



National COMP: Exhibitor Webinar

What's New. What's Needed. What's Next.

October 15-17, 2024





Content

- Welcome and Introduction
- Show Information
- Preparing For The Event
- Event goals and objectives
- Pre-event marketing
- Booth layout and design
- Staffing the Booth
- Enhancing & Detracting from the Experience
- Recap
- Questions?



Show Information

Exhibit Hall Hours



- **Move-In**

- Sunday, October 13 @ 10:00 AM – 2:00 PM
Island Booths ONLY
- Sunday, October 13 @ 2:00 PM – 5:00 PM
- Monday, October 14 @ 8:00 AM – 5:00 PM

- **Show Hours**

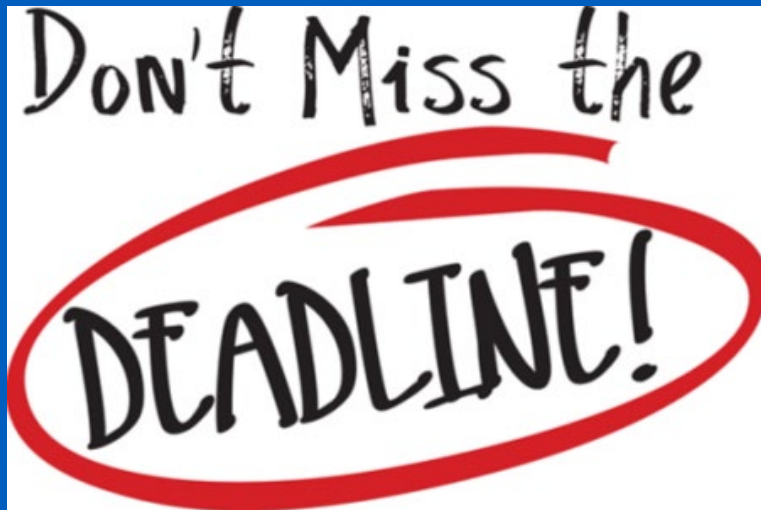
- Tuesday, October 15 @ 10:00 AM – 5:00 PM
- Wednesday, October 16 @ 9:30 AM – 3:15 PM

- **Move-Out**

- Wednesday, October 16 @ 3:15 PM – 9:00 PM
- Thursday, October 17 @ 8:00 AM – 11:00 AM

Show Information

Deadlines



- **September 11**
 - Hotel Reservations Discount Deadline
- **September 16**
 - Advance Rate
 - Submit EAC/COI forms
 - Shepard Custom Orders
- **September 24**
 - Shepard Booth Furnishings and Services
 - Mandalay Bay Services – electrical, catering, cleaning, Internet, AV, rigging, etc
- **September 30**
 - Early Bird Deadline to Order Lead Retrieval



Show Information

Exhibitor Registration Portal

- Main exhibitor contacts should have received an invitation email to Cvent registration portal
 - Register Booth Staff (by October 10)
 - Purchase LeadCapture licenses
 - Update Exhibitor Profile for Mobile App
- Exhibitor Portal Instructions can be found within your **Tasks** under the **Need Help?** task
 - Make sure you mark your tasks complete

Hi Exhibitor Admin,

Welcome to the **2024 National Comp Exhibitor Portal**. We are thrilled to have you as an exhibitor!

Once you log into your account, you'll be able to perform the following actions:

- Register and manage members of your onsite team
- Manage assigned tasks prior to the event
- Purchase your LeadCapture licenses - ***note this can be purchased during the registration of any of your Premium Exhibitor Passes or Exhibit Booth Passes***
- Customize Lead Qualification Questions
- Export lead information from your event

Simply log in to get started.

Exhibitor Portal Login

After logging in, you can add another person to manage your account by inviting them as a new user. (It's important to note that this invitation is specific to your email address and cannot be used by anyone else.)

Hotel Reservations

Discounted hotel rooms will become available in April. We will notify you once the rooms are ready to be booked.

Need some extra guidance?

Registration Guide

Portal Help Guide

Video Tutorial

[Click here](#) if you need to modify, transfer, or cancel any of the attendees you have registered.

Step by Step instructions are linked [here](#).

Check out the links above for assistance. If you have questions please contact us at Conferences@TheInstitutes.org.

If you no longer want to receive emails from 2024 National Comp, please [Opt-Out](#).

Let's Get Started!

1. Click [here](#) to log in and get started!

Need Help?

Use these links for help in the portal if needed.

Use the link [here](#) post registration of attendees if you need to make changes.



Welcome to Your Portal Home Page!



Exhibitor Portal

2024 National Comp

Oct 15 - 17, 2024

Risk & Insurance

Overview

Tasks

Profile

Team

Sponsored Sessions

Reports



Details

Exhibitor Profile



Risk & Insurance

[View profile](#)

Exhibitor Tasks



0%

0/0 tasks completed

[View tasks](#)

Booth Staff

0 staff members

Manage the team in charge of running your booth.

