Thank you for planning to exhibit at the SAME 2019 Federal Small Business Conference & Expo (SBC) on November 20th-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

Register your Exhibiting Personnel

Registration is now open! 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 and will be denied entry into the exhibit hall. Therefore, please make sure your booth staff registers through Exhibitor Registration form so they are not turned away.

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.

Update your Exhibitor Directory Information

Please make sure your Exhibitor Directory information is up-to-date. Attendees can view your directory information on the SBC Website. Exhibitor Directory information will also be used in the printed program. To update your directory information, please visit the Exhibitor Service Center and click on “Exhibitor Demographic Update” on the left navigation menu. All directory logo and descriptions are due by August 29, 2019. SAME is not responsible for missing or outdated logo and descriptions. If we do not receive your directory listing item by August 29, 2019, your information will not be included in our onsite program and no refunds will be granted.

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 other items such as electricity, specialty furniture, WiFi and other services for your booth. Please be sure to ready this manual! If you have any questions regarding the service kit, please contact Missy Cass at Mcass@theexpogroup.com or 972-751-9144.
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 pm 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 October 18 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!

Sponsorship

Looking to stand out at SBC? Sponsorship opportunities are still available! Don’t miss out of showcasing your firm to the more than 3,500 expected attendees! Please contact Kelly Dawson at Kdawson@same.org or 703-549-3800, ext. 111 and lock in your sponsorship of the 2019 SBC in Dallas today!

Exhibit Space and Display Reminder

Each exhibit display must abide by the guidelines stated in our SBC Rules and Regulations document. For linear booths, display materials are not permitted to obstruct the linear view above the 3 foot draped side walls. Exhibitors are only allowed to use the 5 feet forward from the rear of the booth to set up any displays or signage above 3 feet. Your booth signage height must also stay at or below the back draped wall and must not be higher than 8 feet. SAME Staff will ask you to rearrange your booth space if you are violating this rule!

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