

## NEWH Regional Tradeshow Policies and Procedures

### Chapter Intent

Thanks to our chapters, the NEWH Regional Tradeshow has been a huge success. NEWH, Inc. will hold 5-7 Tradeshows each calendar year. The NEWH Regional Tradeshow is an NEWH, Inc. sponsored event held in conjunction with your chapter. Each interested Chapter is invited to present a brief proposal on hosting the RTS by gathering the following info and sending it to Jena Seibel in the NEWH, Inc. office. Please review the Tradeshow Policies and Procedures as well as the Tradeshow Timeline prior to submitting your proposal and revisit it once your chapter tradeshow has been announced.

1. Number of architecture, design, specification, or purchasing firms in the city and surrounding suburbs of the Chapter that were previously or are currently working on hotel, restaurant, nursing home, etc projects in the city and surrounding suburbs of the Chapter. Approx. number of employees in the firms and approx. dollar volume of hospitality projects completed or in process would be helpful. Please be sure to include firms OUTSIDE the NEWH Chapter membership, such as AIA, ASID, IIDA members, etc.
2. Number of hotel management companies and hotel brand corporate headquarters located in the Chapter's metro area and the number of hotels they control, again whether they are local NEWH members or not.
3. Number of full service hotels in the metro area with function rooms/meeting space of 8,500 sq ft or more tht can host a one-day tabletop/trade show type event for 90 exhibitors that include food and beverage service in the exhibit hall.
4. Advise an appropriate time of the year for an event like this in your city. (we don't want to compete with other major industry tradeshows)
5. Advise if the chapter board and members are ready and willing to volunteer their time locally to help stage the event. Essentially NEWH, Inc. and the director will bring the exhibitors to the city; the local chapter is responsible for assisting in planning the function and bringing the local design & buying community to the show so the exhibitors are happy.

### Conflict of Interest

Unfortunately, NEWH cannot allow any chapter to host an event that can potentially be viewed as an NEWH Regional Tradeshow. That means, chapters are not allowed to host any sort of event that focuses primarily on a table top, tradeshow, product expo or like styled event. What you can do is offer as reward to your sponsors a small opportunity to show their product at an event. For instance, if you have a hotel tour and you invite the vendors who installed product in that hotel to sponsor, they would be eligible to have a small table of cards, brochures and one or two product pieces as your chapter determines is fair and available. The primary function of your event can in no way compete with the NEWH Regional Tradeshow brand. We must enforce this to maintain the success of our Regional Tradeshows and the value it holds to our corporate partners and exhibitors.

### Selecting your tradeshow date:

Each chapter or region may vary on the best time of year and day of the week to hold a tradeshow. Each chapter will suggest appropriate dates and times to the Inc office when they submit their event proposal.

### Tradeshow hours:

Generally show should be for a length of 6 hours with a hour of cocktail reception time. Shows in the past have been open from 12-6 or 1-7 with the last hour cocktail reception, first hour lunch for attendees to generate early attendance, and then 5-6 or 6-7 cocktail reception.

### Fees:

Each chapter/region may experience a varied fee structure based on the costs of holding the event and what the market can bear. Tradeshow booth fees range from \$1095-\$1395 per booth depending on market cost and will be set after the hotel and exhibit contracts are complete. All booths are 6x6 in size creating an equal marketing opportunity for all exhibitors.

Each booth receives two free passes to the tradeshow; a third badge is \$25 and additional are \$75 each. The additional fee helps cover the cost of food and beverage as well as keeps the number of exhibitors on the show floor to a reasonable amount. Non-exhibiting vendors, manufacturers, sales representatives, and media will be charged \$75 NEWH member or \$225 nonmember for tradeshow attendance.

#### Standardized Regional Tradeshow Event Example Schedule:

Event staff set up: Early AM, day of event

Exhibitor set up: 8am-12pm

Potential CEU/Panel/ Owners Roundtable from 11am-12pm

Exhibitor lunch served: 11:30am

Tradeshow floor open: 12pm-6pm

Attendee lunch refreshed and served: 12:00pm until gone

Cocktail Reception Schedule:

Passed appetizers 4:30pm-5:15pm

Cash bar open 4:30pm-6:00pm

Light reception food: 5:00pm-6:00pm

During this time the Chapter President makes sponsorship announcements as well as thank you's.

#### Social Events/Parties

Hosting chapters at some point visit the idea of hosting a social event before or after the tradeshow. Any event outside of the standard tradeshow is subject to review by the NEWH, Inc. staff. Items to consider before planning any additional event are cost and availability of volunteer time. Based on past experience, exhibitor feedback and corporate partner interests, the following is policy regarding social events/parties outside of this cocktail reception.

#### Evening before tradeshow:

-Simple networking events only: announcements of discounts in hotel bar and/or presence of local chapter board members in hotel bar evening before creates a nice start and camaraderie for arriving exhibitors. This event can simply just occur in the bar area with all other guest of the hotel or a request for a separate reserved area (at no charge) with some appetizers/pizzas, and again using the hotel bar as cash bar. NEWH, Inc. can email exhibitors information regarding this event a couple weeks before the show. There should be no charge to attend and this cannot be a chapter meeting, fundraising event or require attendance from participating exhibitors, attendees or sponsors.

#### Evening of tradeshow:

-A continued networking party after the show needs to have much consideration regarding the main focus of having attendees at the show, as the show is your fundraiser. In addition, this event is a chapter based and planned event separate from the tradeshow income. With this, any event planned afterwards should be advertised as must attend tradeshow for entrance/tickets to the after party. Handing out of the "pass" to the after party at the show can be done at the registration desk or through a special after party sponsor at their booth. In addition, exhibitors at the shows are to be welcomed into this continued networking event free of charge. Tradeshow attendees should also be admitted free of charge with their entrance ticket. A large sponsored after party is cautioned due to cost as well as volunteer time. Please discuss with your local chapter board before committing to a large scale event and present your ideas to the NEWH, Inc. Office for further review.

#### CEU or speakers:

Having a speaker or offering a one hour CEU before the start of the show is a great way to stimulate early attendance at the start of the show. Typically these are held from 11-noon. NEWH has a list of approved CEU's. Consideration should always be given to NEWH Corporate Partners as first priority to offer a CEU. At no time can a CEU be held during Tradeshow hours unless with prior approval by NEWH, Inc.

#### Sponsorship:

NEWH offers many different sponsorship opportunities that are outlined on the exhibitor registration announcement. Included are different sponsor levels including show collateral sponsors as well as different food and beverage sponsorships. There is no sponsorship for the bar as that is to remain cash bar.