[View booth staff](#)

Update your profile for our Mobile App!



This is where you will find your included passes!



Recommended to start HERE!





LeadCapture Purchase:

- Available on the 2nd page of registration for any of your included passes.
- Please connect with your team before purchasing as to ensure you are not over purchasing.
- Please select the number of LeadCapture Licenses you would like to purchase.
- Please leave blank if you do not wish to purchase any LeadCapture licenses.



LeadCapture License

Select if you would like to purchase LeadCapture License for your booth.

Please consult with your administrator or team before purchasing a LeadCapture License for your booth to prevent duplicate purchases. Each license is individually linked to a mobile device, with a restriction of one license per device.

Please note that licenses are not automatically reflected in your Exhibitor Profile. They will be added to your account during the first week of October and periodically after that if licenses are purchased after the initial allocation. You will then be able to designate licenses to specific booth staff.

We encourage pre-ordering Lead Capture. The cost of LeadCapture Licenses will increase to \$500 on October 1st.

Lead Capture License

\$350.00 each

Please select the number of Lead Capture licenses you wish to order. If you do not require Lead Capture licenses, please click Next.

Select ▼

Previous

Cancel

Next

Edit Profile – Page 2

NATIONAL COMP.

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Exhibitor Portal

2024 National Comp

Oct 15 – 17, 2024

Risk & Insurance

Overview

Tasks

Profile

Team

Exhibitor Profile

Profile

Content

Click here to get started.

Options

Edit profile

Address

1234 Street

Test City, UT 80715

Event/Booth Location

Booth #1 - TEST

Edit Profile

Company Logo

NATIONAL COMP.

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We recommend square images larger than 300x300 pixels.

Upload

Delete

Virtual Booth Banner

NATIONAL COMP.

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This banner will appear on virtual booths in Attendee Hub. We recommend images that are 1872x320 pixels with an aspect ratio of 936x160 pixels.

Upload

Delete

Save

Edit Profile

Exhibitor Information

Company Name

Required

Test Exhibitor

Description

5,000 character count description.....

4,962 remaining

Tagline

120 character count tagline...

90 remaining

Event/Booth Location

Booth #1 - TEST

Tax ID/VAT Number

Save



Show Information

MYS Exhibitor Portal

- Main exhibitor contacts should have received access to the MYS Exhibitor Portal
 - Update your Company Listing for the Floorplan
 - Purchase an upgrade Company Listing
 - Settle your final exhibit booth payments.
- If you need to receive access to the MYS Exhibitor Portal email nationalcomp@theinstitutes.org

Show Information

Hotel Information

- Group Discount Rate deadline is September 11th
 - Mandalay Bay
 - Luxor
 - Delano
 - Four Seasons
- Availability is First-Come First-Served



Luxor Las Vegas



Mandalay Bay Resort & Casino



Delano Las Vegas

Show Information **SCAM Warnings – Hotels**



- National Comp is NOT utilizing the services of any housing service for National Comp 2024.
- Hotel reservations for National Comp should be made directly with the hotel, either by phone or via our web reservation link.

Show Information **SCAM Warnings – Lists**



- Please be aware that National COMP **does not sell or distribute** our attendee lists to any third-party vendor.
- If a third-party vendor has approached you to purchase a list, **it is a scam.**
- See Something...Say Something!

Show Information

Reception



- Oktoberfest
- Food, Drinks, Music, and More
- Tuesday, October 15 @ 4:45 PM – 6:15 PM in Bayside A
- All Exhibitors and Sponsors are welcome to attend



Upgraded Listings

2024 Exhibitor Listings



Affiliated with The Institutes

2024 Online Expo Hall Map, Exhibitor Listings & Cvent Mobile App

Show attendees MORE with an upgrade

Today, having an online presence is a must, especially when it comes to influencing your customers' purchasing decisions. That's why we're giving you the opportunity to make the most of your company's offerings at **National Comp** with these upgraded listings:

	Basic Listing	Premium Listing \$750 \$495 Special	Ultimate Listing \$1,200 \$595 Special
Online Expo Hall Map & Exhibitor Listing			
Contact Information	✓	✓	✓
Booth Number	✓	✓	✓
Website	✓	✓	✓
Product Categories	✓	✓	✓
Description	✓	✓	✓
Company Logo	—	✓	✓
Featured Exhibitor Listing	—	—	✓
Priority Placement in Search Results	—	—	✓
Highlighted Booth with Corner Peel	—	—	✓
Event Contacts	—	3	6
Collateral (PR, Brochures)	—	3	6
Product Gallery with Images/Descriptions	—	3	6
Product Gallery with Video and Descriptions	—	—	6
Cvent Mobile App			
Company Logo & Banner	✓	✓	✓
Company Profile	✓	✓	✓
Website	✓	✓	✓
Social Media Links	✓	✓	✓
Videos	—	3	6
Files	—	3	6
Links	—	3	6





