

Palliative and Supportive Care in Oncology Symposium

November 16-17, 2018
Hilton San Diego Bayfront
San Diego, California
pallonc.org | #PallOnc18



EXHIBITING AT THE 2018 PALLIATIVE AND SUPPORTIVE CARE IN ONCOLOGY SYMPOSIUM

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Eileen McGill, CEM
Senior Manager, Exhibit Operations
SPARGO, Inc.

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TODAY WE WILL COVER:

- Floor Plan of the Symposium
 - Exhibit Space Package
 - Exhibits Schedule
 - Giveaway Policy
 - Parking Information
- Outbound Shipping Information
 - Exhibiting Tips

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Hilton San Diego Bayfront

Sapphire Ballroom – Level 3

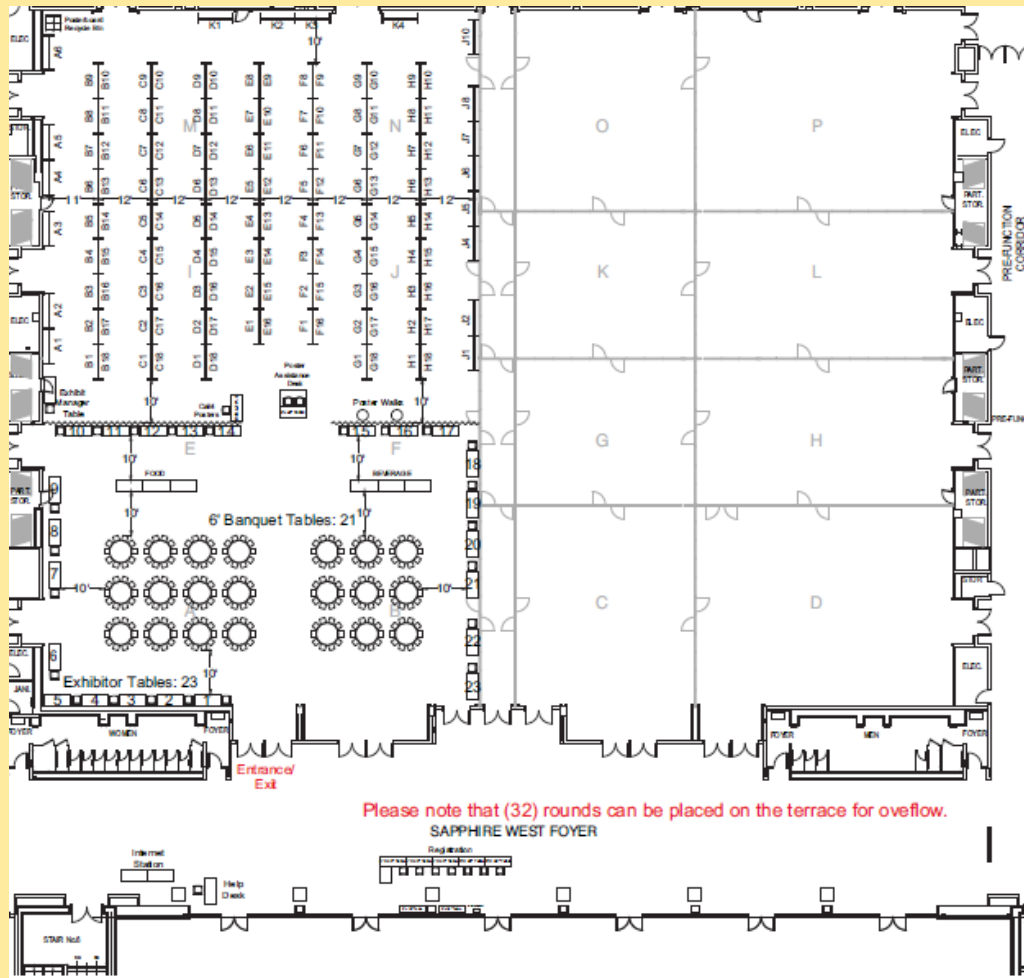
- General Session
- Exhibits
- Posters
- Food and Beverage
- Internet Station

