How to prepare for the best exhibit experience at NAPEO’s 2019 Marketplace

Tuesday, August 6, 2019 – 1:15pm EDT
Webinar Agenda

• Exhibitor Information Page (new)
• Exhibitor Schedule Review
• How to register online (yourself and staff)
• Exhibitor Registration Types
• Hotel Registration
• Arrival and booth set up
• Items provided in your booth
• Exhibitor Guidelines, Teardown, Booth Restrictions & Booth Schematic
• Freeman’s Exhibitor Kit & Deadlines
• Marketing your booth (before, during & after the show) and NAPEO’s Social Media
• Wine/Beer Tastings Sponsorship & Lead Retrieval & Raffles
• Additional Event Sponsorships and Advertising Opportunities
• Let Me Hear From You - Questions & Answers
Main Conference Page: https://www.napeo.org/annual-conference-2019
Exhibitor Information Page (new)
Exhibitor Schedule – Sunday, September 15, 2019

11am - 1:30pm  NAPEO Executive Committee Meeting
                 For NAPEO’s Executive Committee Members Only

1:00pm – 7:00pm  Registration Open
                 Sponsored by PayPlus Software, Inc.

1:30pm - 3:00pm  Federal Government Affairs Committee Meeting

3:00pm - 4:30pm  State Government Affairs Committee Meeting

4:30pm - 6:00pm  Legal Advisory Council Meeting

4:30pm - 6:00pm  PAC Committee Meeting

6:00pm - 7:00pm  Service Partner & Leadership Reception
                 (Open to all exhibitors & Associate Members)
                 Sponsored by BlueStar Retirement Services, Inc. and Risk Transfer Insurance Agency, LLC

7:00pm – 10:00pm  PAC Donor Appreciation Event
### Exhibitor Schedule - Monday, September 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am- 8:00pm</td>
<td><strong>NAPEO registration desk</strong> (all exhibit booth personnel <strong>must have</strong> name badges on to enter the marketplace exhibitor areas. Security guard on-site)</td>
</tr>
<tr>
<td>8:00am - 3:00pm</td>
<td><strong>Exhibitor Set-Up.</strong> (Exhibitors <strong>must have</strong> booths completely set up and vacate booths by 3pm). Freeman to do clean-up, trash removal, and prepare for Opening Marketplace Reception</td>
</tr>
<tr>
<td>5:30pm -</td>
<td><strong>Exhibitors/booth personnel may enter the marketplace</strong>, help themselves to the buffet, get in place for the Opening Marketplace Reception</td>
</tr>
<tr>
<td>6:00pm - 8:00pm</td>
<td><strong>Opening Marketplace Reception</strong></td>
</tr>
<tr>
<td>8:15</td>
<td><strong>Marketplace closes, all attendees will exit the area</strong></td>
</tr>
</tbody>
</table>
## Exhibitor Schedule - Tuesday, September 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am - 7:30pm</td>
<td>NAPEO registration desk (check-in, name badges)</td>
</tr>
<tr>
<td>11:30pm</td>
<td>Exhibitors/booth personnel may enter the marketplace, help themselves to the buffet, get in place for the Lunch in the Marketplace</td>
</tr>
<tr>
<td>12:00pm - 2:00pm</td>
<td>Lunch in the Marketplace</td>
</tr>
<tr>
<td>2:15</td>
<td>Marketplace closes, all attendees will exit the area</td>
</tr>
<tr>
<td>4:30pm</td>
<td>Exhibitors/booth personnel may enter the marketplace, help themselves to the buffet, get in place for the Marketplace Reception</td>
</tr>
<tr>
<td>5:00pm - 7:00pm</td>
<td>Marketplace Reception</td>
</tr>
<tr>
<td>7:00pm - 9:00pm</td>
<td>Exhibitor Breakdown</td>
</tr>
<tr>
<td>7:30pm - 10:00pm</td>
<td>Keep NAPEO Weird: An Evening with the Spazmatics at Banger's Sausage House</td>
</tr>
</tbody>
</table>
Exhibitor Schedule - Wednesday, September 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am- 12:00pm</td>
<td>NAPEO registration desk (check-in, name badges)</td>
</tr>
<tr>
<td>8:00 - 10:00am</td>
<td>Exhibitor Breakdown</td>
</tr>
</tbody>
</table>

The conference schedule is subject to chance, check online often for the latest updates.
Exhibitor Registration Types

**As a reminder, complimentary registrations are not included in your booth fees. All attendees must register online.**

- **Booth representative registration** is $375 per person and includes access to the exhibit hall/marketplace sessions, general sessions, and the evening event. (Note: Booth representative registration does not include access to educational sessions beyond the general sessions.)