Show Information

FAQS & Useful Links

- Have Questions?
 - [Exhibitor FAQs page](#)
 - [Exhibitor Checklist](#)
 - [Exhibitor Kit](#)
 - [Cvent Exhibitor Portal Instructions](#)
 - [LeadCapture](#)
 - [Upgraded Listings](#)



Show Information

Sponsorships



Contact: Nancy Calabrese
Trade Show Sales Manager
(702) 228-3293 (PST)

Calabrese@theinstitutes.org



Show Information

COMP 2025



- **Don't Risk Missing National Comp In The Future**
- November 11-13, 2025
 - Tuesday – Thursday
- Music City Center, Nashville, TN
- Booth Sales will take place during show hours
- Appointments will be sent in September



Preparing for the Event

Collect Pre-Event Details



Share the following information with Shepard before the event:

- Contact Information
- Orders
- Method of Payment
- Outbound Shipping

Bring with you:

- Copies of your orders and layouts (hard copy or digital)
- Freight tracking information
 - Carrier and assigned tracking numbers
 - The items (and quantity) shipped
 - Address you used to ship from and date of shipment
 - Address you shipped to (advance warehouse or direct to event)

Event Planning

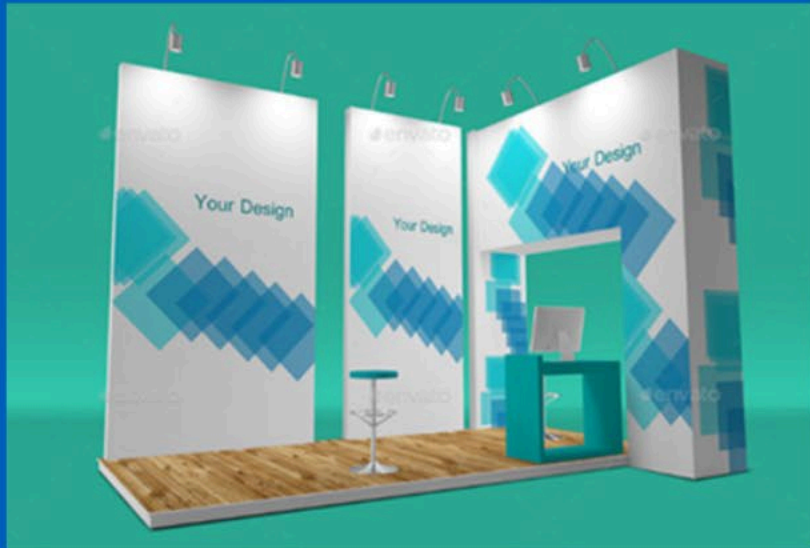
Event-Related Goals & Objectives



- Introduce your company to the market
- Showcase existing products or services
- Launch new products or services
- Connect with existing customers and/or attract new customers
- Research the industry market and gather feedback firsthand
- Build brand recognition and establish credibility in the market

Preparing for the Event

Planning Your Booth Experience



- Keep your booth design on point with your brand
- Take advantage of moving sight and sound motion through video
- Focus your messaging – short and sweet
- Use social media opportunities at the event to extend your branding
- Create space for meaningful conversations that align with your objectives and tactics
- Create a script – Highlight the product and market differentiators
- Look for ways to engage attendees, to draw them in and hold their interest

Event Marketing **Email Outreach**



Before the event,

- Create an email marketing calendar and coordinate it with social outreach
- Personalize the messaging (remember most emails won't get opened)
- Create a call to action, urgency, FOMO, excitement
- Recognize veteran event attendees and include first-timers
- Announce your presence – Target current customers, partners, and existing leads in pipeline
- Introduce your team, event-specific offers, and any dedicated messaging
- Provide value and be a resource

Event Marketing **Social Success**



Before the event,

- Create a social marketing calendar and coordinate it with email outreach
- Tease your presence at the event
- Create an event-specific hashtag, make it catchy
- Promote booth activities, meet-ups, giveaways
- Give it personality, identify your team members
- Gather input & feedback from prospective attendees
- Share quick tips, drip information to your social following
- Measure your engagement

During the event,

- Post regularly and often, both before and during the event
- Share live content from the event floor if possible
- Share photos, comments, survey results, prize winners



