

NAVIGATING THE EXHIBITOR RESOURCE CENTER

Tuesday, August 21

Webinar Presentation



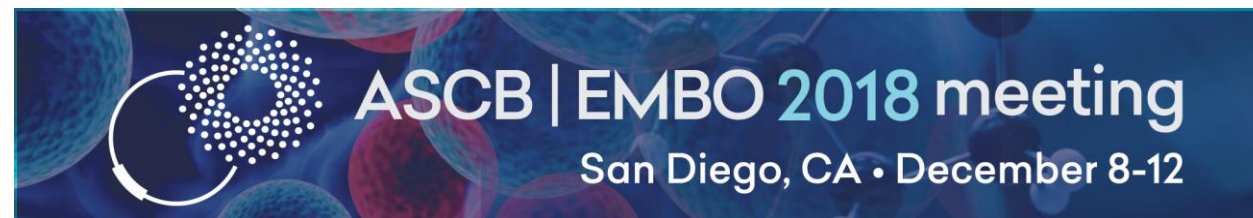


Stephanie Houck, CEM

Senior Director, Exposition Operations
SPARGO, Inc.

Phone: 703-679-3972

Email: stephanie.houck@spargoinc.com



Items to Review Today

- Login
- My Account
- Exhibitor Directory (Booth Info)
- Required Forms
- Approval/Denial Notification Process
- Booth Personnel
- Tech Talk Abstract Submission (if applicable)
- Exhibitor Service Manual



Exhibitor Resource Center

- Link to the Exhibitor Resource Center
 - https://events.jspargo.com/ascb18/Public/e_Login.aspx
- Enter your company password to access:
 - My Account
 - Exhibitor Directory – “Booth Info”
 - Required Forms
 - Booth Personnel
 - Tech Talk Abstract Submission (if applicable)
 - Exhibitor Service Manual



Login to the Exhibitor Resource Center

- Enter your company password

Log in today to:

1. Update your eBooth to take full advantage of your online presence.
2. Verify your contact information so attendees can connect with you.
3. Review your program guide listing for accuracy.

Password

Stay signed in

Forgot your password? Please email exhibitorservices@spargoinc.com

Login to the Exhibitor Resource Center



Booth Info

Manage the information that appears in your exhibit profile so attendees know to visit you in the Learning Center/Exhibit Hall. The deadline to submit your information for print is [Wednesday, September 5](#).



My Account

Print your account statement, see when the next payment is due, or make a payment online.



Videos

Include videos to showcase your company and products. **This area is for Enhanced Listings only.** [Click here](#) for information on Enhanced Listings.



Tech Talk Abstract Submission

Submit your Tech Talk Abstract by [Tuesday, September 18](#) at 5:00 pm EDT to be included in the official printed Meeting Program.



Products

Upload pictures and enter a description of the products you will be showcasing on the exhibit floor. **This area is for Enhanced Listings only.** [Click here](#) for information on Enhanced Listings.



Press Releases

Enter newsworthy information about your company, products and your presence at the show. **This area is for Enhanced Listings only.** [Click here](#) for information on Enhanced Listings.



Required Forms

Submit additional information to show management about your booth.



Booth Personnel

Register the individuals who will be working in your booth onsite.



Exhibitor Service Manual

[Click here](#) to access the Exhibitor Service Manual



My Account



My Account

Print your account statement, see when the next payment is due, or make a payment online.

- Print current statement
- View Payment Schedule
- Make an online payment

Edit Your “Booth Info”



Booth Info

Manage the information that appears in your exhibit profile so attendees know to visit you in the Learning Center/Exhibit Hall. The deadline to submit your information for print is ***Wednesday, September 5.***

- Input/update your information for the Meeting Program, Online Listing and Mobile App
- Due no later than Wednesday, September 5

Your Basic Listing Information

- Print Listing Includes:
 - Company Name, Booth Number
 - City, State and Country
 - URL
 - Product & Service Categories (up to 5)
 - 350 Character Description



Your Basic Listing Information

- Mobile Listing Includes:
 - Company Name, Booth Number
 - Email
 - URL
 - Product & Service Categories (up to 5)
 - 350 Character Description



Your Basic Listing Information

- Online Listing Includes:
 - Company Name, Booth Number
 - City, State and Country
 - URL
 - Product & Service Categories (up to 5)
 - Links to Social Media Platforms
 - 350 Character Description



Upgraded Listing Information

Features	Basic (Included)	Premium (\$650)
ONLINE		
Company Name, Booth Number	•	•
City, State, Country	•	•
URL	•	•
Product & Service Categories	Up to 5	Up to 10
Links to Social Media Platforms	•	•
350 Character Company Description	•	•
Expanded Company Description of Additional 350 Characters		•
Enhanced Listing Icon on Floor Plan Booth and Exhibitor List		•
Company Logo		•
Up to 3 Press Releases		•
Up to 3 Product Photos with Description		•
Multimedia Flash Video		•
PRINT		
Company Name, Booth Number	•	•
City, State, Country	•	•
URL	•	•
Product & Service Categories	Up to 5	Up to 10
350 Character Company Description	•	•
Black and White Company Logo		•
MOBILE		
Company Name, Booth Number	•	•
Email	•	•
URL	•	•
Product & Service Categories	Up to 5	Up to 10
350 Character Company Description	•	•
Expanded Company Description of Additional 350 Characters		•
Company Logo		•
Premium Placement of Listing and Company Logo in Section Above Basic Exhibitor Listings		•

Upgrade your listing today
to enhance your visibility!





