



EACE18 EXHIBITOR INFORMATION

We are looking forward to having you exhibit at EACE's 2018 Annual Conference, the region's premier professional development and networking event! Included below, you will find some important information and helpful tips.

Hotel Information

The Hyatt Regency Reston | 1800 Presidents Street Reston, Virginia 20190

Conference attendees and exhibitors receive a discounted standard room rate of \$195 (plus taxes and fees) per night. The deadline to book your room at the group rate is June 4, 2018. **Please note, the room block rate is subject to availability and is likely to sell-out prior to cut-off date.** [Click here](#) to book online or call (703) 709-1234.

SPAMMING ALERT: EACE does not call registrants to book hotel rooms. Please only do so using the link or phone number above.

Shipping

Exhibitors are responsible for any expenses associated with shipping their materials and equipment. Packages should arrive between June 20 and June 22, 2018.

Ship to:

EACE Exhibitor: "Company Name"
Hyatt Regency Reston
1800 Presidents St
Reston, VA 20190

If you are shipping materials back via UPS or FedEx please be sure to call your preferred shipper to schedule your pick up ahead of time and remember to bring your own shipping labels.

Registration

Your exhibitor registration includes:

- One skirted, 6-foot table
- Internet
- One name badge with full conference access including admittance to all sessions, social events and food functions:
 - Monday lunch
 - Hors d'oeuvres and 2 drink tickets for reception
 - Tuesday breakfast
 - Tuesday awards luncheon
 - 2 drink tickets for the Entertainment Night
 - Wednesday brunch
 - Food and beverages during the breaks
 - Snacks in the Hospitality Suite

Please check-in at the registration desk to pick up your name badge. This will serve as your ticket to access all conference functions and social events.

Booth Assignment

Booth assignments will be sent in a final email, 2-3 weeks prior to the conference. Preference of location will be given in the order of **payment date** and level of sponsorship.

[Click here](#) to view the exhibit hall floorplan and meeting space map.

Setup & Breakdown

Booth Setup & Registration: Monday, June 25 from 8:30 – 11:30 AM

Breakdown: Tuesday, June 26 from 4:30-5:30 PM

Exhibitor Representatives

If there are changes to your registered representative(s), please send an email to admin@eace.org with the name, job title and email address of the new representative who will be attending. Don't forget to forward important information to the new attendee!

Additional representatives are \$250 and includes access to all sessions, social events and food functions. Please contact Jason Dumm, EACE Financial Coordinator at jason@eace.org or (410) 931-8111 to add an additional representative.

Exhibitors can have up to four (4) registered booth representatives.

Conference Attendee List

All conference registrants receive an attendee list 1-2 weeks prior to the event in a “Tips for Your Trip” email. (If you do not receive this, please check your spam!) The attendee list will include name, organization, email, city and state in PDF format. EACE does not provide this list in Excel format. For an up-to-date list of your fellow 2018 exhibitors, [click here](#) to visit the exhibitor homepage.

Exhibitor Activities & Networking Opportunities

Schedule of Events:

Monday, June 25	
8:30 AM – 11:30 AM	Exhibitor Registration & Setup
12:00 PM – 1:00 PM	Opening Welcome & Lunch
3:15 PM – 4:00 PM	Exhibitor Showcase & Dessert Bar <i>A one-hour speed networking session. Think speed dating for exhibitors and attendees!</i>
5:00 PM – 6:00 PM	President’s Networking Reception
Tuesday, June 26	
8:15 AM – 9:15 AM	Breakfast with the Exhibitors
10:30 AM – 11:00 AM	Exhibitor Networking Coffee Break
4:00 PM – 4:30 PM	Exhibitor Networking Coffee Break
4:30 PM – 5:30 PM	Exhibitor Breakdown
7:30 PM – 10:30 PM	Entertainment Night

**Schedule is subject to change. To view the full conference schedule of events and details, please view the [Annual Conference Schedule](#).

Exhibitor Passport:

All conference attendees receive the exhibitor passport with registration materials. They need to have a certain number of exhibitors marked off to enter their passport into the final conference raffle. **Bring a stamp, holepunch or sharpie for easy marking.**

Giveaways/Raffles

Exhibitors are welcome, and typically do, bring promotional materials (brochures, flyers, etc.) as well as branded giveaways to attract attendees (water bottles, chap sticks, chip clips, etc.) to their booths. You are also permitted to have raffles at your booth.

You may not bring outside food or beverage into the hotel unless it is prepacked. Wrapped candy or mints is acceptable.

8 Tips for Exhibitors

1. **Download the EACE18 Mobile App.** Search “EACE Events” in your app store to download. The 2018 edition should be available for download by May 1, 2018. Visit the [EACE website](#) for more details. Make sure your profile is public so attendees can connect with you. You can expect to receive an email from EACE HQ closer to the date of the event with instructions for completing your company’s app profile.
2. **Attend the social events.** The best way to network with attendees is to attend the President’s Networking Reception, Entertainment Night and other social events.
3. **Engage in social media.** EACE attendees are very active on social media. Use #EACE and #EACE18 to get your name out there! Here are the links to EACE’s channels: [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [Blog](#)
4. **Bring branded giveaways** to attract people to your booth. Examples can include magnet clips, coffee mugs, pens, power banks etc. Remember, if you are bringing food items like candy or mints, it must be prepackaged!
5. **Boost your brand recognition** by adding on an a la carte sponsorship item. See the attached form below. Something as simple as an EACE18 Mobile App alert can really increase your traffic. Example: “EACE18 attendees: Stop by booth 25 today for a chance to win an iPad!”
6. **Use a raffle or contest** to attract people to your booth. It’s also a great way to get contact information.
7. **Get out from behind your booth** and get off your phone/computer. Nothing is worse than watching one of our exhibitors miss valuable time because he or she is one the phone/computer.
8. **Stand, don’t sit.** Often, exhibitors sit behind their tables while attendees stand looking down at them – get up and engage!

Contact Information

Questions regarding displays, AV/electrical needs, shipping:

Tara Miller, Event Planning Manager, Hyatt Regency Reston
(703) 925-8129 | tara.miller@hyatt.com

EACE billing and registration payments:

Jason Dumm, Financial Coordinator, EACE
(410) 931-8100 | jason@eace.org

For all other EACE Annual Conference inquiries:

Kim Shaw, Associate Director, EACE
(410) 931-8100 | kim@eace.org