



UPCEA New England
Region Conference

Navigating Pathways for Student Success

October 25-27, 2017 • Westin Harborview • Portland, ME

Exhibitor Handbook

Thank you for supporting the 2017 UPCEA New England Regional Conference in Portland, ME. 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 or 202.659.3130



Location

The 2017 UPCEA New England Region Conference will take place at:

Westin Portland Harborview
157 High Street
Portland, ME 04101

UPCEA has secured a discounted rate of \$165 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 29, 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/q13nusmalr5nbn1/>

Important Deadline: October 11, 2017. The above form must be complete by October 11, 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/new-england/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 27th and the post-conference list 7 business days after the conference on November 7th.

Exhibit Space

The exhibit hall for the New England Regional Conference will be located in Grand Ballroom Pre Function Area 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 25

8:00 AM – 1:00 PM	Exhibitor Setup (<i>all exhibitors must be set up by 1:00pm</i>)
9:00 AM – 6:30 PM	Exhibit Hall Open
3:30 PM – 4:00 PM	Networking Break with Exhibitors
5:00 PM – 6:30 PM	Welcome Reception in Exhibit Hall

Thursday, October 26

8:00 AM – 5:15 PM	Exhibit Hall Open
8:00 AM– 8:45 AM	Breakfast in Exhibit Hall
10:00 AM– 10:30 AM	Networking Break with Exhibitors
3:45 PM– 4:15 PM	Networking Break with Exhibitors

Friday, October 27

8:00 AM – 12:30 PM	Exhibit Hall Open
11:00 AM– 11:30 AM	Lunch and Raffle in Exhibit Hall
12:30PM – 4:00 PM	Exhibit Hall Tear Down (<i>tear down may not begin until 12:30pm</i>)

Installation & Dismantling

Unless given permission by UPCEA,

1) All exhibit installations must be complete by 1:00 p.m. on Wednesday, October 25, 2017. 2) Dismantling of displays must not begin before 12:30 p.m. on Friday, October 27th. Exhibitors disobeying dismantling rules will lose seniority. 3) Any unattended exhibits or materials remaining in the exhibit hall on October 27th, 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 Westin Portland Harborview may do so by shipping to the hotel directly. Please ship materials 3-5 days 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 New England Regional Conference c/o Morgan Lucier
The Westin Portland Harborview
157 High Street
Portland, ME 04101
Box 1 of X

* Please note that boxes will not be accepted by the hotel without a recipient name

Audio Visual, Internet and Electric

Audio visual services, electric, and internet will be provided by PSAV Services. If you need AV for your booth and are interested in enhancing your booth by ordering monitors, laptops, or other items please reference to Zander Sterns for further details and instructions.

****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.***

To place your orders please contact:

Zander Stearns
Director, Event Technology – PSAV
The Westin Portland Harborview
157 High Street Portland, ME 04101
Office: 207.517.8902 Mobile: 207.423.7294
alexander.sterns@PSAV.com

Contact Us!

Partners and Sponsorship

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See you in Portland!