

2024 JETC

Exhibitor Orientation & Training Webinar

Kennedy Gillie – Exhibit & Sponsorship Coordinator, SAME National Office

Alicia Perez-Arrieta, CMP – Associate Director of Meetings, SAME National Office

Pam Mather, CEM – Senior Project Manager, The Expo Group



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This webinar is being recorded.

Download a copy of the presentation from the “handouts” tab on your control panel.

Use the Q&A tab to submit a question at any time during this webinar.

Use the Chat tab to engage with others.



SPEAKER



Kennedy Gillie
SAME National Office
Exhibit & Sponsorship Coordinator

Fun Facts

- In my free time, I like to try out new recipes, explore DC and play tennis!
- Go to Karaoke song: How You Remind Me x Nickelback
- Dog Mom to a Frenchie named Herbie

MAY 14-16, 2024
ORLANDO, FL

OPERATION:
COLLABORATION

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SPEAKER



Alicia Perez-Arrieta,
CMP

SAME National Office
Associate Director of Meetings

Fun Facts

- Favorite Vacation Spot: Spain
- I have 3 sisters and 4 brothers
- I love photography and Salsa dancing

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SPEAKER



Pam Mather, CEM

The Expo Group
Senior Project Manager

Fun Facts

- Purchased a house in Maryland based on Google Maps
- I have lived in 9 states (not including military moves)
- My passion is traveling abroad

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Code of Conduct

SAME is committed to providing a safe and welcoming experience for all participants. Unacceptable behavior includes, but is not limited to intimidating, harassing, abusive, discriminatory, derogatory, or demeaning conduct; disruptive, incessant and unwelcomed instant messaging; or other unprofessional behavior be it written, verbal, or otherwise as determined by SAME and its representatives, in their sole discretion. Anyone engaged in unacceptable behavior is subject to expulsion from the event, at SAME's sole discretion, without refund. Unacceptable behavior will not be tolerated and should be reported to registration@same.org.



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How many times have you personally exhibited at JETC?

- a) This will be my first time!
- b) JETC 2023 was my first time
- c) Two or three times
- d) Four or more. I love JETC!



Acronym Guide

- **ESC = Exhibitor Service Center** – the online tool provided by SAME to help you manage your booth.
- **ASC = Attendee Service Center** – the online tool provided by SAME to help you manage your individual registration for the event.
- **ESM = Exhibitor Service Manual** – the information needed to plan the logistics of your booth, order things like carpet padding, etc.

The Key to a Successful Exhibiting Experience

1. **READING** information sent to you from:

- SAME

- Exhibitor related: Exhibit@same.org
- Registration related: Registration@same.org

- Official Vendors:

- General Service Contractor: The Expo Group
- Small freight carrier: TTS
- Audio Visual: Gaylord Palms
- Electrical Orders: Gaylord Palms
- Wi-Fi Orders: Gaylord Palms
- Lead Retrieval: eShow

**All info is on one
form in the ESC/ESM!**

Additional Ways to Ensure Success!

2. **PRE-PLANNING** your participation
 - You get out of it what you put into it...don't just show up and expect results.
3. **ADHERING to DEADLINES**
 - Registration, hotel reservations, shipping, ordering additional support items, etc.
4. **SHARING** information with your team
5. **USING** the **TOOLS** provided



Logistics of Exhibiting



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Get Ready for the Logistics of Exhibiting

❑ REVIEW & USE THE EXHIBITOR SERVICE MANUAL (ESM)

- Contains all the logistical information you need to know – rules, shipping, material handling, etc.
- Order any extra items you need (carpet padding, electricity, etc.) here

❑ Direct link to the ESM can be found in the Exhibitor Service Center (ESC)

❑ If you have issues logging into the ESM site or have not received your log-in information, please email ExhibitorService@theexpogroup.com!

Get Ready for the Logistics of Exhibiting continued..

