Thank you for planning to exhibit at the SAME 2019 Federal Small Business Conference & Expo (SBC) on November 20th - November 22nd in Dallas, TX. SAME will send SBC Booth Coordinators an Exhibitor Newsletter each month. Please read this email in its entirety because it contains important information and reminders. All exhibitor newsletters will be saved in the Exhibitor Service Center. Please share these newsletters with your booth staff so that they can also be informed before arriving on site.

**Visit the Exhibitor Service Center (ESC).**

Through the ESC, exhibitors can obtain a copy of your booth receipt/invoice, pay your booth balance due, obtain a copy of the attendee list (2 weeks prior to the conference), obtain the Exhibitor Service Manual, etc.

ESC: [https://www.samesbc.org/exhibitor_service_center.cfm](https://www.samesbc.org/exhibitor_service_center.cfm)

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**Exhibitor Service Kit**

The SBC Exhibitor Service Kit is now available in the Exhibitor Service Center! This is where you will obtain shipping and material handling information and order items (ex. electricity, specialty furniture, etc.) and services for your booth. Please be sure to read this manual! If you have any questions regarding the service kit please contact Missy Cass at 972-751-9144 or MCass@theexpogroup.com

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**Networking Roundtables**

Networking Roundtables are sessions at which public agencies and large businesses host tables to engage with small business representatives to discuss real business opportunities and lay the foundation to develop new client-consultant relationships.

Large businesses and public agencies wishing to host a Networking Roundtable can begin managing their roundtable availability starting on Thursday, October 3rd. Table Hosts (Large Businesses and Public Agencies) will control their own appointments in real-time through the Exhibitor Service Center.

Networking Roundtable Sessions will take place in Ballroom A on:

- Thursday, November 21, 2019: 10:30 am - 4:30 pm
- Friday, November 22, 2019: 8:30 am - 11:30 am

Small Businesses can begin requesting appointments with table hosts starting Thursday, October 17. Appointment requests will be made through the Attendee Service Center.

Please email Exhibit@same.org if you have any questions regarding our Networking Roundtable schedule process or sessions.
Register your Exhibiting Personnel

Please make sure you register all booth staff through the Exhibitor Registration Form. Your booth includes two complimentary full-conference registrations. Additional registrations are available for a fee. All individuals working in your booth must register to attend and NO ONE is automatically registered. We encourage everyone to register on-line prior to the event!

Anyone from your company who needs access to the exhibit hall during non-show hours (for set-up, tear-down, early morning preparation, etc.) must register through the Exhibitor Registration Form. Individuals registered through the Attendee Registration form will not have access to the exhibit hall during set up, tear-down or early morning preparation. Therefore, please make sure your booth staff registers through Exhibitor Registration form so they are not turned away. If you have any questions regarding the registration process, cancel a registration or need to switch an attendee registration to an exhibitor booth staff registration, please email Registration@same.org.

If your booth is not paid in full and approved by SAME, you will not be able to register your booth staff. Keep in mind that this process is not instantaneous. Our staff makes every effort to check payments daily and approve paid companies as quickly as possible. You will receive an official confirmation letter once your booth payment has been approved by SAME.

The Balance Due on your booth is: ${{BALANCE_DUE}} Payment by credit card may be made via the Exhibitor Service Center at your convenience.

Conference & Exhibit Hall Schedule

As you prepare to book your travel arrangements and hotel reservations for SBC, we ask that you please take a look at our Schedule-At-A-Glance for a listing of our set up and tear down dates and times. Please note that any exhibitors who tear down prior to the close of the exhibit hall at 12:31 am on Friday, November 22nd will be penalized and charged a $100 early tear down fee. Breaking down early is disrespectful to attendees and fellow exhibitors and 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.

Travel & Lodging

Don’t forget to reserve your hotel rooms today! The housing site can be found on our SBC Travel & Lodging page. Reservations will only be accepted through the SBC official housing partner, Connections Housing; individual hotels will not accept reservations directly. Book your hotel by November 1st to receive the group discounted rate. The benefit of using the hotel room block helps keep costs down and most importantly, helps you network outside of the convention center!
Additional Opportunities

Sponsorship

Looking to showcasing your firm to the more than 3,500 expected attendees? Sponsorship opportunities are still available! Please contact Kelly Dawson at exhibit@same.org or 703-549-3800, ext. 111 and lock in your sponsorship of the 2019 SBC in Dallas today! To view our current SBC Sponsorship options click here!

Maximize Your Exhibiting Experience

Looking for ways to drive more traffic to your booth? Below we have provided a few tips and additional options to help you maximize your exhibiting experience at SBC!

- **Marketing Tool Kits & Social Media Graphics**
  - Let SAME help you promote your Small Business Conference (SBC) attendees, exhibit booth, education session, or company sponsorship! Marketing tool kits are easily downloadable with email and social media copy ready for personalization and SBC graphics for posting. The official event hashtag is #SAMESBC19. To add your logo or photo, location of your booth, organization name, speaker information and session information to the graphic.

- **All exhibiting companies will receive a pre-show attendee list two weeks before the start of SBC. This list is a great opportunity to promote and market your company and booth number.**

- **Pages are still available for purchase for our Small Business Passport! Small Business exhibitors have the option of purchasing a passport page which includes your company logo and description. Attendees must visit each company listed in the passport and receive a stamp in order for a chance to win some awesome door prizes! Last year we had over 700 attendees complete the passport challenge! If interested, please contact our Exhibits Team at Exhibit@same.org.**

That is all for now! Please do not hesitate to contact us if you have any questions or visit the Exhibitor FAQ Page or Registration FAQ Page.

Thank you again for Exhibiting at the 2019 Small Business Conference!

The SAME National Office Meetings & Expo Team

exhibit@same.org