Required Forms



Required Forms

Submit additional information to show management about your booth.

- Submit forms for review
 - Onsite-contact – Mandatory
 - Rendering
 - Notification of Intent to Use EAC/Non-Official Contractor
 - Food and Beverage Distribution Request Form
 - Drawing/Raffle/Giveaway Form
- Deadline for required forms – **Friday, October 26**

Required Forms

On-site Contact – Mandatory	NOT SUBMITTED	10/26/2018
Rendering	NOT SUBMITTED	10/26/2018
Notification of Intent to Use EAC/Non-official Contractor	NOT SUBMITTED	10/26/2018
Food and Beverage Distribution Request Form	NOT SUBMITTED	10/26/2018
Drawing/Raffle/Giveaway Form	NOT SUBMITTED	10/26/2018

Required Forms

- On Site Contact - Mandatory
- Rendering
 - REQUIRED if you have an island booth or larger
- Notification of Intent to Use an EAC/Nonofficial Contractor
 - REQUIRED if you are using the services of a third party, other than the official contractors, FREEMAN, to provide services to your exhibits space on site
- Food and Beverage Distribution Form
 - REQUIRED if you are serving any food items or beverages during the Exhibit Hours
- Drawing/Raffle/Giveaway Form
 - REQUIRED if you are giving away any items or conducting contests, lotteries and raffles onsite



Submitting Online Forms

- Complete all required fields
- Be careful to not exceed character count in each fill able field
- To upload a file
 - Click on “Choose File”
 - Select the file you wish to submit
 - Once the file name appears beside “Choose File,” click on “Upload File”
 - When finished, click “Submit” at the bottom of the form
 - If you exceed the character count in a field, it will say **unsuccessful** in red
- Form will show as “Submitted” or “Not Submitted” in the top right corner

Notification of Intent to Use EAC/Non-official Contractor	NOT SUBMITTED	10/26/2018
Food and Beverage Distribution Request Form	SUBMITTED	10/26/2018





Rendering Form

- Required by exhibitors with island booths 20'x20' or larger
- Upload file for review
 - Maximum file size is 5MB
 - File Formats Accepted: Word, PDF, Excel, PNG, JPG, GIF
- Island booths must be constructed to allow access from all sides.
- Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed.
- Diagrams should include a colored-rendering, complete scale drawings, both concept and construction, an overview of the booth indicating applicable setback, exhibit height, live demonstration areas and supplemental/back out lighting requests.



Rendering Form - continued

- Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs.
- Hanging Signs are now permitted over island booths (20'x20' and larger) and the sign must be included in the rendering.
- The top of the sign may not extend more than 22' feet from the exhibit hall floor to the top of the sign and cannot block visibility of ASCB signs.



Notification of Intent to Use an EAC

- Exhibitors who will utilize the services of a third party contractor, other than one of the official contractors, must submit the EAC Form and Certificate of Liability Insurance for each EAC.
- Certificate of Liability Insurance naming the following as additional insured:
 - American Society of Cell Biology
 - SPARGO, Inc.
 - Freeman
 - San Diego Convention Center
- The Certificate of Liability Insurance must include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage including Contractual Liability and Product Liability coverage and Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws.





Drawing/Raffle/Giveaway

- Giveaways will be limited to those items relevant to the professional interests of the registrants.
- Contests, lotteries and drawings may be conducted according to the following guidelines:
 - The selection process for contests, lotteries and drawings can take place on the exhibit floor during normal hours of operation.
 - The winner must be announced after the meeting has concluded to avoid congestion in the aisle.
 - ASCB reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition.
 - All contests, lotteries and drawings must be approved by ASCB Exposition Management in advance of the annual meeting.



Food and Beverage Distribution Request

- Approval for the distribution of food and beverage items must be obtained from the ASCB Exposition Management and Centerplate, the exclusive provider of food and beverage at the San Diego Convention Center.
- Beverages may be distributed from the exhibitor's booth by using the following guidelines:
 - Beer, wine, and light snacks are permitted at your exhibit booth if ordered through the Convention Center's official caterer, Centerplate.
 - Island booths may provide services such as espresso or coffee machines, provided there is space to accommodate any lines or crowds.
 - All food and beverage must be approved by ASCB Exposition Management and must be ordered through the exclusive caterer for the San Diego Convention Center, Centerplate.
 - Exhibitor Catering menus will be included in the Exhibitor Service Manual, available online.



