



## EXHIBITOR ADVANCE INFORMATION

NEWH Atlanta Regional Tradeshow  
Friday, January 22<sup>nd</sup>, 2016 – 1:00pm – 7:00pm  
Cobb Galleria Centre

Two Galleria Parkway, Atlanta, GA 30339. Phone: (770) 955-8000

### • GUEST ROOM BLOCK:

- Renaissance Atlanta Waverly Hotel & Convention Center – Rooms are \$119/night.
- Reservation deadline is **Thursday, December 31<sup>st</sup>, 2015** or when block is sold out, **whichever comes first.**
- Reservation phone (800) 468-3571 or reserve online at this link: [Book your group rate for NEWH, Inc.](#)
- If the guest block shows sold out before the cutoff date, contact Mary Phalen [mary.phalen@newh.org](mailto:mary.phalen@newh.org)

### • SHIPPING INFORMATION:

- Exhibition/Shipping company is Alliance Exposition.
- Shipping link: <https://alliance.expoorders.com/Login.aspx?showid=864> \*Username: exhibitor contact's email provided during registration. \*Password: NEWHATL2015 (case sensitive).
- Alliance will be emailing you a manual.
- 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 large hand carts or dollies as we are contracted for shipping & show handling through Alliance.
- If you need assistance carrying items to your booth, contact Alliance for labor fees.
- Please account for sufficient employees, reps and/or factory staff to carry in, set up & take down your booth.
- This is a non-hotel venue; therefore, bell hops will not be available to assist you with carrying items.

### • ADVANCE BOOTH NEEDS:

- Included in booth: one (1) chair, 4ft or 6ft table – these items must be requested through NEWH.
- Easels, electricity, WiFi, in-booth catering: these items not included in your initial registration.
- Booth space will be carpeted.
- All booth inquires, updates & changes: contact Mary Phalen [mary.phalen@newh.org](mailto:mary.phalen@newh.org) or 866-935-6394.

### • BOOTH SETUP:

- All booths are 6ft x 6ft, with an 8ft high back drape & 3ft high draped sides. Drapes are black.
- 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 side removed. This can be done at the show.
- 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:

- 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 will be day of show, Friday, January 22<sup>nd</sup> from 8:00am – 12:00noon.
- *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.

- Cobb Galleria Centre, 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 Mary Phalen [mary.phalen@newh.org](mailto:mary.phalen@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.
  - 2 names will be drawn; one at 3:30pm & the other during the cocktail reception. \$500 cash prize each, must be present to win. Sorry, exhibitors are not eligible to enter drawing.
- **PANEL DISCUSSION:**
  - Held from 12:00noon – 1:00pm; more info to follow... if attending, booth set up must be complete.
- **MEET & GREET RECEPTION:**
  - NEWH Atlanta Chapter will host a Meet & Greet the night before the tradeshow from 6-8pm at the Renaissance Hotel; more info to follow...
- **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 6:00pm. 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.
  - Items left in show room will be considered a donation & disposed of per NEWH & venue's discretion.
  - Exit locations: Cobb Galleria Centre, Alliance & NEWH staff will be on hand to direct you.
  - You are allowed to hand carry or use small fabric 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.

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