

# FINAL PREPARATIONS FOR THE 2019 ASCB | EMBO MEETING

Wednesday, November 13

Webinar Presentation



ASCB | EMBO 2019 meeting

Washington, DC • December 7-11



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# Items to Review Today

- Before You Arrive in Washington, DC
- Upon Arrival at the Walter E. Washington Convention Center
- During the Meeting
- Security Tips
- Exhibiting Tips
- Post Meeting
- Frequently Asked Questions



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# Before You Arrive in Washington, DC

## Exhibits Schedule:

Exhibitor Move-In hours are as follows:

Thursday, December 5: 1:00 pm – 5:00 pm

Friday, December 6: 8:00 am – 5:00 pm

Saturday, December 7: 8:00 am – 12:00 pm – (light set up may continue until 5:00 pm)

*Light set up may continue between 12:00 pm and 5:00 pm on Saturday, December 7, however, all crates must be removed and placed into storage by 12:00 pm on Saturday, December 7.*

Exhibit Hours:

Sunday, December 8: 9:30 am – 4:00 pm

Monday, December 9: 9:30 am – 4:00 pm

Tuesday, December 10: 9:30 am – 4:00 pm

Exhibitor Move-In hours are as follows:

Tuesday, December 10: 4:00 pm – 9:00 pm

Wednesday, December 11: 8:00 am – 12:00 pm



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# Before You Arrive in Washington, DC

## Registration

- Be sure you have completed the registration process through the online Exhibitor Portal for your team who will be participating in the Meeting
- 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
- 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, the official Meeting badges will be required to access the Exhibit Hall
- Exhibitor Registration Desk will be located in West Salon of the Walter E. Washington Convention Center
- Exhibitor Registration Hours:

Thursday, December 5	1:00 – 5:00 pm
Friday, December 6	8:00 am – 5:00 pm
Saturday, December 7	8:00 am – 7:00 pm
Sunday, December 8	7:30 am – 4:00 pm
Monday, December 9	7:30 am – 4:00 pm
Tuesday, December 10	7:30 – 11:30 am



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# Before You Arrive in Washington, DC

- **Hotel Information**

Bring your hotel confirmation information with you

- **Hotel Help Desk**

Located at Registration in the West Salon or call 202-249-4016 during these hours:

Friday, December 6	3:00 pm – 5:00 pm
Saturday, December 7	7:30 am – 5:00 pm
Sunday, December 8	7:30 am – 6:00 pm
Monday, December 9	7:30 am – 6:00 pm
Tuesday, December 10	7:30 am – 6:00 pm



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# Before You Arrive in Washington, DC

## Checklist

- Have you placed your orders for furnishings, labor, utilities, etc.?
  - Electrical distribution in your booth
- Prepare your shipment
  - Advance warehouse deadline – Wednesday, November 27
  - Show site shipments may arrive starting on Thursday, December 5
- Confirm your appointment for 2020 space selection
  - Week of December 2<sup>nd</sup>
- Review the [Exhibitor Rules and Regulations](#)
- Download the 2019 ASCB | EMBO Meeting App – coming soon



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# Before You Arrive in Washington, DC

## 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 Confirmation
  - Registration Confirmation
  - Insurance Document
  - Shipping Manifest/Tracking Information
  - Return Shipping Information/Labels
  - Pertinent Contact Information for onsite