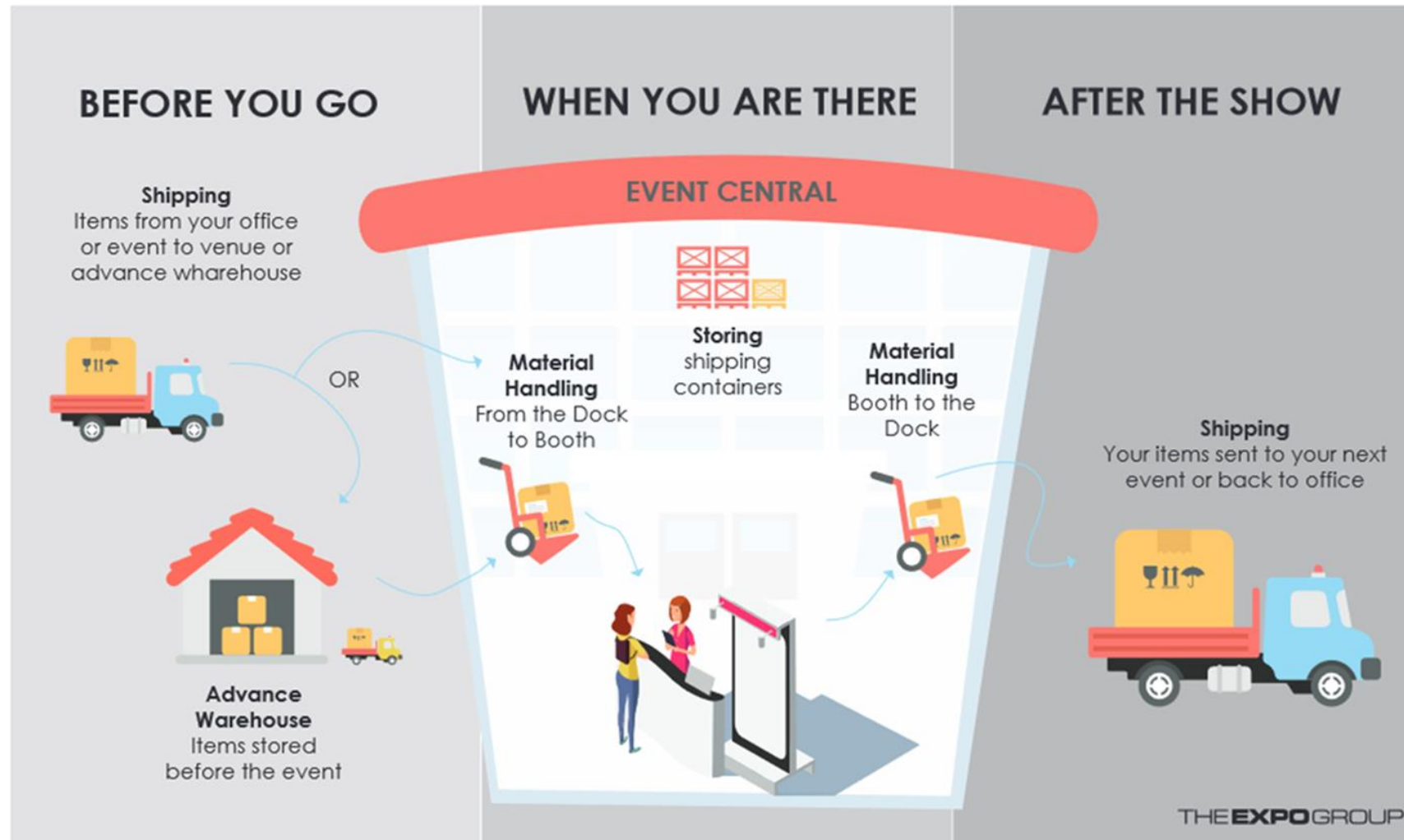
- ❑ Plan appropriately for SHIPPING!
 - Make sure your shipping label includes your **booth number!** Usually when boxes go missing, it's due to incorrect labeling.
 - Even if an order is being shipped via Amazon, please make sure you provide the exact shipping information (see label slides).
 - FedEx and UPS are not the preferred way to ship your items due to the lack of preferred tracking paperwork. SAME recommends that you use our preferred shipping vendors.
 - Please bring your shipment tracking information with you on-site! This will save you time if a package goes missing.
- ❑ Sign and submit the Material Handling Agreement via the ESM
 - Expedite move-out and save time onsite by completing this agreement now! Not completing this form causes long lines at the Service Center Desk during move-out!
 - You can do this now on your phone or iPad.

Shipping vs. Material Handling

- ❑ **Shipping** is the process of getting your materials to and from the show. These charges are handled between you and your chosen freight carrier.
- ❑ **Material Handling** is the process of getting your materials from your chosen carrier to and from your booth space. Material Handling charges cover the unloading of your items and the delivery to your booth space, storing your empty crates or boxes, and the re-loading of your materials with your carrier during move-out. If you ship items to the warehouse or the Gaylord Palms, you should expect to pay material handling charges.