Sapphire Ballroom Foyer:

- Registration (pick up badges and lead devices at registration)

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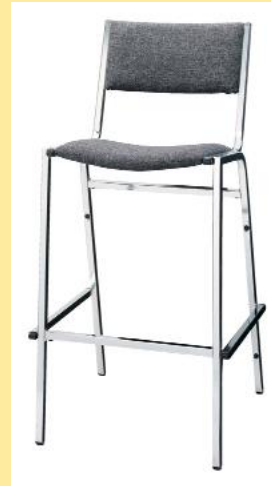


EXHIBIT SPACE PACKAGE

- One – 6'L x 42"H Table
- Carpet – Please do not ship carpet to the Symposium
- One – stool
- Allotment of complimentary exhibitor badges.
Exhibitor badges do allow access to the General Session.

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DISPLAY RESTRICTIONS:

All displays are restricted to the tabletop only. Banner stands and A/V Monitors are permitted on the floor directly behind the exhibit table. No literature stands or pop-up booths may be displayed behind, in front of, or next to the exhibit table.

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EXHIBITS SCHEDULE

Thursday, November 15:

Registration: 3:00 PM - 5:00 PM

Exhibitor Move In: 3:00 PM - 5:00 PM

All exhibits must be set by 5:00 PM on Thursday, November 15.

Friday, November 16:

Exhibit table will need to be staffed at the following times:

7:00 AM – 7:45 AM

Continental Breakfast

9:30 AM – 10:00 AM

Break

11:30 AM – 1:00 PM

Poster Session with Boxed Lunch

3:00 PM – 3:30 PM

Break

5:15 PM – 6:00 PM

Reception

Exhibit Move Out – 6:00 PM to 7:00 PM. All exhibits must be cleared by 7:00 PM on Friday, November 16

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GIVEAWAY POLICY

Commercial Exhibitors:

- All giveaways must be designed primarily for the education of patients or healthcare professionals and must not exceed **\$10** in value
- Must be available to all registered attendees upon request
- Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors

Requiring giveaways to be educational also helps further our efforts to provide attendees with a Symposium experience that focuses on education.

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GIVEAWAY POLICY

Nonprofit Exhibitors and Government Agencies:

- Giveaways must not exceed **\$10** in value
- Must be available to all registered attendees immediately upon request
- Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors

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Parking Information

Hilton San Diego Bayfront offers convenient parking for guests and visitors. Please note the rates below:

Self parking: \$35.00, Garage Parking

Valet parking: \$50.00, Valet Parking

OUTBOUND SHIPPING INFORMATION

- All exhibit materials must be cleared from the exhibit area by 7:00 PM on Friday, November 16.
- Exhibitors are responsible for making arrangements with their individual carrier. Please bring appropriate labels for shipping your materials from the Symposium. No arrangements need to be made in advance if you plan on shipping with Freeman Exhibit Transportation.
- Pack and label all your materials. Return your material handling agreement to the Freeman Customer Service Representative onsite (if applicable.)

MAXIMIZE YOUR EXHIBIT EXPERIENCE

What YOU can do onsite to engage attendees, obtain customers, establish connections, and generate leads:

- Stand at your exhibit space and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit; thank them for stopping by
- 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, even when not required
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner
- Wear comfortable shoes; consider having an extra pair to change into

MAXIMIZE YOUR EXHIBIT EXPERIENCE

Avoid these traffic-stoppers

- Distractions (eating, chewing gum, reading)
- Sitting at your exhibit during breaks when attendees are in the exhibits area
- Talking or texting on your cell phone while in your exhibit space
- Standing with your arms crossed
- Engaging in conversation with your fellow exhibit staff when attendees are nearby

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Thank you for participating in the webinar.
I look forward to seeing you in San Diego!

Please contact me with any questions:

Eileen McGill

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