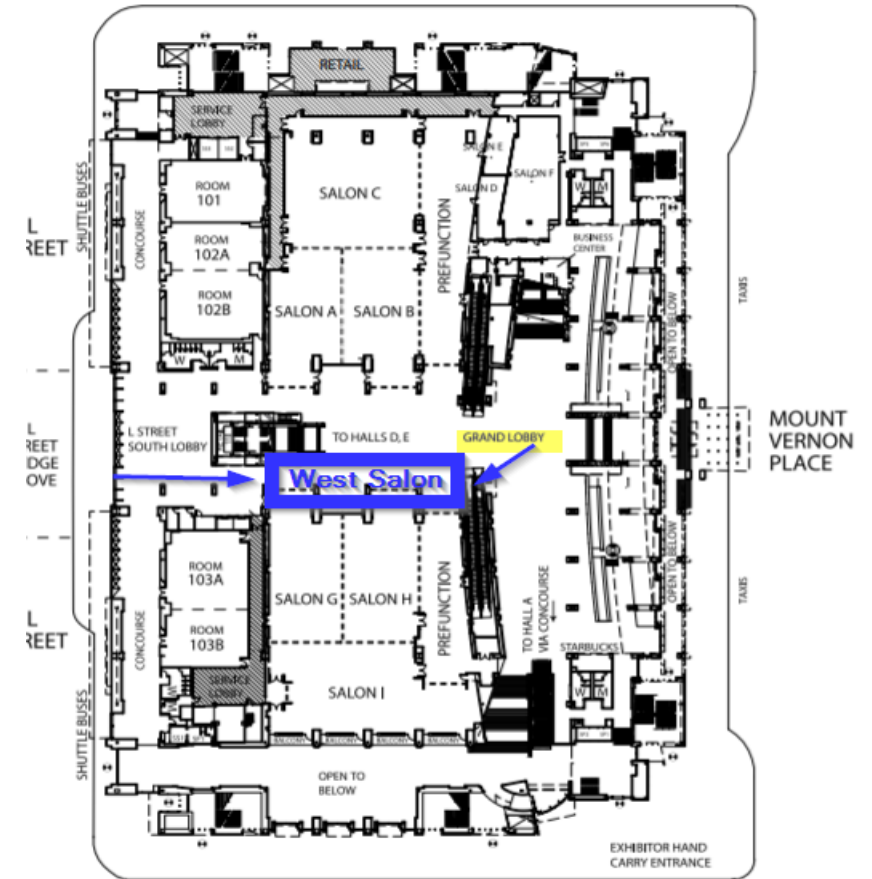
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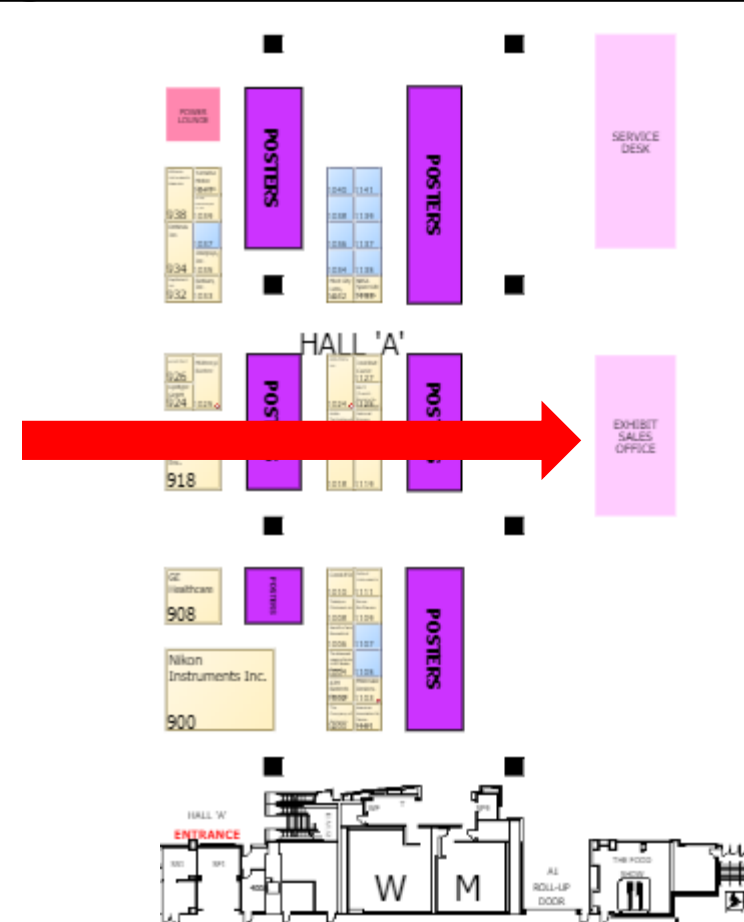
# Upon Arrival – Walter E. Washington Convention Center

- Pick up and distribute badges
  - Exhibitor Registration will be located in West Salon which can be accessed through the Grand Lobby
- 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
- Onsite Exhibitor Services
  - Freeman Service Desk
  - Other Official Contractors
  - Exhibit Floor Management



# Upon Arrival – Walter E. Washington Convention Center

- Exhibit Sales and Housing Office for 2020 located in Hall A
- Advertising Sales
- Sponsorship Opportunities



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# Upon Arrival – Walter E. Washington Convention Center

- 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
  - Return of empties takes place after exhibits close and aisle carpet is removed



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# Upon Arrival – Walter E. Washington Convention Center

- Reserve space for the 2020 ASCB|EMBO 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:

- We will not be using caution tape to keep attendees at the Poster Sessions from entering nearby exhibit booths. Due to the early Poster Hours and Tech Talk Sessions held in the Exhibit Hall before the Exhibit Hours, it is highly recommended for Exhibitors to arrange additional [security service](#) for their booths if needed.
- 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.



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# Security Tips – continued

- Treat especially valuable goods such as prototypes are irreplaceable. If they truly are one-of-a kind, hire security to watch your materials when the exhibits are closed.
- 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 Walter E. Washington 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 and 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 2020 ASCB|EMBO meeting
- Confirm all your outbound freight has been received



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# Thank you for your participation in today's webinar.

Please contact Meghan Leahy if you have any exhibits related questions.

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