Recap

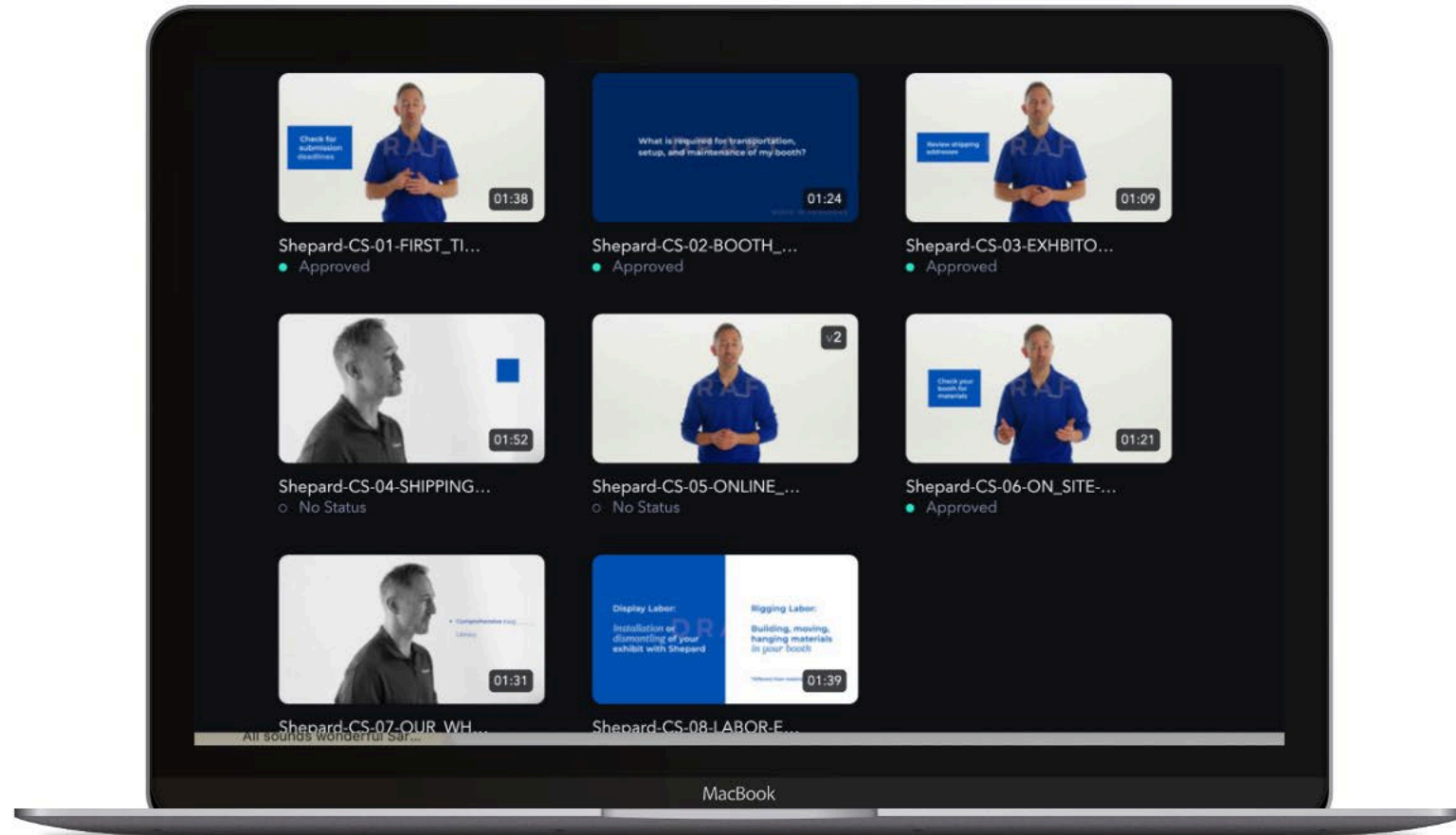
- ✓ Have a plan and be prepared from the start
- ✓ Set measurable goals and objectives
- ✓ Design your space to meet your objective
- ✓ Build and train a great team and assign roles
- ✓ Give attendees a reason to seek you out
- ✓ Be authentic to your brand and look the part
- ✓ Understand the event audience
- ✓ Follow up during and after the event

Exhibitor Services Video Series

Shepard has developed an 8-video series that covers the most frequently asked and complex questions, providing visual explanations and demonstrations to support exhibitors on their journey. This ensures the exhibitors have access to the information they need to make informed decisions and fully leverage our services.

Video Topics

- First Time Exhibitor Topics
- Guide to Effective Booth Budgeting
- Exhibitor Manual Essentials
- Understanding Shipping vs. Material Handling
- Ordering
- What to Expect On-Site
- Exhibitor Services: Our Why
- Understanding Labor Services and Regulations



Contact Us:

Shepard Contacts:

Exhibit Rentals essrentals@shepardes.com

Exhibitor Services/Orders: orders@shepardes.com

The Institutes Contact:

events@theinstitutes.org





Thank you for your time today.

Feel free to reach out if you have any questions