



Association Day 2018 Exhibitor Information Packet

Show Date: Monday, March 19, 2018

Show Location: Plano Event Center
2000 East Spring Creek Parkway
Plano, TX 75074
Phone: (972) 941-5840
Website: www.planoeventcenter.org

Official Hotel: [Fairfield Inn & Suites Dallas Plano North](#)
3415 Premier Drive
Plano, TX 75023
(972) 423-9944

Fairfield Inn & Suites Dallas Plano North has agreed to provide guest rooms for A-Day 2018 at the courtesy rate of \$99.00

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|--------------------------|--|--|
| Trade Show Hours: | 9:30 AM – 10:30 AM 11:30 AM – 1:00 PM 2:00 PM – 3:00 PM 4:00 PM – 5:00 PM | Exhibit Hall Open w/break Exhibit Hall, Lunch & Awards Exhibit Hall Open w/break Exhibit Hall Open w/reception and Silent Auction announcements |
|--------------------------|--|--|

Purpose of the Exhibit: DFWAE’s purpose in conducting this conference and trade show is to provide our members with forums to exchange information, resources to enhance their effectiveness and opportunities for growth. In keeping with this purpose, exhibitors are encouraged to be educational, communicative and informative in their exhibit displays and contact with attendees.

| Time | Event |
|---------------------------|--|
| 8:00 AM | Registration Opens |
| 8:00 AM – 9:30 AM | Exhibitor Move-In |
| 8:30 AM – 9:30 AM | Welcome and Keynote Speaker |
| 9:30 AM – 10:30 AM | Exhibit Hall w/break |
| 10:30 AM – 11:30 AM | Education Breakouts |
| 11:30 AM – 1:00 PM | Exhibit Hall – Lunch & Awards |
| 1:00 PM – 2:00 PM | Education Breakouts |
| 2:00 PM – 3:00 PM | Exhibit Hall w/break |
| 3:00 PM – 4:00 PM | Education Breakouts |
| 4:00 PM – 5:00 PM | Closing Reception & Silent Auction Announcements on Exhibit Floor |
| 5:00 PM – 6:30 PM | Exhibitor Move-Out |

(agenda subject to minor changes)

Move-In/Move-Out:

- Exhibitors: move-in is from 8:00 AM – 9:30 AM
- All booths must be set by 9:30 AM on Monday, March 19.
- Exhibitors must pick up their badges at the registration table before accessing the exhibit hall. If you bring your booth and collateral with you and are able to carry it yourself, you're allowed to take it to your booth in the ballroom.
- If you need to ship your booth, please fill out the attached material handling document.

The shipping address is:

ATTN: Your Name & Company
c/o DFWAE Association Day Event
Plano Event Center
2000 E. Spring Creek Parkway
Plano, TX 75074

If you are shipping your booth and materials, please have them arrive either NO EARLIER than Thursday or Friday, March 15th or 16th.

All exhibitors must have their materials removed from the ballrooms no later than 6:30 pm. Please do not move out or tear down your booth prior to 5:00 pm.

Booths: Each 10' x 10' booth includes:
-8' high back drape / 3' high side wings
-One 6' skirted table with two side chairs
-One 7" x 44" ID Sign w/Exhibiting Company Name (No Logo)
-Two full-conference registrations for your booth staff

As an exhibitor, the registered attendees from your company are entitled to:

- ✓ Access to networking breakfast, breaks, lunch and dessert
- ✓ Access to all educational sessions

Please take advantage of the full access to the entire day and enjoy the conference!

Additional Services:

Electricity service can be ordered through Plano Event Center at an additional charge. See order form on the next page. There is also a list of preferred vendors for any other services you might require.

EXTRA BENEFIT:

Each event sponsor and exhibiting company can extend a complimentary full-conference attendee registration for your Association staff GUEST. Simply identify an Association staff member, invite them to attend as your guest, and notify DFWAE with name and company by email to debi@rfmaonline.com

Badges:

Exhibitor representatives must wear appropriate DFWAE badges at all times in the exhibit hall. The badges will be available at the conference registration desk during the exhibit set-up period.

On-Site Shipping:

Exhibitors are responsible for shipping materials to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor. The convention center does not have a storage option. All materials must arrive on March 15th and 16th.

Parking: free parking

Attendance:

Anticipated total attendance is approximately 300.

*** Exhibitors will receive a post-conference attendee listing after the conference.

Lunch: - Is open seating. Please plan to join us.

Security:

Although DFWAE and the Plano Event Center may maintain security personnel, exhibitors are responsible for the safety and security of their exhibits.

Show Contacts:

DFWAE contacts for all things exhibit & sponsorship related:

Cindy Peebles, CAE

TriNet

972.789.3939 (Direct)

817.675.5208 (Mobile)

cindy.peebles@Trinet.com