your company. A blank copy is again available at the NSCAA's website at nscaa.com.
- 13) Now you've arrived in Philadelphia and want to pick up your pre-ordered Exhibitor Badges and the one Attendee Badge you are allocated as an exhibitor during the published hours of Exhibitor Registration between Wednesday and Saturday of Convention week.

A reminder that ALL Exhibitor Badges are to be picked up on site. None are Available in advance. See additional information outlined further on in these FAQ's.

2014 NSCAA Exhibitor FAQ's (Continued)

Here are some additional answers to questions we frequently get from Exhibitors, both long-time and first timers:

What materials or items are provided in a 'standard' booth packages for exhibitor booth that are 10 x 10 up to 10 x 30 at the 2013 Convention in Indianapolis?

The NSCAA, through GES, will provide the following items for booths that are 10' by 10' to 10' by 30' in size: red carpet to cover the booth space; a small trash can; one 6' blue skirted table; two (2) plastic contour chairs and one 7" by 44" booth ID sign.

Standard carpet is supplied only for in-line/linear booths. For larger booths (larger than 10 x 30) or island/peninsula booths (these are ALL booths 20 x 20 and larger), all exhibitors either bring their own carpet with them and have it installed by Convention center personnel OR exhibitors **must order** carpet in order to cover the entire exposed space. Carpet can be ordered through GES Exposition Services. Please note that island carpet installation prices increases after Monday, December 23, 2013.

How does the NSCAA determine where my booth will be located in the Indiana Convention Center?

Many criteria are used to determine where an Exhibitor's booth is placed as part of the nearly 350 different booths that make up the 2014 NSCAA Convention show.

That criteria is both chronological and historical since long-time NSCAA Exhibitors are generally placed in 'better' spots in the Exhibit Hall than an Exhibitor who confirms their space 30 days before the start of the show. The different shapes of the Convention Halls utilized by the NSCAA in their different host cities also place limits on how many booths can be placed along a certain wall or in certain sides of the exhibit hall etc.

First, the NSCAA places its Sponsors and Partners on the Exhibitor grid. Then the bigger 'island' type booths are placed dependent on the size and shape of the Exhibit Hall to maximize traffic flow. Then booths are placed chronologically based on their confirmation before July 1st. Those companies that are Corporate Members of the NSCAA receive preferential placement over non-Corporate Members. The remainders (i.e. those confirmations received after July 1st) are then placed with care taken not to place companies in the same business close to each other. The NSCAA reserves the right to make changes to its Exhibitor Floor Plan at any time. The Association also does its very best to take into account the specific placement requests of all Exhibitors outlined on their original exhibitor information registration forms.

A pdf of the Exhibit Hall layout is available on the NSCAA's exhibitor webpage at www.nscaa.com/exhibitors.

What if I want more items for my booth such as custom signage or furniture like a table or a couch?

Exhibitors are asked to contact the NSCAA's Official Service Contractor, GES, either by phone toll free at 800-475-2098 (702-515-5970 if calling from outside the USA), by fax at 866-329-1437 in the US and 702/263-1520 when faxing from overseas. Online, go to www.ges.com/chat to order these items. The **NSCAA office does not handle the ordering or the confirmation of these items.**

2014 NSCAA Exhibitor FAQ's (Continued)

How do I ship booth materials to the convention center?

ADVANCE SHIPMENTS: All materials shipped in advance to the warehouse must arrive between December 12, 2013 and January 10, 2014

Ship to: NSCAA Convention
(Your Company Name & Booth Number)
c/o GES EXPOSITION SERVICES
Marano Truck Lines
4201 Tacony Street
Philadelphia, PA USA 19124

DIRECT SHIPMENTS: The first day for direct freight acceptance is January 15, 2013

Ship to: NSCAA Convention
(Your Company Name & Booth Number)
c/o GES EXPOSITION SERVICES
Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA USA 19107-2299

Please Read the shipping information and regulations included in the 2014 GES Exhibitor Service Kit.

Will I be able to get into the Exhibit Hall early to set up my booth?

The scheduled time for an Exhibitor to officially enter the Exhibits area and set up his/her booth is 8 am to 9 pm Wednesday, January 15th and/or from 8 am to 4 pm Thursday, January 16th. If you need more time or need to set up your booth earlier than the times highlighted above, please contact the NSCAA's Chris Burt or Thom Meredith **before** December 15th, 2013.

What are the NSCAA rules regarding demonstrations and promotions in the Exhibit Hall?

NSCAA Convention Exhibitor Rules & Regulations states that an Exhibitor can not employ or use models or demonstrators outside the confines of the Exhibitor's assigned booth area or space.

Can an Exhibitor host an autograph signing with an athlete or a soccer personality in their booth during the Convention?

Yes, in fact, they are encouraged to do so. However, NSCAA reserves the right of approval for all Exhibitor promotions and displays. Any Exhibitor planning to conduct a clinic, autograph signing or other activity within its booth must inform the NSCAA in writing to the attention of Chris Burt no later than January 2nd.

Can an Exhibitor hand out a flyer or some other kind of printed information advertising or promoting his/her booth in the surrounding NSCAA hotels, in the public areas of the Indiana Convention Center?

No. NSCAA Convention Rules and Regulation do not allow this kind of activity. Additionally, all such materials will be disposed of by the NSCAA Convention Committee.

2014 NSCAA Exhibitor FAQ's (Continued)

How many Exhibitor Badges does an Exhibitor get for their booth?

For each 10' x 10' booth, the contact listed for that booth (or his/her authorized representative) will receive four (4) Exhibitor Badges. Each Exhibitor MUST have a first and last name of the individual bearer on it. Badges are not transferable.

If an Exhibitor has a 10' by 20' booth the Exhibitor will get eight (8) badges; for a 20' by 30' booth 24 badges etc. Please note: The Exhibitor Badges are only good for entry into the Exhibit Hall and they can not be used for entry into any of the other Convention events, like coaching clinics or presentations. Additional Exhibitor Badges are available for purchase at \$50.00 per badge

prior to the December 9th, 2013 badge names deadline and \$50 per badge after December 10th, 2011 for any badge changes or additions on-site.

In addition to the appropriate number of Exhibitor Badges, each Exhibitor receives one (1) General Convention Registration Attendee Badge, regardless of the size of their Exhibitor booth. Additional Convention Badges are available for purchase at \$100.00 per badge (maximum of 4 for any one exhibitor).

I am Exhibitor. Do I need to purchase a hard line internet connection if all I want to do during Convention Week is check my emails when I'm not busy and in my booth?

Free Wireless Internet access for Exhibitors will be available through-out the Exhibit Hall A at the 2014 NSCAA Convention in Philadelphia. In an effort to reduce costs for exhibitors, NSCAA and the Pennsylvania Convention Center have come to an agreement for the NSCAA to provide free wireless internet access for all exhibitors and attendees in the exhibit hall to check email and do casual web surfing.

Please note that you will still need to order a dedicated hard line internet if you are going to do any video streaming, a significant number of transactions or will be featuring online content that relies on a reliable, efficient internet connection as part of your daily business presentations to clients in your booth space in the Convention Center.