

FINAL PREPARATIONS

ANESTHESIOLOGY® 2019

Wednesday, September 25

Webinar Presentation

ANESTHESIOLOGY  **2019**
OCTOBER 19-23 | ORANGE COUNTY CONVENTION CENTER | ORLANDO, FL
American Society of **Anesthesiologists**®



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Items to Review Today:

- Before You Arrive In Orlando
- Upon Your Arrival at the Orange County Convention Center
- During the Meeting
- Security Tips
- Exhibiting Tips
- Post Meeting

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Exhibits Schedule:

Exhibit Installation Hours:

Tuesday, October 15: 12:30 - 4:30 p.m. (Approved Early Move In Only)

Wednesday, October 16: 8 a.m. - 4:30 p.m.

Thursday, October 17: 8 a.m. - 4:30 p.m.

Friday, October 18: 8 a.m. - 6 p.m.

Exhibit Hours:

Saturday, October 19: 10 a.m. - 4 p.m.

Grand Opening Reception: 10:30 - 11:50 a.m.

Lunch: 12 - 1:30 p.m.

Break: 3 - 3:45 p.m.

Sunday, October 20: 9 a.m. - 4 p.m.

Break: 9 - 9:45 a.m.

Lunch: 12 - 1 p.m.

Break: 3 - 3:45 p.m.

Monday, October 21: 9 a.m. - 1 p.m.

Break: 9 - 9:45 a.m.

Closing Lunch: 11:45 a.m. - 1 p.m. (lunch will be provided in the exhibit hall)

Exhibit Dismantle Hours:

Monday, October 21: 1 - 7 p.m.

Tuesday, October 22: 8 a.m. - 4:30 p.m.

Wednesday, October 23: 8 - 10 a.m.

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Registration:

- Be sure you have completed the registration process for your team will be staffing your exhibit
 - 2 exhibitor badges per 100 sq. ft. of contracted exhibit space
 - \$80/ badge over allotment through October 6
 - \$130/badge over allotment after October 6
- If the registration contact is picking up all company badges, make arrangements for a time and place to meet to distribute badges
- Once exhibitor registration opens, official Meeting badges will be required to access the Exhibit Hall
- Exhibitor Registration will be located in the West Building on Level I Lobby
- Exhibitor Registration opens on Thursday, October 17 morning at 8 a.m.
 - Thursday, October 17: 8 a.m. - 5 p.m.
 - Friday, October 18: 8 a.m. - 5 p.m.
 - Saturday, October 19: 8 a.m. - 5 p.m.
 - Sunday, October 20: 8 a.m. - 5 p.m.
 - Monday, October 21: 8 a.m. – 12 p.m.

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Before You Arrive in Orlando:

- Hotel Information
 - Bring your hotel confirmation information with you
- Hotel Help Desk
 - Located by the Registration Desk and in the Exhibit Sales Office – Onsite Services
- [Hotel Shuttle Schedule](#)

Before You Arrive in Orlando:

CHECKLIST

- Have you placed your orders for furnishings, labor, utilities, etc.?
 - Electrical distribution in your booth
- Prepare your shipment
 - Advance warehouse deadline – Wednesday, October 9
 - Show site shipments may arrive starting on Wednesday, October 16 (unless approved for early move in)
- Review the [Exhibitor Rules and Regulations](#)
- Download the [Freeman Online Mobile App](#)
- Download the [ASA My Meeting App](#)

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Before You Arrive in Orlando:

CHECKLIST

- Hold a pre-show briefing with your team to review your exhibit information, plans, etc.
- Create a binder/Dropbox folder with:
 - Copies of all your exhibit related orders
 - Hotel Confirmations
 - Registration Confirmation
 - Insurance Documents
 - Shipping Manifest/Tracking Information
 - Return Shipping Information/Labels
 - Pertinent Contact Information for onsite

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Upon Arrival - Orange County Convention Center:

