



EXHIBITOR ADVANCE INFORMATION

NEWH Atlanta Regional Tradeshow

Thursday, March 15, 2018 -- 1:00pm – 7:00pm

Cobb Galleria Center

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

• GUEST ROOM BLOCK:

- Renaissance Waverly Hotel; **\$170/night**.
- Reservation deadline is **Wednesday, February 21st, 2018** or when block is sold out, **whichever comes first**.
- Reservation phone (888) 391-8724 & refer NEWH or reserve online at this link:
[Book your group rate for NEWH Atlanta Tradeshow](#)
- 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 large hand carts or dollies as we are contracted for shipping & show handling through Alliance.
- 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.
- Further details to follow in the Day-of-Show that will be sent 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, Wi-Fi and electricity: these items can be ordered through NEWH.
- Booth space will be carpeted.
- All booth needs, updates & changes: contact Brenda Brown brenda.brown@newh.org or 866-935-6394.
- Submit booth needs by Thursday, March 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 isle 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:** Day of show 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: Day of show, Thursday, March 15th from 7:30am – 12:00pm.
 - *Booths must be set up no later than 12:00pm.* 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 Center, 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.
 - 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.

- **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: Cobb Galleria Center, 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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