SBC 2024 EXHIBITOR ORIENTATION & TRAINING

Ann McLeod, CEM, CAE - SAME National Office, Director of Meetings **Kennedy Gillie -** SAME National Office, Exhibits & Sponsorships Coordinator **Pamela Mather**, MBA, CEM - The Expo Group, Senior Project Manager

















SPEAKER



Ann McLeod SAME

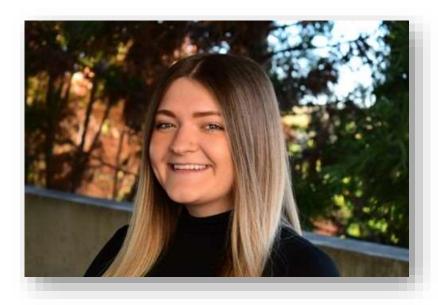
Director, Meetings, Membership & Business Dev.

Fun Facts

- Visited the Faroe Islands this summer
- Never met a microphone I didn't like
- Living the Empty Nester life!



SPEAKER



Kennedy Gillie SAME

Exhibit & Sponsorship Coordinator

Fun Facts

- I have a Frenchie named Herbie
- Recently got back into reading, joined a book club, and have read 13 books this year
- I have been learning Spanish on Duolingo for over 820 days



SPEAKER



Pamela Mather

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



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.



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: AVFX
 - Electrical Orders: MCCNO
 - Wi-Fi Orders: MCCNO
 - Lead Retrieval: eShow
 - Catering: Sodexo Live! (MCCNO)













Additional ways to ensure success:

2. PRE-PLANNING your participation

 You get out of it what you put into it...determine your goals, make a plan to achieve them, and get results.

3. ADHERING to DEADLINES

- Registration, hotel reservations, shipping, ordering additional support items, etc.
- 4. USING the TOOLS provided.
- 5. SHARING information with your team!















Logistics of Exhibiting



The Expo Group – SAME's Official General Services Contractor (GSC)!

A GSC is a company that provides event management (SAME) and exhibitors (your company) with a wide range of services, including, but not limited to: distributing the exhibitor manual, installation and dismantle of things such as pipe & drape, laying carpet, creating and hanging signage and banners, material handling, providing booth furniture, and more.















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 Landing Page of the ESM can be found in the Exhibitor Service Center (ESC) on the welcome page
- ☐ If you have issues logging into the ESM site or have not received your log-in information, please email ExhibitorService@theexpogroup.com!
- ☐ Plan appropriately for SHIPPING!
- ☐ Sign and submit the Material Handling Agreement via The Expo Group portal















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 take at look at the Exhibitor Service Manual!



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 convention center, you should expect to pay material handling charges.*













What the heck is "Material Handling"?!



Inbound Shipping (aka TO the show)

- ☐ Advanced warehouse:
 - Benefit: PEACE OF MIND! You can confirm that your items were received. They will be delivered directly to your booth.
 - Shipments accepted from October 24th to November 15th
 - Additional fee after November 8th
- ☐ Direct shipping:
 - Accepted starting Tuesday, November 19th
- ☐ Download shipping labels and addresses from the ESM.
- ☐ Make sure you use the correct label based on your item's arrival date.
- ☐ Listing only your company name will cause delays. Include your booth number!!
 - We do not recommend including a 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















Advanced Warehouse

THE **EXPO**GROUP

ADVANCE WAREHOUSE SHIPMENT EXHIBIT MATERIAL

To:		
()	(Exhibitor)	
22	(Booth Number)	

c/o The Expo Group & PGL c/o Exhibit Transfer Systems 3761 Louisa St New Orleans, LA 70126

Name of Convention:

SAME Small Business Conference 2024

Must arrive by November 15, 2024
*Late fees apply to shipments received after
November 8, 2024

Be sure to fill out your company name, booth number, carrier, and numbers of pieces of freight on either the Advanced Warehouse or **Direct Ship** labels downloadable in the ESM!

Direct Ship

THE **EXPO**GROUP

Direct to Show Site Shipments

EXHIBIT MATERIAL

To: YOUR COMPANY NAME

(Exhibitor)

YOUR BOOTH NUMBER

(Booth Number)

c/o The Expo Group
900 Convention Center Blvd
New Orleans, LA 70130

Name of Convention:

SAME Small Business Conference 2024

Do Not Deliver Prior to November 19, 2024

Carrier: TTS, FedEx, etc. # Pieces: 2/2

Carrier: # Pieces:

SAMESBC.ORG

@SAMENATIONAL



in "SOCIETY OF AMERICAN MILITARY ENGINEERS"

Local and Don't Need to Ship?

