

NEWH REGIONAL TRADESHOW

EXHIBITOR ADVANCE INFORMATION

NEWH Orlando Regional Tradeshow
Tuesday, May 15, 2018 -- 12:00pm – 6:00pm
Rosen Centre Hotel
9840 International Drive, Orlando, FL 32819 - Phone: (407) 996-9840

• SHIPPING INFORMATION:

- Exhibition-shipping company is Alliance Exposition.
- Exhibitor Kit link: <https://alliance-exposition.boomerecommerce.com>. **NOTE:** This will take you to the login page but a temporary password will be sent to you from Alliance auto system. The subject line will be: "New Boomer Commerce login created for (exhibitor name)". For questions, please contact Exhibitor Services Team at 703-528-2001 or email exhibitorassistance@alliance-exposition.com.
- Be sure to make note of cutoff dates to ensure all your items will be at your booth the morning of the show.

• BOOTH SET-UP TIMES: **Day before show, May 14th 2:00pm – 4:30pm & Day of show, May 15th 7:30am – 11:00am**

- Exhibitor set up: May 14th from 2:00 – 4:30pm & day of show May 15th from 7:30am – 11:00am. *Set up must be completed by 11:00am!*
- After 11:00am day of show, exhibitors will not be allowed to unpack boxes or crates; the room will be being prepared for the start of the show at 12:00pm.
- Tall panels or other large items cannot block the view of the next exhibitor. **Tall items should be placed against the back of the booth and should not extrude more than 2ft out.** You will be asked to remove any items outside of this area.
- NEWH staff & volunteers will check in registered exhibitors and will provide exhibitor badges, exhibitor material and show you your booth location if you need assistance.

• CARRYING ITEMS TO YOUR BOOTH:

- You may hand carry items into the show, but you **may not** use large hand carts or dollies as we are contracted for shipping & show handling through Alliance.
- If you need assistance carrying items to your booth or have large items, contact Alliance for cart service fees and assistance.
- Please account for sufficient employees, reps and/or factory staff to carry in, set up & take down your booth.
- If bell hops are not assisting other guests, they may be available to assist you.
- **Local exhibitors hand-carrying in:** The use of a dolly is not considered small-item and cannot go through convention center entrance or on show floor, this will require you to use the dock and order Alliance Expo services.
- Discounted self-parking available at Rosen Centre Hotel day of show at a rate of \$7/day. Please mention NEWH to receive discounted rate.
- **Exhibitors that have hired/contract Alliance for cart service move in/out via unloading dock:** This means you have pre-ordered services through Alliance Exposition. If you have not already ordered, contact Alliance Expo to order cart service; Exhibitor Kit link: <https://alliance-exposition.boomerecommerce.com>. **NOTE:** This will take you to the login page but a temporary password will be sent to you from Alliance auto system. The subject line will be: New Boomer Commerce login created for (exhibitor name). For questions, please contact Exhibitor Services Team at 703-528-2001 or email exhibitorassistance@alliance-exposition.com.
- If you shipped through Alliance Expo or ordered cart service: Items will be in your booth. If they are not, please see an Alliance Expo representative on site.

- **LUNCH:**
 - Complimentary lunch provided to all exhibitors starting at 11:30am; to all attendees from 12:00pm until 1:00pm to encourage early show attendance.

- **TRADESHOW:**
 - Hours: **12:00pm – 6:00pm**
 - **Please remember that aisle traffic is for attendee guest only. All exhibitor staff should remain in their booth.**
 - Attendees will be given a shoulder bag during check-in to carry brochures & handouts.
 - Be sure to bring sufficient company handouts to give away.
 - Candy giveaways in your booth are permitted; however, any other food or beverage giveaways must be arranged in advanced, contact Brenda Brown.

- **BADGE COLORS:**
 - Badges are color coordinated according to attendee type. The NEWH volunteer staff will do their best to distribute the correct colors. Badge colors go as follows:
 - **Exhibitors:** black with black string.
 - **Students/Educators:** yellow with yellow string.
 - **General attendees:** red with red string.
 - **Non-exhibiting vendor attendees:** blue with blue string.

- **Panel Discussion – Hospitality Outlook: ORLANDO**
 - 12:00noon – 1:00pm.
 - No preregistration required. No charge to attend. Booths must be set up prior to attending.
 - A panel of industry notables will join us for a discussion focused on the hospitality industry in Orlando.

- **DOOR PRIZES:**
 - A blank door prize will be given to each attendee during check-in.
 - Each exhibitor is requested to mark any of the 45 numbered blank spaces on the card with a colored permanent marker – markers available at the NEWH registration desk.
 - When the card is fully marked, attendees may drop off their card at the NEWH registration desk to be entered for the drawing.
 - 2 names will be drawn; one at 2:30pm & the other during the cocktail reception. \$500 cash prize each, must be present to win. Sorry, exhibitors are not eligible to enter drawing.

- **BREAK DOWN AND MOVE OUT:**
 - Break down: begins at 6:00pm; early break down is not permitted & in doing so may result in further action for future shows.
 - Alliance will immediately begin returning empties & break down booths at 6:00pm. Exhibitors must pack up & hand in shipping forms to Alliance or remove items from the show room immediately following the receipt of empty boxes after the show.
 - If you use Alliance cart service, this includes Alliance moving your items into your booth & back to the dock after the show, you must have your items packed up after the show in order for Alliance to bring items back to the dock.
 - If you choose to leave items behind, crate or furniture, there will be a disposal fee if someone local does not want to take these items home. You will need to inform both NEWH and Alliance that you'll be leaving items.
 - Outbound crates or skids handled by Alliance; please use their advance forms for drayage & shipping. Please coordinate with them directly. NEWH does not coordinate shipping between the exhibitor & Alliance.
 - Exhibitors must have everything packed & moved out by 9:00pm.

If you have any additional questions or concerns prior to the show, please feel free to contact us.

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