What the HECK is “Material Handling”?!



Inbound Shipping (aka TO JETC)

- Advanced warehouse:
 - Benefit: PEACE OF MIND! You can check that your items were received. They will be delivered directly to your booth
 - Shipments accepted from April 17th until May 10th
 - Materials received after May 3rd are subject to a surcharge
- Direct shipping: Accepted starting Monday, May 13th
- Download shipping labels and addresses from the ESM
- Make sure you use the correct label based on your item's arrival date.
- Just listing your company name will cause delays. Include your booth number!!
 - Do not list your personal name. It is easier to track your company name on a package
- You must provide a credit card for material handling services to receive empty crate stickers.
- We recommend that you purchase insurance on your freight!
- Not going to the show? Provide your on-site team all tracking and shipping information

Recommended!!

Advanced Warehouse

THE EXPO GROUP
ADVANCE WAREHOUSE SHIPMENT
EXHIBIT MATERIAL

To:

(Exhibitor)

(Booth Number)

c/o The Expo Group
2502 Lake Orange Drive
Orlando, FL 32837

Name of Convention:
2024 SAME Joint Engineer Training Conference
Must arrive by May 10, 2024

Carrier: _____ # Pieces: _____

Direct Ship

THE EXPO GROUP
Direct to Show Site Shipments
EXHIBIT MATERIAL

To:

(Exhibitor)

(Booth Number)

Gaylord Palms Resort and Convention Center -
Halls D, E & F
c/o The Expo Group
3208 Gaylord Way
Kissimmee, FL 34746

Name of Convention:
2024 SAME Joint Engineer Training Conference
Do Not Deliver Prior to May 13, 2024

Carrier: _____ # Pieces: _____

Outbound Shipping (aka back home)

- ❑ SAME provides ground and airfreight carriers to help make your outbound shipping experience easy.
 - Fill out the Material Handling Agreement, label your boxes, and TEG will pick up your items from your booth space for transport!
 - If you want to use FedEx/UPS you will need to carry your items to the FedEx/UPS office. Do not depend on FedEx/UPS to pick up your items.

- ❑ Know the limitations of the carrier you've selected for your freight. If your carrier hasn't guaranteed (or you know from past experience) that they can't perform the service that the show times require, save yourself the headache and pre-book your shipments with either the onsite carrier or a different carrier that can perform and that you can depend on.
 - Make sure your carrier can pickup after the show closes (1:01 pm) and before move-out is complete (5:00 pm).
 - We will not allow carriers to pick up shipments before 1:01 pm. All carriers must be checked in at the freight desk by 3:00 pm on Thursday, May 16th.
 - If your shipment is not picked up by an outside carrier or your carrier has not checked in by 3:00 pm, your freight will be forced to one of the carriers SAME provides. Your company is responsible for any fees related to this service.

Single-Rate Billing Method for Material Handling

- ❑ The Expo Group has updated its billing process for charging material handling fees.
- ❑ This update makes it easier to calculate material handling charges in advance by charging a single weight per pound.
- ❑ You can estimate your material handling charges by multiplying your shipment's estimated weight by the per-pound charge.
 - Materials sent to the advance warehouse or direct to the show site will be charged a \$2.30 per pound Material Handling Fee.
 - Materials sent to the Advanced Warehouse AFTER MAY 3rd will be charged a \$3.05 per pound Material Handling Fee.
 - Packages weighing 10 lbs or less will not be charged a Material Handling Fee, compliments of The Expo Group 😊

Local and Don't Need to Ship?

- “Hand-Carrying” your materials is allowed!
 - You must do it *yourself* (i.e. can't use a bell-person, day laborer, and you cannot use a wagon, dolly, or suitcase)
- You may drive your personally-owned vehicle to the loading dock and unload your materials and bring it to your booth:
 - Someone **MUST** stay with the car
 - Space on the loading dock is first-come, first-served
 - By yourself? You can drive up to the loading dock and have your materials unloaded and delivered to your booth by The Expo Group, material handling rates apply.

Your Booth Space

- Each 10x10 booth includes:
 - standard carpet
 - one 6-foot skirted table
 - two chairs
 - a wastebasket
 - ID sign
- Don't like the above? Want padding under your carpet? You are free to order other stuff!
- Electricity and enhanced internet are NOT included in your booth – this needs to be ordered separately

Let's show you how to order these items via the ESM!



