

# NEWH REGIONAL tradeshow

Minneapolis, MN



## EXHIBITOR ADVANCE INFORMATION

NEWH Minneapolis Regional Tradeshow  
Thursday, October 8<sup>th</sup>, 2015 - 12:00 noon – 6:00pm  
Hyatt Regency Minneapolis  
1300 Nicollet Mall, Minneapolis, MN 55403 – Ph: (612) 370-1234

### • GUEST ROOM BLOCK

- Hyatt Regency Minneapolis – Rooms are \$209/night.
- Reservation deadline is **Monday, September 7<sup>th</sup>, 2015** or when block is sold out, **whichever comes first.**
- Reservation phone (888) 421-1442 –refer to NEWH or reserve online at this link:  
<https://resweb.passkey.com/go/NEWHRegionalTradeshow2015>
- 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.
- Exhibitor kit link provided below. Username is your email provided during registration; Password is NEWH2015 (case sensitive).
- <https://alliance.expoorders.com/Login.aspx?showid=821>
- Alliance will follow up with a link as well via email.
- 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.
- Bell hops will be available to assist you if you use valet parking; otherwise the parking elevators will be available if you self-park. More details to follow in the day-of-show that will be emailed a week prior to the show date.

### • ADVANCE BOOTH NEEDS:

- Included in booth: one (1) chair, 4ft or 6ft draped table – these items must be requested through NEWH.
- Easels, electricity, in-booth catering: these items not included in your initial registration.
- Booth space will be carpeted.
- 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.
- 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:

- 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 is the day of show, Thursday, October 8<sup>th</sup> from 7:30am – 11:00am.
  - *Booths must be set up no later than 11:00am.* After 11:00am any unpacking or set up will not be allowed as room will be being prepared for the start of the show at 12:00 noon.
  - Hyatt Regency, 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 11:30am; to all attendees from 12:00 noon until 1:00pm to encourage early show attendance.
- **TRADE SHOW:**
    - Hours: **12:00 noon – 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](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 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.
- **AFTER-PARTY:**
    - NEWH North Central Chapter will host an after-party in the Northwoods Room from 6:00pm – 9:00pm.
    - Sponsorships for the After-Party are available! Contact Brittany or Stephanie- info below.
- **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.
    - 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: Hyatt Regency, 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.*

Brittany Johnson  
Cunningham Group Architecture, Inc.  
NEWH North Central Chapter President  
(612) 379-3400  
[bjohnson@cunningham.com](mailto:bjohnson@cunningham.com)

Jena Seibel  
Deputy Director  
NEWH, Inc.  
(866) 935-6394  
[jena.seibel@newh.org](mailto:jena.seibel@newh.org)

Stephanie Thompson  
Cunningham Group Architecture, Inc.  
NEWH North Central Past President/Co-chair person  
(612) 379-3400  
[sthompson@cunningham.com](mailto:sthompson@cunningham.com)

Mary Phalen  
Tradeshaw/Education Coordinator  
NEWH, Inc.  
(866) 935-6394  
[mary.phalen@newh.org](mailto:mary.phalen@newh.org)