- **Full conference registration** is $595 per person and includes access to the exhibit hall, general sessions, breakout sessions, and evening event.

- **Refunds** will be issued for registration cancellations made prior to Monday September, 9, 2019. A $125 cancellation fee will apply. There will be no refunds after September 9th.
How to Register Online

• Go to NAPEO’s 2019 Annual Conference & Marketplace [Online Registration Page]

• Enter your username/password and click the “Login” button

• Under Events: click NAPEO's 2019 Annual Conference & Marketplace, follow the prompts
  • If you wish to register a group of people, you would select “manage group registrations” and follow those prompts.

• **Registration questions may go directly to Katie Adair, NAPEO’s Registrar, (703) 735-8165 or kadair@napeo.org**
Registration types

Select a Registration Fee

- NAPEO’s 2019 Annual Conference & Marketplace - Full Conference Registration (Non-Exhibitor) - $1,245.00
- NAPEO’s 2019 Annual Conference & Marketplace - Monday Only Registration - $550.00
- NAPEO’s 2019 Annual Conference & Marketplace - Tuesday Only Registration - $800.00
- NAPEO’s 2019 Annual Conference & Marketplace - Wednesday Only Registration - $550.00
- NAPEO’s 2019 Annual Conference & Marketplace - Special Marketing Day Package - For PEO Marketing and Communications Professionals Only - $400.00
- NAPEO’s 2019 Annual Conference & Marketplace - Booth Representative - For Confirmed Exhibitors Only - $375.00
- NAPEO’s 2019 Annual Conference & Marketplace - Booth Representative Full Conference Upgrade - For Confirmed Exhibitors Only - $595.00
- NAPEO’s 2019 Annual Conference & Marketplace - EXHIBIT HALL ONLY MEMBER (Non-Exhibitor) - This does not include any sessions, the evening event, or attendee list. - $200.00
- NAPEO’s 2019 Annual Conference & Marketplace - CEO Forum Only - $0.00
Once individuals complete the online registration, they will receive a confirming email with the hotel room reservation link. Click on the link to book your hotel. NAPEO’s room block is open to registered NAPEO attendees only.

- NAPEO has reserved a block of rooms at the JW Marriott Austin at the discounted rate of $279/night.

- This block is available until Friday, August 23, 2019, based on availability, we encourage you to book early.

- All reservations must be made online.
What to do when you arrive?

1. Check in at NAPEO’s registration desk to obtain your name badge (3rd floor)
2. Set up your booth
3. Check into the Hotel

Reminders:

• All entrants to the marketplace must have a name-badge on due to security requirements. No exceptions.

• For individuals who will be setting up the booth only (and not attend the conference), should be instructed to pick up an “Exhibit Set-Up Only” badge at NAPEO’s registration desk.

• Booths in the foyer (800 series) are not secured, it is advisable to remove items of value when unattended.
Floor Plan

Doors will be locked
Basic Booth Set Up (items provided)

• Each 10’ of booth space will have the following:
  • One 2’x6’ draped and skirted table (feel free to bring your branded tablecloth)
  • Two side chairs and a waste basket
  • 8’ high draped back wall
  • 33’ high draped side rails (these must stay in place, do not remove)
  • One paper 7” x 44” sign with company name (you can remove if desired, they area up to help you find your space)

What else Do I need to know?
• The exhibitor space is carpeted
• Wi-Fi is included, thanks to the generosity of our sponsor
• Electrical is not included, contact Freeman
Booth Height Restrictions

• Display fixtures over 4 feet in height must be confined to the back 4 feet of the booth. (The height restriction is to ensure you do not block the line of sight into your neighbors booths. This includes signs or banner stands, monitors, speakers, etc. (Please read section 13 of the Exhibit Space Rental Agreement for more detail about booth layout and exhibitor conduct.)
Any fixtures including signs higher than 4’ must be pushed to the back 4’ of your booth.