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Setting Up Your Booth: Display Rules

You must abide by the guidelines stated in the JETC Rules and Regulations.

❑ DISPLAY RULES FOR IN-LINE BOOTHS:

- Anything taller than 3' must be in the rear half of the booth. That means tables, signs, and banners that are taller than the side drape cannot be put in the front of the booth.
- NOTHING can be taller than 8' high (the height of the back drape) regardless of where it is placed.

❑ DISPLAY RULES FOR ISLAND BOOTHS (20x20 and larger):

- NOTHING can be taller than 16' high.

- ❑ All booth items must stay within your designated booth space. Banners, tables, or any other items cannot be placed in the aisle.

SAME Staff will ask you to move or take down anything not following these guidelines!

Booth Teardown Rules

- ❑ What is considered breaking down early?
 - Packing up ANY boxes before 1:01 pm on Thursday.
 - Taking down ANY items such as banners, structures, or tablecloths before 1:01 pm on Thursday.
 - Clearing off tables or putting away give-a-way items or brochures before 1:01 pm on Thursday.
- ❑ Packing away items or tearing down your booth and STILL staffing your booth is considered tearing down early.
- ❑ ***Breaking down early is disrespectful to attendees and fellow exhibitors and is in violation of exhibit rules & regulations. Please be sure that all those working in your booth are aware of the requirement to remain open during official hall hours.***
- ❑ Exhibitors who tear down prior to the close of the exhibit hall at 1:01 pm on Thursday, May 16th will be penalized and removed from the following year's booth lottery and charged a \$550 early tear-down fee.
 - If you would like to have The Expo Group tear down your booth, please order TEG-supervised labor through the Exhibitor Service Manual.



**Let's pause for your
questions**

Q&A

**Next Up: The Exhibitor
Service Center**

Your Top-Needed Resources are Available via the ESC

https://www.samejetc.org//esc_login.cfm

1. The pre-conference attendee list
 - Available via the ESC on April 30
2. Link to the Exhibitor Service Manual
 - A username and password was sent to you from The Expo Group. Check your spam or junk folder, or send an email to ExhibitorService@TheExpoGroup.com if you cannot locate your log in information.
 - Key forms from the ESM are available for download on the ESC welcome page
3. Tracking your company's registrations
 - See a list of everyone registered via the booth staff reg form
 - Link available to register through the Booth Staff Registration Form.
 - Any unused complimentary registrations are attached to your company account.

Let's do a demo now!

Tools in the ESC...

- ❑ Review and update your company's profile
- ❑ Register your Booth Staff
- ❑ Find Invoices and Receipts
- ❑ Access the Exhibitor Service Manual and ordering page
 - Download and review the manual and quick facts!
- ❑ Order Lead Retrieval
- ❑ Download past Exhibitor Newsletters
 - Make sure you read our second newsletter which focuses on ordering services, shipping, and the new per-pound rule!
- ❑ Access the ordering pages for Wi-Fi, Electrical, and AV
 - Important! These services are not submitted through The Expo Group this year!
- ❑ Download pre- and post-show attendee lists
- ❑ Download the Marketing & Social Media Toolkits

Exhibitor Checklist... TO DO NOW!

- Review and update directory & demographic information in the ESC
 - Attendees will be able to view this information on the interactive floor plan and in our conference app
- Register all company representatives through the Booth Staff Registration Form in the ESC
- Plan travel according to the exhibit hall schedule
 - Flights should allow you to tear down AFTER the hall closes + accommodate travel to the airport
 - Tear-down can begin at 1:01 pm on Thursday, May 16th
 - The early tear-down fees is \$550
- Review shipping deadlines and information...and plan accordingly
- Order additional items needed from the Exhibitor Service Manual
 - **The Expo Group Discount Deadline is MONDAY, APRIL 15th, 2024!**

Registration Reminders

- ❑ ONE complimentary Full-Conference Registration is included per 10x10 booth.
- ❑ Additional registrations may be purchased:
 - [Full Conference](#) for those wanting to attend education sessions
 - [Exhibit Hall Only](#) for those only working in the booth / attending networking activities
- ❑ NO ONE is automatically registered!!
- ❑ ANY company attendees who want to access the hall during move-in, move-out, or pre- and post-show hours must register as Booth Staff to gain access to the exhibit hall.
 - Those who registered using the wrong form can contact us to make changes. Just email us at exhibit@same.org and we will correct your attendee account.
- ❑ You MUST register by April 29th to be included on the pre-show attendee list.
- ❑ Best Practice: If you are attending the conference and your company is exhibiting, register via the [Booth Staff Registration Form](#). This gives recognition as an exhibiting company representative!

