

EXHIBITOR INFO.

Show Hours/Set-Up

Set-Up Wednesday 9/8 - 6p-10p

Set-Up Thursday 9/9 - 6:30a

Tear-Down Thursday 9/9 - 3:15p

Show Hours 9/9 - 8a-3:15p

- You can check in and set up the night before on Wednesday, September 8 (the preferred time) at 6:00pm - 10:00pm. You will pull into the back of the EXPO Hall and unload through the dock. We will send a map and directions as we get closer. Doors will be locked overnight.
- On the day of - September 9 - you can arrive as early as 6:30am. Everything must be set up and ready to go by 7:30am. Doors to the Exhibit Hall will open at 8:00am to attendees.
- The Exhibit Hall is open from 8am-3:15pm. No booths can be torn down before 3:15pm. The last class session happens at 3:15, and attendees will be invited to disperse from the Exhibit Hall. You will exit the building with your materials through the same docking door in the back,
- At 4:30pm, we will have Happy Hour and Prizes in the lobby/registration area, for which of course, you are invited to stay.

Your Booth

- Your booth is a 10' by 10' foot area, with an 8' table, two chairs and one garbage can.
- The Exhibit Hall has Wi-Fi.
- Each table will have a black spandex linen, but you are welcome to bring your own branded linen.
- The pipe and drape behind your booth is a maroon color.
- No booth items will be allowed in the aisles.

Electrical

(deadline 8/26)

- Electrical is provided by a third party called Power Source Services. It is ordered and paid for directly to them. **The deadline is August 26.**
- [CLICK HERE](#) for the order form and directions.

Booth Reps and

Lunch Tickets

(deadline 8/26)

- You will be provided two lunch tickets for representatives at your booth (maximum 4 representatives at each booth). You **MUST** submit their names by [CLICKING HERE](#) by August 26. **Enter Code: BOOTHREPS**
- For any two extra booth reps, each one is \$35 and includes lunch, and must be reserved by [CLICKING HERE](#) by August 26. **Enter Code: BOOTHREPS**
- For Management Company booths, please register any of your team beyond your four reps, as a regular attendee, using [THIS LINK](#).

SPY GAMES ADD-ON

(deadline 7/31)

- You're invited to join in as one of our Mystery Booths, which offers advanced exposure for your company and more engagement on the trade show floor. See next pages.

Attendance

- It is hard to anticipate specific attendance at this time, since we are several months away and there are always variables, but if you are looking for an estimate for materials, we'd say 300-350, based on past years.

Exhibitor Orientation

- The details are in this document, but if you'd like to hop on a Zoom to ask some questions, please join one of the sessions.
- Monday, July 26 - 12p - [RSVP HERE](#).
- Friday, August 6, 10:30a - [RSVP HERE](#).

Booth Policies

- See next pages.

PRESENTING SPONSORS



AMERIS BANK





EXHIBITORS, you're invited to participate as a Mystery Booth for

THE EXPO SPY GAMES

An interactive mystery game to increase attendee interaction (WEEKLY before they get there)

\$100 buy-in, Deadline: July 31, RSVP www.neflcai.com

Here's how this works on the day of the EXPO!

- Create a fun Spy-Related Game, that is challenging and involves your company's main objective. (Call us for ideas!)
- If the attendee wins the game, they will receive one letter for the Cryptogram Final Puzzle, which you will stamp on their sheet using a stamp we provide to you.
- In order to solve the puzzle and have a chance to win the grand prize, they must collect ALL the letters, which will ONLY be given out from and at participating Mystery Booths.
- At the end of the day, all attendees who have solved the puzzle will receive a chance to win the grand prize.
- As an added bonus, YOU can provide a giveaway item that you can give out on the main stage, by pulling the name of a lucky attendee who completed their Spy Game mission at your booth and submitted their card.
- Participation for the Mystery Booth designation is \$100, plus your optional prize.

Here's the exposure you get in advance, on the day of and after!

In Advance

- We will drive traffic to your website. Your company's logo will be featured in five Weekly e-blasts leading up to the event. Next to your logo, we will include a question that can only be answered by a registered attendee visiting your website (we'll create the questions). If they answer all weekly Mystery Booth questions correctly by the deadline, each week they will be entered to win a \$50 gift card provided by us (announced before and at the EXPO).

Day Of

- Your company is on the Spy Games Flyer.
- Your booth has a special marker (we provide) so you stand out.
- Recognition from podium as we draw your prize. You can help us draw the name.

After

- Logo inclusion in the recap video we send to attendees after the event.

Here's what is already included in your basic booth investment!

- Like previous years, we will provide a basic card for attendees that can be stamped just for visiting your booth. We will have a small prize if they drop this completed card at the end of the day and their name is pulled.
- You can do a regular game like you normally would (such as a Spinning Wheel) and do your own giveaway after the event.

Spy Games Sponsors





BOOTH POLICIES

Booth Location

- Booth locations will be determined by order of reservation and completed payment date, upon receipt of the invoice. Your booth is NOT CONFIRMED until we receive payment. You have a two week period to pay for your booth, from the date of the invoice. For booths, ONLY credit cards will be accepted for payment. (Checks can be issued for Sponsor payments.)
- Priority placement will be given to EXPO Sponsors and Annual Chapter Sponsors. Annual Chapter Sponsors have a two-week advanced purchase window from May 26- June 9. Booth locations will be updated on the chapter website on an ongoing basis.
- While we plan to make every accommodation to ensure the booth you select and prefer is the one you receive, we do reserve the right to make minor adjustments to the layout and will inform you of any changes. Therefore, as a "just in case" measure, you are offered the option to RESERVE up to 3 booths and mark your order of preference 1st, 2nd, or 3rd.
- The map below will be updated every few days (and noted with a date), so you can see who is where. If you don't see an option in the booth items below, but it looks "open" on the layout map, it's probably because we are in the process of updating the map.

Suitcasing Policies

- CAI has a no-tolerance policy regarding "suitcasing," which describes the practice by non-exhibiting companies or individuals of soliciting sales or sales leads on the tradeshow floor, or in the aisles or lobbies.
- It is considered bad form to conduct business outside of the classroom. Talking to clients or prospects in or in front of someone else's booth or someone else's course is also a violation of CAI policy and will not be tolerated.
- Only registered exhibitors will be allowed on the tradeshow floor. EXPO sponsors that have not purchased a booth will only be allowed on the tradeshow floor during their sponsored event and will not conduct business or visit tradeshow booths.
- Violators of these policies will be ejected from the show.

Booth Sharing

- Booths are for a single company and only that company's logo can be displayed.

Refunds

- There are no refunds and booths are not transferrable. COVID safety protocols will be followed. Attendance may be limited. While we don't anticipate having to reschedule, if the event should reschedule due to COVID or other unforeseen reasons concerning the safety of our participants, all reasonable fees will be transferred to the newly scheduled event, in lieu of a refund.