- Pick up and distribute badges
 - Exhibitor Registration will be located on Level I Lobby in the West Building
- Go to your exhibit space and review
 - Freight has been delivered and is accounted for
 - Furnishings, carpet, have been delivered/installed as ordered
 - Utilities have been installed
 - If you ordered labor from Freeman – check in at the Labor Service Desk



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Upon Arrival - Orange County Convention Center:

- Onsite Exhibitor Services
 - Freeman Service Desk
 - Other Official Contractors
 - Exhibit Floor Management

Upon Arrival - Orange County Convention Center:

- **Freeman Concierge Elite**
 - Contact if you are missing furniture, utilities, freight, etc.
 - Flyer left in your exhibit space will provide you with the contact #
- **Floor Managers**
 - Contact with policy or general meeting questions
- **Empty containers/cartons**
 - Once unpacked and set up please empty stickers with your company name and booth # on any items you will need to have stored
 - Empty stickers are available to the Freeman Service Desk or from Concierge Elite
 - Return of empties may take up to 6 hours after exhibits close and aisle carpet is removed

During the Meeting:

- Reserve space for the ANESTHESIOLOGY 2020 annual meeting
- Submit Housing request for 2020
- Review all Invoices
- Return your lead management devices, if applicable
- Make arrangements for outbound shipping
- Make and/or confirm dismantle labor arrangements

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Security Tips:

Nothing will ruin a successful exhibit experience more than the loss or theft of expensive equipment and products. Here are some basic steps you can take to deter theft:

- Empty cartons and crates are not in a “secure area.” Do not store valuables in them.
- Mark all crates and cartons with your company’s name and address
- Report any loss or damaged cartons to Exhibit Management
- During set up, place your products where they are visible from your working area
- After setting up your exhibit, conduct a visual or photo inventory of your displayed products.
- Treat especially valuable goods such as prototypes as irreplaceable. If they truly are one-of-a kind, hire security to watch your materials when the exhibits are closed.

Security Tips - Continued:

- All laptops, tablets and other electronic devices are vulnerable to theft.
- Do not leave purses, briefcases, or other valuables behind drapes or underneath tables. This is the first place a thief will target.
- Always be aware of your surroundings and acknowledge anyone entering your booth space. This will deter and possibly prevent any theft or damage.
- At the closing of the exhibit hall, do not leave your booth immediately due to a high volume of activity on the floor. This will help deter unauthorized access to your booth or property.
- When your crates have been returned to your booth for move out, make certain all items are accounted for.
- During move out, stay with your exhibit until your empty cartons are delivered and your goods are packaged, sealed, properly labeled. Remember to submit your Material Handling Agreement to Freeman.
- Always remove your badge once you leave the Orange County Convention Center.

Exhibiting Tips:

Maximize Your Exhibit Experience

A Few Reminders of How to:

- Engage Attendees
- Obtain Customers
- Establish a Connection
- Generate Leads

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Exhibiting Tips:

DO

- Be present in your exhibit space. Greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped and thank them for stopping
- Have a system for capturing, qualifying and following up on leads
- Keep your exhibit space neat and clean
- Have staff in your exhibit space at all times
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner and wear comfortable shoes

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Exhibiting Tips:

AVOID THESE TRAFFIC-STOPPERS

- Distractions (eating, chewing gum, reading)
- Talking or texting on your mobile device while in your space
- Standing with arms crossed – body language
- Engaging in conversation with fellow exhibit staff while attendees are nearby

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Post Meeting:

- Follow up on leads and new contacts
- Start a folder with information on the ANESTHESIOLOGY 2020 annual meeting
- Confirm all your outbound freight has been received

Thank you for your participation in today's webinar.

Please contact me if I can assist with any exhibits related questions.

Email: stephanie.houck@spargoinc.com

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ARCHIEVED WEBINARS AVAILABLE ON DEMAND

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