- "Hand-Carrying" your materials into the convention center is allowed!
 - You must do it yourself (i.e. can't use a bell-person, day laborer, etc.)
 - No dollies or other mechanical equipment is allowed
 - You can use a case that has wheels
- 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. In this case, material handling rates apply.













Outbound Shipping (aka back home)

- ☐ Ground and airfreight carriers provided 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, please carry your items to the FedEx/UPS office. **Do not depend on FedEx/UPS to pick up your stuff from the loading dock.**
- ☐ 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 (12:31 pm) and before move-out is complete (5:00 pm).
 - We will not allow carriers to pick up shipments before 12:31 pm. All carriers must be checked in at the freight desk by 4:00 pm on Friday, November 22.
 - If your shipment is not picked up by an outside carrier or your carrier has not checked in by 4:00 pm, your freight will be forced to one of the carriers SAME provides. Your company will be 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 <u>advance warehouse or direct to the show site</u> will be charged a \$2.50 per pound Material Handling Fee.
 - Materials sent to the <u>Advanced Warehouse AFTER NOV. 8</u> will be charged a \$3.25 per pound Material Handling Fee.
 - Packages weighing 10 lbs or less will not be charged a Material Handling Fee, compliments of The Expo Group ©













Let's Pause for Questions

Up Next: Display Rules + the Exhibitor Service Center!

















Show Rules & Regulations: Display

You must abide by the guidelines stated in the SBC 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!













Show Rules & Regulations: Teardown

- ☐ What is considered breaking down early?
 - Packing up ANY boxes before 12:31 pm on Friday.
 - Taking down ANY items such as banners, structures, or tablecloths before 12:31 pm on Friday.
 - Clearing off tables or putting away give-a-way items or brochures before 12:31 pm on Friday.
- □ 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 12:31 pm on Friday, Nov. 22 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.















SAME's On-Line Exhibitor Service Center



Your Top-Needed Resources are Available via the ESC

- 1. The pre-conference attendee list
 - Available via the ESC on November 6, 2024.
- 2. 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.



Tools in the Exhibitor Service Center

- Review and update your company's profile
- Register your Booth Staff
- Access the Exhibitor Service Manual and ordering page
 - Download and review the manual and quick facts!
- Find Invoices and Receipts
- 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!
- Download pre- and post-show attendee lists
- Download the Marketing & Social Media Toolkits
- Manage your Host Matched Networking Schedule and Profile.... COMING NOVEMBER 14th!







DEMO OF ESC - See Appendix!



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
 - We are past the deadline for the printed program, but attendees will still see this information on the website and in the app
- Register all company attendees through the Booth Staff Registration Form in the ESC
- Plan travel according to the exhibit hall schedule
 - Tear-down can begin at 12:31 pm on Friday, November 22
 - The early tear-down fee 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, OCTOBER 21st, 2024!













Registration Reminders

- TWO complimentary Full-Conference Registrations are included per 10x10 booth (excluding government agencies)
- 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 in the hall
- NO ONE is automatically registered!!
- ANY company attendees who want to access to the hall during move-in, move-out, or pre- and postshow 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 November 5th to be included on the pre-show attendee list.
 - This gives you recognition as an exhibiting company representative!
- 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 Check-list ...Traffic Building Tips

- □ Don't just show up! Make a plan to drive traffic to your booth based on our audience or our location.
- □ The Morial Convention Center DOES NOT allow you to bring in alcohol that is not purchased through the official convention center catering company, Sodexo Live. If you plan to raffle bottles of alcohol, the alcohol MUST be purchased through the Sodexo Live.
 - If you want to host tastings or serve drinks at your booth you must purchase the alcohol from Sodexo Live.
 - If you would like to host a bar or food at your booth, please contact Sodexo Live at or by completing the form on the Welcome page of the ESC.
- ☐ Use the pre-conference attendee list to promote your participation. The list will be posted to the ESC on November 6th. You may send ONE marketing email prior to SBC. Do not subscribe attendees to your mailing lists.
- □ Use our Social Media Tool Kit to promote your participation and booth number on LinkedIn, X, Instagram, or Facebook!