Exhibitor Checklist... To do soon!

- ❑ Don't just show up! Make a plan to **drive traffic to your booth**. Some ideas that work:
 - Drawings for fun things! Gift cards, sports tickets, smart watches, iPads...
 - Fun food & beverage: popcorn, ice cream, cappuccino, margaritas...
 - A cool activity: caricatures, golf putting, shoe shine...

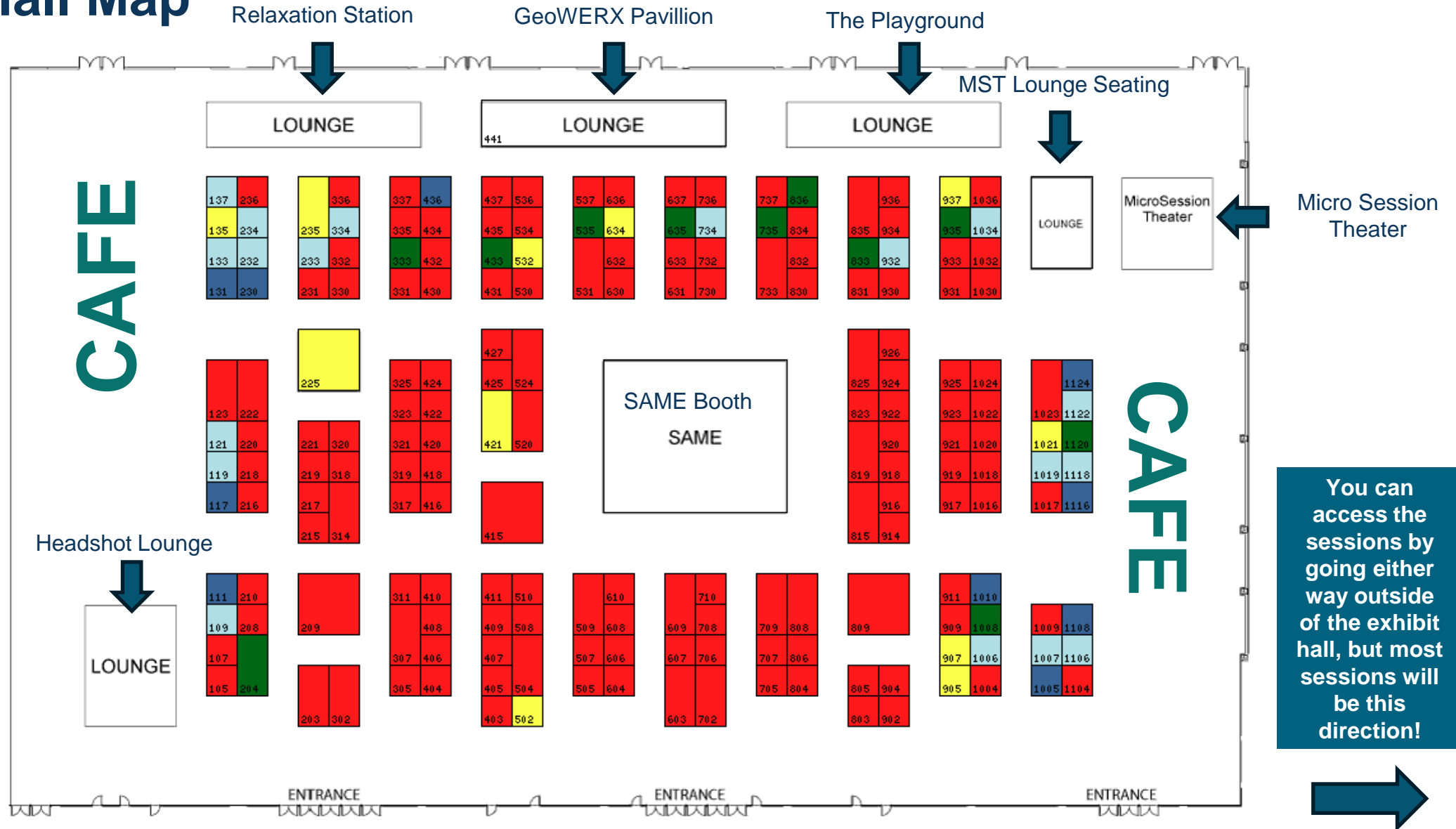
- ❑ Note that the Gaylord Palms **DOES NOT allow you to bring in alcohol** that is not purchased through the official convention center catering team. If you plan to raffle off bottles of alcohol, it must be approved by the Gaylord and SAME.
 - If you want to host tastings or serve drinks at your booth you must purchase the alcohol from the Gaylord.
 - If you would like to host a bar or food at your booth, please email Alexa Mcgough at alexa.mcgough@gaylordhotels.com

