



REGIONAL

TRADESHOW

EXHIBITOR ADVANCE INFORMATION

NEWH Dallas Regional Tradeshow
Tuesday, October 9th, 2018 -- 1:00pm – 7:00pm
Hyatt Regency Dallas
300 Reunion Blvd, Dallas, TX 75207 - Phone: (214) 651-1234

• GUEST ROOM BLOCK:

- Hyatt Regency Dallas: **\$199/night.**
- Reservation deadline is **Monday, September 17th, 2018** or when block is sold out, **whichever comes first.**
- Reservation phone (888) 421-1442 & refer to NEWH or reserve online at this link:
<https://book.passkey.com/go/HWEN2018>
- If the guest block shows sold out before the cutoff date, contact Brenda Brown brenda.brown@newh.org
- Adding rooms to our block is not guaranteed but we will do our best to accommodate.
- Please only reserve a room if you know for sure you'll be using it; NEWH gets charged for cancelled rooms that do not fulfill our guest room block.

• 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.

• CARRYING ITEMS TO YOUR BOOTH:

- You may **hand carry** items into the show, but you **may not use moving equipment including dollies, hand trucks, wagons or moving carts** as we are contracted for shipping & show handling through Alliance. You may use a small, collapsible 2-wheel cart or a rolling duffel bag/suitcase. If your items are too heavy to carry by hand or if you must make numerous trips to carry items in, you must order cart service through Alliance Exposition. Carry in will be closely monitored and violators will not be allowed entrance to showroom floor.
- If you need assistance transporting items to your booth, contact Alliance for cart service fee.
- Please account for sufficient employees, reps and/or factory staff to carry in, set up & take down your booth.
- If bellhops are not already helping overnight guests, they may be available to assist you.
- Further details to follow in the Day-of-Show that will be sent approximately 2 weeks before the show date.

• ADVANCE BOOTH NEEDS:

- Included in booth: one (1) chair, 4ft or 6ft draped table – these items must be requested through NEWH.
- Easel, 8ft drape rack for fabric display, electrical service, WiFi access: these items can be ordered through NEWH.
- Booth space will be carpeted.
- Included in booth: two (2) exhibitor badges. Additional exhibitor badges can be requested through NEWH. The cost for a 3rd badge is \$25 and each badge thereafter is \$75/each.
- All booth needs, updates & changes: contact Brenda Brown brenda.brown@newh.org or 866-935-6394.
- Submit booth needs by Monday, October 1st, 2018. Changes will be handled on site after this date.

- **BOOTH SETUP:**
 - All booths are 6ft x 6ft, with an 8ft high back drape & 3ft high draped sides.
 - Side drape may be removed if you have more than one booth, are a multi-line representative and want to have one long booth or are on an end and want the end aisle side removed. This can be done at the show; simply notify Alliance to take it away.
 - 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.

- **EXHIBITOR SET UP: Day before show, October 8th, from 2:00pm – 4:30pm & Day of show, October 9th, from 7:30am – 12:00pm**
 - NEWH staff & volunteers will check in registered exhibitors outside the show room and will provide exhibitor badges, exhibitor material and show you your booth location if you need assistance.
 - Exhibitor set up: October 8th from 2:00pm – 4:30pm & October 9th from 7:30am – Noon.
 - *Booths must be set up no later than 12:00 Noon.* After this time any unpacking or set up will not be allowed as room will be being prepared for the start of the show at 1:00pm.
 - Hyatt Regency Dallas, Alliance and NEWH staff & volunteers will be on hand during morning set up to answer questions, resolve problems & assist in getting the show ready.

- **LUNCH:**
 - Complimentary lunch provided to all exhibitors starting at 12:30pm; to all attendees from 1:00pm until 2:00pm to encourage early show attendance.

- **TRADE SHOW:**
 - Hours: **1:00pm – 7:00pm**
 - 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 through catering. Contact Brenda Brown brenda.brown@newh.org or 866-935-6394.

- **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.
 - Two names will be drawn; one at 3:30pm & the other during the cocktail food 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 7:00pm; 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 7:00pm. 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.
 - Any other arrangements made need to be communicated to NEWH staff & Alliance.
 - 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.
 - Exit locations: Hyatt Regency Dallas, Alliance & NEWH staff will be on hand to direct you.
 - You are allowed to hand carry or use small collapsible 2-wheel carts to move your items out.
 - Outbound crates or skids: handled by Alliance; please use their advance forms for drayage & shipping. Please coordinate with them directly.

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

Roger Mathis
Dallas Chapter Tradeshow Chairperson
(214) 842-2377
roger@paravars.com

Jena Seibel
Deputy Director, NEWH
(866) 935-6394
jena.seibel@newh.org

Brenda Brown
Tradeshow Coordinator, NEWH
(866) 935-6394
brenda.brown@newh.org