Exhibit Hall Hours

Day, Date	Activity	Start Time	End Time
Tuesday, Nov 19	Exhibitor Move-In/Set-Up	9:00 am	5:00 pm
Wednesday, Nov 20	Final Prep	8:30 am	10:00 am
	Exhibit Hall Open	10:30 am	7:00 pm
	Networking Lunch	11:30 am	1:00 pm
Thursday, Nov 21	Exhibit Hall Open	10:30 am	6:00 pm
	Networking Lunch	12:00 pm	1:30 pm
	Networking Reception	4:30 pm	6:00 pm
Friday, Nov 22	Exhibit Hall Open	8:30 am	1:00 pm
	Continental Breakfast	8:30 am	9:00 am
	Networking Lunch	11:30 am	12:30 pm
	Exhibitor Move-Out	12:31 pm	5:00 pm



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 Halls, mostly in lounge spaces, with a few by the Session Rooms

















Let's Pause for Questions

Up Next: Matched Networking and other Conference Highlights

















Matched Networking Host Opportunities

- SBC features one-on-one appointments between attendees and Government Agencies and Exhibiting Companies ("Hosts").
 - All exhibiting companies can host a table!
- As a host, you complete a profile indicating what types of business you are looking for.
 - Hosts are matched with SBC attendees based on specific demographic questions.
 - NAICS Code, SB designation, where business is conducted, etc.)
- Attendees can request appointments with you based on these matches.
- All appointments will take place on-site during SBC
 - Appointments are one-on-one
 - Appointments are 15 mins log with a 5 min break in-between
- If you would like to host a table but did not indicate this during the sales process, please email exhibit@same.org asap!
- Matched Networking Host Orientation & Training webinar on Tuesday, October 22, 3:00 ET.













Current Facts and Figures

Total registrants: 3,992

Government: 10%

Most Government attendees have not yet registered.
 This is typically around 20%

Small Businesses: 47%

Med Businesses: 24%

Large Businesses: 19%

Total exhibiting/sponsoring orgs: 616













Networking – Activities

Opening Reception in Hall

- Wed, November 20
- 5:30 7:00 p.m.

Networking Reception in Hall

- Thurs, November 21
- 4:30 6:00 p.m.

Lunch Daily in Hall

- Wed, November 20
 - 11:30 a.m. 1:00 p.m.
- Thurs, November 21
 - 12:00 p.m. 1:30 p.m.
- Fri, November 22
 - 11:30 a.m. 12:30 p.m.

Get The Big Picture

Wednesday General Session

- Wednesday, November 20 | 9:00 10:30 a.m.
- Panel of Federal Engineering Leaders
- Small Business Administrator (Invited)

Thursday General Session

- Thursday, November 21 | 9:00 10:30 a.m.
- SAME Small Business Awards
- Secretary of the Navy!
- Keynote Speaker Kyle Scheele

















Education & Business Opportunities



Education Session Tracks

Advanced Business & Procurement Strategies

Entering the Federal Marketplace

Government Perspectives

Marketing & Business Development

Regulations, Rules & the Government Framework

IGE Roundtables

Business
Opportunity
Sessions –
Business
Lines

Architecture & Engineering

Construction Management

Emergency Management

Energy Programs

Environment & Remediation

Healthcare A&E | Healthcare Construction

Horizontal Construction

Civil Works Initiatives

OCONUS

Vertical Construction

Mega Sessions: Army, Navy, Air Force, SBA, Other Agencies



Department of Energy

Business
Opportunity
Sessions –
By Agency



Department of State



GSA



NASA



VA Cemeteries, VA Leasing, and VHA



- Located in the Exhibit Hall
- 20-minute quick learning
- Sorry, no PDH credit for micro sessions
- View schedule here: <u>https://www.samesbc.org/Micro_Theater.cfm</u>





Other Preparation Tools and Opportunities

Exhibitor e-newsletters

Attendee e-newsletters

Matched Networking Host Training Webinar:

October 22 @ 3 p.m. ET

Attendee Orientation Webinar: October 29 @ 3 p.m. ET







Best Booth Contest!

- Presented by SAME's Exhibitor Advisory Council, you are automatically entered!
- One winner for each business size: Small, Medium, Large
- Winners receive:
 - Recognition in the SBC recap article in TME
 - A social media shout-out
 - One full-conference registration for any SAME National event in 2025
- Winner announced at the Thursday night Networking Reception.
- A flyer with more information will be shared on the next Exhibitor Newsletter!

See you in New Orleans!

Additional questions?