Food and Beverage Distribution Request - continued

- Exhibitors who will be providing food and beverage/hospitality in their booth must order porter service through the San Diego Convention Center.
- Porter service is exclusive to the San Diego Convention Center. To order the exclusive cleaning and porter service, submit the [online order form](#) or email boothcleaning@visitsandiego.com.



Approval/Denial Notification Process

- Process is not automated
- Approval Notification
 - Will show under each item submitted
 - Email will be sent
- Denial Notification
 - Under each item submitted along with a comment
 - Email will be sent explaining the denial
- Need Additional Information
 - Email will be sent requesting more details to assist with the review of the submitted form





Booth Personnel



Booth Personnel

Register the individuals who will be working in your booth onsite.

- Your exhibit space package includes (6) six complimentary exhibitor booth personnel badges, (6) six complimentary guest of exhibitor badges and (2) two complimentary scientific full conference badges per 10'x10' booth (100 sq. ft.).
- You can purchase additional exhibitor or exhibitor guest badges for \$250 on or before October 4, 2018 and \$275 starting on October 5, 2018.



114 days until ASCB | EMBO 2018 Meeting

Welcome to ASCB | EMBO 2018 Meeting Exhibitor Registration

You are currently logged in as American Society for Cell Biology.
Click here to logout.

Company Information

American Society for Cell Biology
8120 Woodmont Ave
Suite 750
Bethesda, MD United States 20814

Primary Contact
Allison Harris
Email: aharris@ascb.org

Exhibit Quick Links

- Exhibit
- Floor Plan
- Advertise
- Exhibitor Resource Center
- Support

Register Staff Badge Delivery Schedule of Events Lead Retrieval Housing

Create Badges

Welcome to the central launching point for your exhibitor registration tools. Please select from the tabs below to review badges, allotment and pertinent event information.

Important Message:

- An Exhibitor Booth Staff badge provides access to the Exhibit Hall floor during designated hours. Exhibitor badges are for booth staff only. They cannot be given to clients or attendees.
- Primary Contacts do not automatically receive a badge. If you will be onsite, you must add your name to the exhibiting company's badge list.

Allotments				
	Allotment	Used	Purchased	Available
Booth Staff	150	0	0	150
Exhibitor Conference	50	0		50
Exhibitor Guest	150	0		150

Re-Register Previous Booth Personnel

Add New Booth Personnel

Add New Conference Badge

Add New Guest Badge

View/Print Roster

View/Print Receipt

Booth Staff Roster

You currently have no Booth Staff Registered.

Conference Roster

You currently have no Booth Staff Registered.

Guest Roster

You currently have no Booth Staff Registered.

Booth Personnel - continued

- Click the “Booth Personnel” button, you will be directed to the Exhibitor Registration page where you register your staff.
- Primary Contacts do not automatically receive a badge. If you will be onsite, you must register.
- Exhibitor badges are for booth staff only. An Exhibitor Booth Staff badge provides access to the Learning Center during exhibit hall hours.



Tech Talk Abstract Submission (if applicable)



Tech Talk Abstract Submission

Submit your Tech Talk Abstract by **Tuesday, September 18** at 5:00 pm EDT to be included in the official printed Meeting Program.

- Submit your Tech Talk Abstract to be included in the printed Meeting Program
- Deadline for required forms – **Tuesday, September 18**

Tech Talk Abstract Submission (if applicable) - continued

NOT SUBMITTED

Exhibiting Company Name: *(100 Characters)

Booth Number: *(10 Characters)

Tech Talk Date: *
 Sunday, December 9, 2018
 Monday, December 10, 2018
 Tuesday, December 11, 2018

Tech Talk Time: *(75 Characters)

Theater: *
 Theater 1 (50 seats)
 Theater 2 (200 seats)

Presenter Name: *(100 Characters)

Level: *
 Introductory
 Intermediate
 Advanced

Abstract Title: *(200 Characters)

Abstract Description: *(1500 Characters)

- You will need to fill out the form for each of your Tech Talk sessions
- Deadline for required forms – **Tuesday, September 18**





Exhibitor Service Manual



Exhibitor Service Manual

Click here to access the Exhibitor Service Manual

- Link to the Exhibitor Service Manual:
<https://events.jspargo.com/ascb18/Public/Content.aspx?ID=71011>
- You can find the service order forms, online ordering for select services, information on marketing and support opportunities, and additional essential information.



Thank you for your participation in today's webinar.

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

Email: sharon.wong-stewart@spargoinc.com

Phone: 571-279-0028

WEBINAR SERIES:

- [Preparing for Your Exhibit Experience in San Diego](#) – Wednesday, September 26 at 2 p.m. (EDT)
 - [Final Preparations](#) – Wednesday, November 14 at 2 p.m. (EDT)

