



EXHIBITOR ADVANCE “PRE-SHOW” INFORMATION

NEWH Chicago Regional Tradeshow

Tuesday, September 26th, 2017 -- 12:00pm – 6:00pm

Hilton Chicago – Salon D

720 S. Michigan Avenue, Chicago, IL 60605 - Ph: (312) 922-4400

• GUEST ROOM BLOCK:

- Hilton Chicago, guestroom discounted rate at **\$229/night**.
- Reservation deadline is **Monday, September 4th, 2017** or when block is sold out, **whichever comes first**.
- Reservation phone (800) 445-8667 & refer to NEWH or reserve online at this link:
<https://aws.passkey.com/go/NEWH2017> If the guest block shows sold out before the cutoff date, contact Mary Phalen mary.phalen@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.

• EXHIBITION COMPANY:

- Valley Expo is the Expo Company for this show. They will be sending an email with user name and password for online ordering. To print instead and complete follow this link
[https://valleyexpodisplays.boomerecommerce.com/Images/static/NEWH Regional Tradeshow 2017.pdf](https://valleyexpodisplays.boomerecommerce.com/Images/static/NEWH%20Regional%20Tradeshow%202017.pdf)
- Preferred show carrier is YRC Freight; however, you may use any shipping company you choose.
- Questions: events@valleyexpodisplays.com Exhibitor Services Department (877) 332-4292
- Be sure to make note of cutoff dates to ensure all your items will be at your booth the morning of the show.
- Advanced shipping is highly encouraged.

• 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 Valley Expo.
- If you need assistance transporting items to your booth, contact Valley Expo for cart service fee.
- If unloading requires dock use, this means you have already hired Valley Expos cart service or will order & pay for this on site; we encourage this be ordered in advanced.
- 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, and sign – these items must be requested through NEWH.
- Easel, Electricity, Extra Fabric Pipe, and WiFi: these items can be ordered through NEWH.
- Booth space will be carpeted.
- All booth needs, updates & changes: contact Mary Phalen mary.phalen@newh.org or 866-935-6394.
- Submit booth needs by Friday, September 8th, 2017. 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 from 7:30am – 11:00am**
 - 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 – Tuesday, September 26th, from 7:30am – 11:00am.
 - *Booths must be set up no later than 11:00am.* 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 12:00pm.
 - Hilton, Valley Expo 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 11:30am; to all attendees from 12:00pm until 1:00pm to encourage early show attendance.

- **TRADE SHOW:**
 - Hours: **12:00pm – 6:00pm**
 - 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 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 2:30pm & 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 6:00pm; early break down is not permitted & in doing so may result in further action for future shows.
 - Valley Expo will immediately begin returning empties & break down booths at 6:00pm. Exhibitors must pack up & hand in shipping forms to Valley Expo 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 & Valley Expo.
 - 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 Valley Expo that you'll be leaving items.
 - You are allowed to hand carry or use small fabric carts to move your items out.
 - Booths must be completely packed up no later than 10:00pm.
 - Outbound crates or skids: handled by Valley Expo; 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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