



EXHIBITOR ADVANCE INFORMATION

NEWH Atlanta Regional Tradeshow 12pm – 6pm
Wednesday, April 23rd, 2014: Hyatt Regency Atlanta
265 Peachtree Street N.E., Atlanta, GA 30303

- **OVERNIGHT GUEST ROOMS:**

Hyatt Regency Atlanta has a limited block of rooms set aside at a rate of **\$139.00** per night for our show participants. The deadline for making reservations at this reduced rate is **March 25th, 2014 5pm CST** or when the block is sold out whichever comes first.

Reserve at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10834152

Once you click on the link, click on attendee as your guest type. If it is before the cutoff date and the block shows sold out please email jena.seibel@newh.org to see if more rooms can be added.

- **SHIPMENTS FROM OUT OF TOWN:**

Shepard Exposition is the exhibit services company for the show. Please see separate attachment for their shipping information or follow this link: http://shepardes.com/kit/2014/04_April/NEWH/NEWH_G122520414.pdf

Make note of cut off dates to ensure that all of your items will be at your booth the morning of the show for set up.

- **ADVANCE BOOTH NEEDS:**

If you have any additional needs as far as furniture-table and chair included with booth, in-booth catering, easels, electricity, in your booth not covered on your initial registration or if anything needs to be changed or updated, please contact Jena Seibel at the NEWH office at 866-935-6394 or email jena.seibel@newh.org

- **BOOTH SETUP:**

Booths are 6ft x 6ft with 8ft high black back drapes and 3 ft high black draped sides. The 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 easily accomplished at the show during set up.

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 2 feet from the back of the booth.** You will be asked to remove any items outside of this area.

- **SET UP DAY OF SHOW:**

Exhibitors can begin set up at 7:30 AM on Wednesday, April 23rd and finish no later than 11:00AM. Any exhibitors arriving after 11:00am will not be allowed to unpack large boxes or crate as the room will be being prepared for the start of the show. NEWH volunteers and staff will check in all registered exhibitors outside the ballroom and help locate your booth, provide exhibitor badge and exhibitor materials.

Hyatt, Shepard and NEWH volunteers will be on hand during morning set up to answer any questions, resolve problems, and assist in getting the show ready.

Please note: You may hand carry items into the show, but you **may not** use large hand carts or dollies as we are contracted for shipping and show handling through Shepard. Please make sure you have accounted for sufficient employees, reps, and or factory staff to help carry in, set up and take down your booth. The hotel usually has some bell hops but they may not be available at the time you arrive if they are assisting other exhibitors already.

- **TRADE SHOW:**

Show hours are from **12:00 pm until 6:00 pm**. All attendees will be given a shoulder bag during check in to carry brochures and hand-outs. Be sure to bring sufficient company handouts to give away. Please note: candy giveaways in your booth are permitted. However, any other food or beverage giveaways must be arranged in advanced through the hotel catering department.

- **DOOR PRIZES:**

Each attendee will be given a blank door prize card during check in. Each exhibitor will have a different colored permanent marker in their exhibit packet and is requested to mark any of the 45 numbered blank spaces on the attendee's card when they stop in to visit your booth. When the card is fully marked, they can drop off the card at the NEWH membership booth. We will draw two names, one at 2:30 pm and the other during the cocktail reception and the lucky winners will each receive \$500.00 cash. They must be present to win. Sorry, exhibitors are not eligible to enter the cash drawing.

- **RECEPTION:**

Complimentary appetizers and cash bar from 5:00 pm until 6:00 pm inside the showroom. We encourage all attendees and exhibitors to linger and network throughout the reception. There may **not** be credit card machines available at the cash bar so please come prepared.

- **BREAK DOWN AND MOVE OUT:**

Early break down is not permitted. Doing so may result in further action for future shows. Shepard will immediately begin break down of booths at 6:00 pm. Due to upcoming events, we have committed to the hotel to have everything packed and moved out that evening by 8:00 pm. Any other arrangements made with the hotel need to be communicated to NEWH staff and Shepard. Any items remaining on the showroom floor will be considered a donation and will be disposed of per NEWH and hotel discretion. Hyatt, Shepard and NEWH staff will be at hand to direct you to all exit locations. You are allowed to hand carry or use your own carts to move out any materials yourself. Please utilize the assistance of bell hops if available. Outbound crates or skids for truck shipment will be handled by Shepard, so please use their advance forms for drayage and 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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