Exhibit@same.org

(703) 549-3800

















APPENDIX















Exhibitor Service Center

ESC Welcome Page

- 1. Go to samesbc.org
- 2. Click the "Service Centers" tab
- 3. Click Exhibitor Service Center
- 4. Enter your login information from your booth confirmation email
- 5. The Welcome page contains links to the Exhibitor Service Manual, other ordering forms, and a few other helpful tools.



ESC - Welcome

Thank you for choosing to exhibit at SBC!

The Exhibitor Service Center offers online features listed below to assist exhibitors in their pre-show planning

- Exhibitor Service Manual
 - Your Exhibitor Service Manual (ESAI) Cyberservices login information is created by our General Service Contractor,
 The Expo Group. The Exhibitor Service Manual is now live. Please reach out to exhibitorservice@theexpogroup.com
 If you did not receive look information.
- Convention Center Exhibitor Policies & Information
- . Additional Ordering Forms
 - Catering is exclusive to Sodero Livel Please contact 504-670-7200 or access the form here to order food, beverages, or other services. Access the menu here. No company is authorized to bring their own alcohol into the convention center. The deadline to order catering is November 6, 2024.
 - Electrical is exclusive to the convention center. Access pricing and the ordering link here.
 - . If ordering electrical services, please be sure to complete the Utility Location Order Form
 - Audio Visual services are provided by AVEX. Place your order by accessing this document and clicking the link.
 - Internet/Wi-Fi services are provided by the convention center. Open this document to view pricing and place your
 order. We will have Wi-Fi throughout the convention center, but it is recommend to purchase your own additional W
 Fi if you need high, relable speeds.
 - Shipping Labels please ship to the Advanced Warehouse or Convention Center and be sure to include one of the
 appropriate labels below. Make note of dates in which shipments are allowed to arrive. It is recommended to ship
 through TTS or Exposistics. Set up your shipment with TTS here. Of use Exposistics and order through the Exhibitor
 Sentine Manual.
 - · Advanced Warehouse
 - . Direct to Convention Center
- Exhibitor Rules & Regulations
- IAEE Exhibit Display Rules
- Exhibitor Newsletters
- Booth Staff Registration
 - As a reminder, no one is automatically registered) if you need access to the exhibit half for set up and tear down.













IN THIS SECTION

- Exhibitor Information
- Exhibitor FAQ
- Exhibit Floorplan
- Exhibitor Service Center
- ESC Welcome
- ESC Exhibitor Demographic
- ESC Invoice / Receipt
- ESC Booth & Sponsorship Payment
- ESC Extribitor Checkfeet
- ESC Exhibitor
 Documents/Newsletters
- ESC Booth Staff Registration
- ESC Booth Staff Reg Summary
- ESC Getting Unanlicited Emails?
- ESC Lead Retrieval
- ESC Logout

FEATURED AT SEC



ESC - Welcome

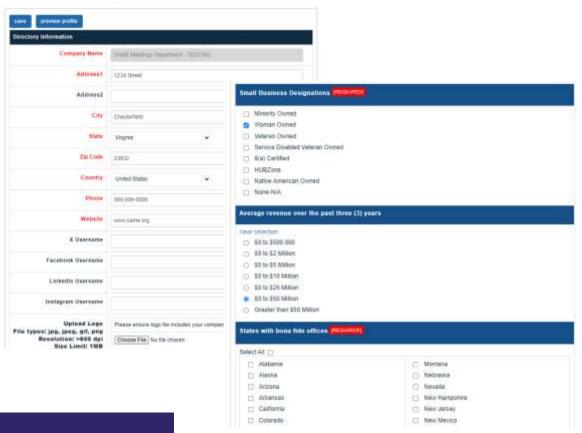
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Exhibitor Demographic Update

ESC - Exhibitor Demographic Update



Update your directory and demographic information here













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Booth Staff Registration Summary

See who is registered on the Booth Staff form. You can also access the Booth Staff Reg form on this page!

ESC - Booth Staff Reg Summary

Booth number:

SAMESBC.ORG

The following people have been registered via the Booth Staff Registration form so they will have access to the Exhibit Hall during set-up/tear-down/prep times. If anyone is missing from this list it means that they have not registered yet or they registered via the Attendee Registration form. Please contact exhibit@same.org if you have any questions.

Count	Staff Name	Company	Person's Registration Type	Paid	Balance
1	Febbraro, Belle	SAME	Complimentary Exhibitor Full Conference (2 per 10x10 booth) - Large Business	\$0.00	\$0.00
Balance Due					\$0.00

Click "ESC – Booth Staff Registration" to register attendees



Click Here to Register New Booth Staff













