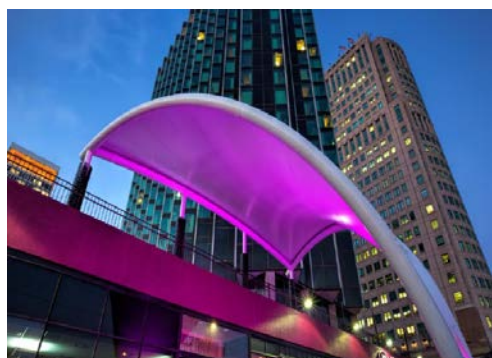




## Exhibitor Handbook

Thank you for supporting the 2017 UPCEA Central Region Conference in Detroit, MI. We are looking forward to an exciting and engaging event. The following pages include helpful information about your experience as an exhibitor. If you have any questions or need further assistance, please contact Varsha Patel at [vpatel@upcea.edu](mailto:vpatel@upcea.edu) or 202.659.3130



### Location

The 2017 UPCEA Central Region Conference in Detroit will take place at:

Crowne Plaza Detroit Downtown Riverfront  
2 Washington Blvd.  
Detroit, MI 48226

UPCEA has secured a discounted rate of \$169 per night for UPCEA attendees. To book your hotel room please click this [link](#).

**Important Deadline:** The cut-off for this discount is **Wednesday, September 20, 2017**

## Exhibitor Conference Registration and Logo

Per your exhibit tabletop package, each exhibitor receives (1) complimentary full conference registration and logo placement. Please use the following link to complete this information:

<https://upcea.wufoo.com/forms/qfvl6j61hfsues/>

**Important Deadline: October 4, 2017.** The above form must be complete by October 4, 2017 to assure your logo is included in the printed program. Forms submitted after this date will only be included in the mobile app and online.

*Note: Attendee must be listed on corporate roster in order to receive member rate. Additional registrations can be purchased at the Institution/Exhibitor attendee registration rate via <http://conferences.upcea.edu/central/registration.html>*

## Pre & Post Attendee List

Exhibitors should expect to receive a pre- and post- event mailing address list in Microsoft Excel format. The list will have all registered attendees' information. The list will include attendees' first and last names, institution, professional title and physical address. Email addresses and phone numbers will NOT be

present. This information may be found in the event's mobile application. Our members and attendees have made clear their distaste for "blanket" promotional emails. You can expect the pre-conference attendee list the week of September 20th and the post-conference list 7 business days after the conference on October 31st.

### **Exhibit Space**

The exhibit hall for the Central Region Conference will be located in Windsor Ballroom Foyer outside of the general and concurrent session rooms. This will give exhibitors the opportunity to network with attendees. UPCEA will provide one (1) 6 foot draped table and two chairs, which will be supplied by the hotel. The Exhibit hall is carpeted.

### **Guidelines Display**

Exhibitors shall not display or place any product, sign, partition, apparatus, shelving or other construction that extends the beyond size of the table, 72" x 30". Height is not to exceed more than 48 inches from the table top/8 feet from the floor. Free standing displays may be placed behind the tabletop ONLY and must pertain to the height restrictions.

### **Exhibit Hall Hours and Activities**

Exhibitors are not required to be present at their booth the entire time; UPCEA encourages exhibitors to participate in education sessions and meals with attendees to learn firsthand from potential customer's challenges, strategies and new developments in their institutions. For the complete conference schedule, please click this [link](#).

### **Wednesday, October 18**

8:00 AM – 11:30 AM	Exhibitor Setup ( <i>all exhibitors must be set up by 11:30 a.m.</i> )
12:00 PM – 5:30 PM	Exhibit Hall Open
2:00 PM – 2:30 PM	Networking Break with Exhibitors
3:20 PM – 3:30 PM	Networking Break with Exhibitors
4:30 PM – 4:40 PM	Networking Break with Exhibitors
5:45 PM – 7:00 PM	Welcome Reception with Exhibitors on 25 <sup>th</sup> Floor

### **Thursday, October 19**

7:30 AM – 3:30 PM	Exhibit Hall Open
7:30 AM – 9:00 AM	Breakfast in Exhibit Hall
10:00 AM – 10:10 AM	Networking Break with Exhibitors
11:10 AM – 11:20 AM	Networking Break with Exhibitors
1:30 PM – 2:00 PM	Networking Break with Exhibitors
3:00 PM – 3:30 PM	Networking Break with Exhibitors

### **Friday, October 20**

7:30 AM – 11:30 AM	Exhibit Hall Open
7:30 AM – 9:00 AM	Breakfast in Exhibit Hall
9:00 AM – 9:10 AM	Networking Break with Exhibitors
10:00 AM – 10:10 AM	Networking Break with Exhibitors
11:30 AM – 3:00 PM	Exhibit Hall Tear Down ( <i>tear down may not begin until 11:30 a.m.</i> )

### **Installation & Dismantling**

Unless given permission by UPCEA,

1) All exhibit installations must be complete by 11:30 a.m. on Wednesday, October 18, 2017. 2) Dismantling of displays must not begin before 11:30 a.m. on Friday, October 20th. Exhibitors disobeying dismantling rules will lose seniority. 3) Any unattended exhibits or materials remaining in the exhibit hall on October 20th, will be returned to the hotel storage at the exhibitor's sole risk and expense.

### **Shipments**

Exhibitors wanting to ship items in advance to the Crowne Plaza Detroit Downtown Riverfront may do so by shipping to the hotel directly. Please ship materials two (2) weeks prior to the start of the conference and all boxes must be labeled as shown below to be accepted.

Exhibitors will be responsible for the packing of all return packages.

Attn: Exhibitor/Guest Name - Company  
2017 UPCEA Central Region Conference c/o Eric Hensrud  
Crowne Plaza Detroit Downtown Riverfront  
2 Washington Blvd.  
Detroit, MI 48226  
Date of Arrival  
Box 1 of X

\* Please note that boxes will not be accepted by the hotel without a recipient name and return address.

### **Audio Visual, Internet and Electric**

Audio visual services, electric, and internet will be provided by Vision Creative. If you need AV for your booth and are interested in enhancing your booth by ordering monitors, laptops, or other items please contact James Noble at [james@visiond.com](mailto:james@visiond.com).

***\*Basic Wi-Fi will be available complimentary onsite in all UPCEA meeting space (includes exhibit area), however, if you are depending on large bandwidth or streaming you will need to purchase this from the hotel. For this, you can reach out to Eric Hensrud at [em@cpdetroit.com](mailto:em@cpdetroit.com).***

### **Contact Us!**

#### **Partners and Sponsorship**

Kimberly Zaski  
Director of Membership and Engagement  
[kzaski@upcea.edu](mailto:kzaski@upcea.edu)  
202-400-2569

#### **Exhibiting and Membership**

Varsha Patel  
Assistant Director of Membership  
[vpatel@upcea.edu](mailto:vpatel@upcea.edu)  
202-659-3130

**See you in Detroit!**