- ❑ Use the pre-conference attendee list to promote your participation. The list will be posted to the ESC on April 30th. You may send **ONE marketing email** prior to JETC.

Exhibit Hall Hours

Day, Date	Activity	Start Time	End Time
Monday, May 13	Exhibitor Move-In/Set-Up	9:00 am	5:00 pm
Tuesday, May 14	Final Prep	7:30 am	9:30 am
	Exhibit Hall Open	10:00 am	5:30 pm
	Networking Lunch	11:30 am	1:00 pm
Wednesday, May 15	Exhibit Hall Open	10:00 am	6:30 pm
	Networking Lunch	11:30 am	1:00 pm
	Networking Reception	5:30 pm	6:30 pm
Thursday, May 16	Exhibit Hall Open	8:30 am	1:00 pm
	Continental Breakfast	8:30 am	9:00 am
	Networking Lunch	11:30 am	1:00 pm
	Exhibitor Move-Out	1:01 pm	5:00 pm

Exhibit Hall Map



New Interactive Floorplan Maps in the Exhibit Hall!

- ❑ One at each Exhibit Hall entrance
- ❑ View the floorplan
- ❑ Search for exhibitors

Mobile device charging lockers will be placed throughout the Exhibit Hall, mostly in lounge spaces



**Let's pause for your
questions!**

Q&A

**Next Up: JETC General
Info**

Current Facts & Figures

Total registrants: 1,588

Total Exhibiting Companies: 159

Total Sponsors: 49

Get The Big Picture

General Session 1: Tues, May 14 | 8:30 - 10:00 a.m.

- Keynote by Dara Torres – 12-time Olympic medalist and former world record-holder for 3 events
- Leader Development Program Graduation

General Session 2: Wed, May 15 | 8:30 - 10:00 a.m.

- Executive Leadership Panel
- Swearing-In of 2024-2025 National President



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Networking Activities

Opening Reception: Tuesday, May 14 | 6:30 – 8:30 p.m.

- RSVP Required
- Universal CityWalk Orlando...a fun block party atmosphere!
- Transportation provided...buses depart hotels at 6:00 p.m.

Networking Reception in Hall: Wed., May 15 | 5:30 – 6:30 p.m.

Lunch Daily in Hall: 11:30 a.m. – 1:00 p.m.

Society Ball & Awards Gala: Thursday, May 16 | 6:00 – 11:00 p.m.

- Celebrate the Uniformed Services and SAME National Awardees
- Dancing to the tunes of #NoFilter
- Ticketed Event



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Education Session Tracks

Architecture

Business Development
& Marketing

Energy &
Sustainability

Engineering &
Construction

Environmental

Facility &
Infrastructure Asset
Management

Joint Engineering

Leadership

Resilience



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Micro Session Theater in Exhibit Hall

- ❑ Second year doing this – it's been a big hit!
- ❑ 20-minute mini sessions on a variety of topics
 - GeoWERX
 - Technical Discussions
 - Professional Development
- ❑ View the schedule here:
https://www.samejetc.org/Micro_Theater.cfm

Other Preparation Tools/Opportunities

- Exhibitor e-newsletters
- Attendee e-newsletters
- Attendee Orientation Webinar
 - Thursday, April 23, 3:00 p.m. ET
- New Member/First-Time Attendee Meet & Greet
 - Monday, May 13 (at JETC), 3:30 – 5:00 p.m.
 - RSVP required – add to your registration if you haven't

Do you feel prepared and ready to exhibit?

- a) YES!
- b) I think so...I'll check out the ESC and ESM and then I'll feel good
- c) NO, I better get to work!



Time for a quick drawing!

Additional questions?

Please email exhibit@same.org

or call

703-549-3800 ext. 818



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We look forward to seeing you in Orlando

Additional questions?

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or call

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