Side Rails must remain in place
Exhibitor Booth Set Up - Guidelines

All exhibit attendees should be familiar with policies outlined in NAPEO’s Exhibit Space Rental Agreement. Highlighting the most important points:

• **No subletting of space** – one exhibiting company per booth
• **Name Badges** – must be worn at all times
• **Exhibitors may not be in their exhibit space outside of scheduled exhibit or set-up/break-down hours.** All booth personnel must leave the exhibit areas within 15 minutes of the Marketplace sessions close.
• **Booth access is not allowed during non-show hours:** booth space is locked during non-show hours and may not be used as a meeting place outside scheduled exhibit hall hours. *You will not be able to visit your booth when the marketplace is closed, please remove all your items needed prior to exiting the Marketplace.
• **Set-up:** All displays must be in place by 3:00 pm Monday September 16th.
• **Tear Down:** Do not dismantle your booth before 7:00pm Tuesday September 17th, please note penalties will occur for companies that break down early.
• **Operation & Conduct:** Exhibitors are not allowed to obstruct the view or adversely affect the displays of other exhibitors.
• **Food and Beverage:** Per hotel guidelines, exhibitors are not permitted to bring outside food/beverage into the exhibit hall. If you are interested you may pre-arrange/purchase with the JW Marriott’s convention services.
Premature Teardown Policy

• Premature tear down detracts from the overall merit of the show and experience for our attendees.
• **Exhibitors may not tear** down prior to the close of the Marketplace at 7:00pm on Tuesday, September 17th.
• **Penalty for breaking down early:** If an exhibitor begins to tear down before the Marketplace close time (7pm Tuesday), the exhibitor will forfeit all accumulated points and be denied the opportunity to exhibit with NAPEO in future shows.
• If you have an emergency that may require early departure, please discuss alternative arrangement options in advance, which may be coordinated with the show decorator. Contact Nancy Benoudiz with options **prior** to breaking down your booth.
• Visit me at either NAPEO’s booth during non-Marketplace Trade Show times or in the Marketplace during the show.
Freeman—NAPEO’s Show Decorator

Your booth materials should not be shipped to NAPEO’s office or the hotel. Please coordinate all shipping directly with Freeman. Check it out online: Freeman Decorator Kit

Freeman’s Critical Dates:

• Advance Freight Receiving starts Friday, August 16
• Discount Price Deadline Monday, August 26
• Advanced Freight Deadline Monday, September 9
• Exhibitor Move-In Monday, September 16 (8am-3pm)
• Exhibitor Move-Out Starts Tuesday, September 17 (7pm-9pm)
• Exhibitor Move-Out Ends Wednesday, September 18 (8am-10am)
• Exhibitor Clear-Out Deadline Must be completely out by 9/18 @10am
Marketing Your Booth

• **Think Broad** – what is your marketing strategy? What message do you want attendees to see/hear when they visit your booth?

• **Booth personnel** – who will be working your booth? (A mix of sales and marketing personnel, etc? *Are they registered?*

• **What materials will you bring** – brochures, item giveaways, business cards?

• **How will you capture your visitors** – fish bowl for business cards, lead tracking, etc *Work with your staff* – make sure you know your message and your plan

• **Follow up** – most importantly, how will you follow up after the Conference?
Pre-Conference Marketing

• To help you in your pre-show marketing efforts, NAPEO will furnish exhibitors a pre-conference attendee list several times before the Conference. We encourage you to use this list in your direct-mail and phone campaigns to market in advance to PEO clients and prospects.

• As a reminder, due to anti-spam policies email addresses will not be included in the registration lists.

• Be on the lookout for the pre-registration list on these dates, Monday, August 12th, Monday, August 26th and Monday, September 9th. Yes, a post-conference attendee list will be sent.
What Drives People To My Booth?

