



## FREQUENTLY ASKED QUESTIONS

Here are answers to some of the most common questions asked by exhibitors:

### WHY SHOULD I SPEND MONEY FOR A BOOTH SPACE?

Your booth will be a part of the largest educational, networking and exposition event in the lacrosse world. Last year's Expo Hall was a complete sell-out with record numbers of exhibitors, and a record 7,066 attendees of the full Convention event.

### WHO WILL VISIT MY COMPANY'S BOOTH?

The US Lacrosse Convention and Fan Fest exhibitors reach an excellent demographic of national lacrosse coaches, officials, and fans. The event has averaged 7,006 attendees in the last three years, and we expect every bit of that and more in Baltimore.

### WHAT ARE THE SHOW DATES?

Friday, January 22 and Saturday, January 23, 2016.

### WHAT IS INCLUDED IN THE BOOTH PACKAGES?

Standard booths include, in addition to the contracted space: a 6' skirted table, two (2) chairs, a standard printed company show sign, and carpet. Other benefits include web exposure and a listing in the e-blast mailing – sent to over 100,000 targeted coaches and officials throughout the country – and the on-site Exhibitor Directory, if your contract and payment are received before the related deadlines.

### CAN I MOVE MY OWN STUFF INTO MY BOOTH?

**YES.** Regardless of booth size, an exhibitor may move materials from their vehicle that can be hand carried or with the use of personally owned dollies or hand trucks. If an exhibitor asks Hargrove for assistance in any capacity, that exhibitor will be charged Material & Handling.

### CAN I BUILD MY BOOTH MYSELF?

**YES and NO.** Any exhibitor with a 10' x 10' booth may set up and dismantle their booth utilizing an unlimited amount of full-time employees and unlimited amount of time provided no power tools are used. Any exhibitor in a 10' x 20' booth or larger, may set up and dismantle their booth provided: (1) work is performed by no more than two full-time employees; (2) it does not take more than one hour; and (3) no power tools are used. Union labor must be hired after the one hour to complete the set up and / or dismantling of the booth.

### **ARE THERE OTHER BENEFITS AVAILABLE FOR EXHIBITORS?**

**YES.** Additional benefits, such as event sponsor listing in the event program and web exposure are available when you become a sponsor. There are a wide range of benefit packages available. Please contact Brett Hurwitz, Director of Partnerships, at 410-235-6882 ext. 142 or [bhurwitz@uslacrosse.org](mailto:bhurwitz@uslacrosse.org).

### **IS LUNCH INCLUDED FOR EXHIBITORS?**

**YES.** Lunch tickets will be distributed per exhibitor credential for Friday and Saturday. Tickets will be good for items at the various Convention Center concession stands. Only one lunch ticket per valid credential will be given.

### **CAN EXHIBITORS ATTEND THE CONVENTION EDUCATIONAL SESSIONS?**

**NO.** Convention Registration is not included in the booth fees. Exhibitors who would like to attend the education sessions must be a current US Lacrosse member and register and pay for them separately.

### **CAN EXHIBITORS ATTEND THE FRIDAY NIGHT KEYNOTE SPEAKER?**

**YES.** Exhibitors who would like to attend the keynote speaker must be a current US Lacrosse member and register to be a Convention attendee may do so; they will need their Exhibitor credential for entry.

### **WHAT IS YOUR REFUND POLICY?**

There will be no refunds or a credit for booths if your company is no longer able to attend.

### **HOW DO I WORK WITH A TIGHT BUDGET?**

1. Order services before the discounted deadlines.
2. Consolidate freight and shrink wrap to avoid additional material handling charges.
3. Bring back-up supplies so you don't have to rent them at a premium rate on-site.
4. Consider items you can bring with you or ship to the show rather than renting them at the show. This is a cost-effective solution for items like power strips, extension cords, fake plants, wastebaskets, etc.
5. Consider the cost of rental displays and booth furnishing versus shipping and material handling charges for your display.
6. Avoid additional surcharges on shipping by meeting freight target times (if applicable).
7. For larger booths, ship hanging signs in advance to allow for straight-time installation when possible.

### **WHAT COSTS MIGHT I INCUR IN ADDITION TO MY BOOTH SPACE FEE?**

Most exhibitors will incur or need material handling/drayage charges and shipping charges. Some exhibitors may incur or need electronic connection, internet connection, phone service, or additional booth furniture (display racks, etc.). Prices will be available in the Hargrove Exhibitor Services Kit e-mailed to you in mid-October.

### **WHAT EXHIBITOR SERVICES ARE AVAILABLE?**

Exhibitors can contract for carpet, electricity and lighting, internet service, drayage and other services using the Hargrove Exhibitor Services Kit, which will be provided via e-mail in mid-October after a completed Exhibitor Registration and payment, is submitted.

#### IS WIRELESS INTERNET SERVICE PROVIDED IN THE EXHIBIT HALL?

**NO.** You must contract for a connection and complete the appropriate forms provided in the Exhibitor Services Kit to order all internet needs.

#### CAN I HAVE EXTRA CREDENTIALS TO PROVIDE TO EXTRA STAFF AND CLIENTS?

For every 10 x 10 space, you will receive a maximum of four (4) complimentary credentials (*i.e. purchase a 10 x 30 space = 12 credentials*). The cost to purchase additional credentials is **\$20 per credential**. These credentials are only valid for the EXPO floor and Live Fields, not education sessions.

#### IS THERE A SPECIAL BOOTH RATE FOR NON-PROFIT ORGANIZATIONS?

**YES.** There is a special rate of a 10% discount for non-profit organizations. Please be advised that no other discounts apply to this rate. Please contact Shannon Minter at 410-235-6882 #172 or [sminter@uslacrosse.org](mailto:sminter@uslacrosse.org) for more information about securing your non-profit organization's booth space.

#### HOW CAN I BEST PROMOTE MY PRODUCTS AND SERVICES?

Note your booth number and the show dates and location on your website, in your e-mail signature, on your voicemail greeting, and in your advertising. Purchase additional credentials and send to all your clients and encourage them to attend the US Lacrosse National Convention as an attendee (must be current US Lacrosse member to do so). Promote a product demonstration to take place in your booth at your show. If your product or service is endorsed by an expert or other celebrity, ask for the opportunity to feature that person at your booth, and promote the occasion to attendees and advertise it on the US Lacrosse Fan Fest flyer.

#### DOES US LACROSSE PROVIDE AN ATTENDEE LIST TO EXHIBITORS?

**NO.** US Lacrosse will not provide exhibitors with an attendee list pre-show or post-show. However, exhibitors can purchase the Lead Retrieval Services to capture attendee information for any promotions/follow-ups post-show.

#### IS THE EXPO FLOOR OPEN TO THE GENERAL PUBLIC?

**YES.** US Lacrosse will provide an opportunity for the public to access the largest lacrosse EXPO in the country. On Saturday, January 23, 2016, non-registered lacrosse fans will have a special opportunity to view the EXPO and Live Field during the FAN FEST at a reduced entry fee. Registered attendees may continue to access the EXPO and Live Field during this time as well as throughout the convention weekend.