• Attractive, clean displays
• Be interesting – change it up from year to year
• Great Signage
• Interactive Displays
• They planned to visit you (yes, your pre-show marketing helps!)
• Friendly booth personnel to welcome people “in”
• Other fun ideas: Raffles, Alcohol, Interesting Giveaways
Build a positive ROI – Booth Set Up

• **First Impressions are Everything, Really!**

• **Meet & Greet:** every visitor to your booth should be greeted immediately

• **Extend Your Reach Beyond the Booth:** think wearables that light up, stickers, pins, glassware with your logo, let attendees advertise for you, make it a game, those who wear your items, or post on social media may be entered into a raffle, etc. Get creative.

• **Let Attendees Interact:** if you can make your product or service interactive, people will stay and a crowd will form, think touchscreens, interactive media, etc.
Build a positive ROI - Booth Set Up

• Create a Positive Experience: Make sure you/your team are fun, engaging, different, interesting, do something unexpected and be memorable – make sure attendees had a positive experience and want more

• Get Your Best Clients to the Show: think referrals, invite your clients, let them tell your story of success

• Follow up Fast: Take contact information from every attendee (or use NAPEO’s post-conference attendee list) and follow up with personal phone calls.
Post-Conference Follow-up

Post-Conference lists will be distributed one week after the conference concludes.

• When you return, prioritize your prospects from the show.
• Thank your current clients for stopping by, remember to check in with each client as they too are being approached by other exhibitors
• Set SMART objectives with the sales team for success. What do you reasonably expect (Specific, Measurable, Attainable, Realistic and Time-bound)
• Track your success
Social Media

Conference Hashtag: #NAPEO19
Twitter: @napeo
Facebook: www.facebook.com/NAPEO
Wine/Beer Tastings (add-on Sponsorship)

- Designed to drive traffic to Marketplace booth and generate excitement among attendees for your company
- Sponsoring companies’ names are included in the Program-at-a-Glance floor plan map
- Sponsors may select either beer or wine on their assigned evening (either 1st or 2nd evening, but not both)
- Bartenders are not provided inside your booth (unless you have pre-reserved hard-liquor). Hotel staff will provide a high-boy table and switch out your glassware as needed.

- **Event Sponsorships** remain, ask me for details.
Lead Retrieval – How it works & how to order

- NAPEO has contracted with American Trade Show Services (ATS) for lead retrieval this year.
- Once you scan your visitors QR code from their name badge, leads are immediately sent via the cloud to a live website and can be marketed to immediately.
- Live leads equip your team with a quicker opportunity of making follow-up sales & is key to generating high return on investment from tradeshows.
- The ability to add notes after a memorable interaction provides insight on an attendee’s interest.
- ATS’s early bird pricing deadline is FRIDAY, AUGUST 16TH
- Click Here to Download the Order Form
- Click Here to Order Online
- If you have any questions, please call ATS’s office directly at (985) 809-0600 Ext. 777
Sponsorship/Advertising

• Where better than to put your marketing investments than with the only publication that reaches thousands of PEO individuals? **PEO Insider.** Thank your attendees by advertising in the Post-Conference (October Issues), book your ad space by August 15th, ads due August 29th.

• Advertise in NAPEO’s Conference Proceedings Workbook. The workbook is distributed out to all fully registered guests. Full page ad in black/white $1,075  (**ad material is due 8/23/2019**)  

• **Event Sponsorships** remain, ask me for details
Raffle form (New this year - TBD)

NAPEO’s 2019 Exhibitor Raffle Drawing Form:

NAPEO will announce raffle winners only during the closing Marketplace Reception on Tuesday, September 17, 2019 during 5pm-7pm. To participate, please fill out information below and review rules at bottom.

Your company Name: ___________________________ Booth #: ________

Winner’s Name: ________________________________

Winner’s Company: ______________________________

Prize given (title): ______________________________

Prize Description (short description – if title is not obvious (like $100 AMEX gift card is obvious...) if an item (like technology) please describe the item. ____________________________________________
Questions & Answers

Nancy Benoudiz
(703) 739-8169
nbenoudiz@napeco.org
Thank you!

See you in Austin.
Safe travels.