

## **You have signed up to exhibit at MTMP-Now What?**

### Review your contract:

- Learn what is included or not. Understand the specific perks you receive on site and as an exhibitor
- Be sure to share with on-site team.
- Review pages 3-4 Rules & Regulations that you initiated and signed.
- Be sure your team knows and follows the display regulations for your booth
- 4 Staff included from your company
  - Review the rules about who qualifies as staff or not. Only staff from your company, not a guest from another company.
- Review and adhere to Set up/Tear down times.
  - Tuesday April 14, 9:00am-5:00pm.
  - Tear Down Hours Friday April 17, starting at 1:00pm.
  - Communicate to your on-site staff that you are contractually bound to these times or fines will apply
  
- Advertising is limited to your booth space; exhibitors are not allowed to spread materials throughout the Exhibit Hall.
- EAC-if using outside contractor –review rules and required forms
- No serving or consuming alcohol at booth
- Codes of conduct
- Ensure your team follows this policy: Companies should not host events (receptions, meetings or Cabana parties) during any of our scheduled MTMP hours. As we have mentioned many times in our vendor meetings, these side events are pulling away our hard-earned attendance from MTMP. These meetings will deplete our exhibit hall attendance which is unfair to us and other exhibitors.

### Exhibitor Toolkit Page

- One stop shop for all conference logistics
  - CVENT questions, tips, phone number for CVENT glitches
  - Exhibit Hall Hours
  - Deadlines, Submission Links
  - Exhibitor Business Categories
  - Freeman shipping
  - Order electricity, labor, furniture, etc.

### CVENT:

- The main contact on your contract will have access
- Update profile
- Register individual attendees
- Assign your free CVENT lead capture license to a registered staff.
- Will have a dedicated, on-site CVENT staff to assist you with setting up, downloading, assigning to a staff; how to create and run reports.

## How to Work the Conference?

- All 4 of your booth staff are allowed to attend all educational and networking events. We strongly encourage your team to participate in all those ways. So much happens outside the exhibit hall, staff are not required to sit at your booth.
- The staff you assign will make a difference. Select interactive, outgoing people.
- SHOW your platforms–visuals, TV, computer demonstrations
- Network with other vendors in the hall –often they are the best connections and referrals
- Have a plan: Familiarize yourself with the agenda online
  - Designate your team to attend specific events and sessions.
- Booth giveaways, swag, raffles, special promos are always very successful.
  - Be sure to follow us on social media–if you tag us we will repost.

### Understand the Exhibit Hall:

- We create specific flow–entrance/exits, activation areas to help flow throughout the hall
- Attendees must pass through the exhibit hall to reach sessions.
- Specialty areas to encourage networking: MTMP Market, Charging Lounge, Golf Simulator, Headshots
- Meeting Hub– We have created a brand new meeting area inside the exhibit hall so you can take a private meeting or have side conversations without leaving the hall.
- Make sure you participate in the exhibit hall events (Breakfast, lunch, receptions, etc)
  - These will be the times the hall is the busiest so make sure you have a staff person at your booth
- Join our text alerts. Sign up on the link on the Exhibitor Toolkit page.

### How to maximize the MTMP perks:

- We give one pre and one post attendee list. Reach out ahead of time, follow up afterwards
- Business category on website–fill out immediately.
  - Designed to help attendees easily find and connect with specific business types
  - This is advertised on our website before the conference and remains posted until next conference
  - Information also advertised on table top signs in the meeting rooms
- Free .30 video to show in exhibit hall and hotel rooms
- Free CVENT lead capture
  - This is the only way to capture attendee emails and we only provide to exhibitors.
  - The QR code on the attendee badge only works with a CVENT scanner. Attendees and legal service attendees cannot scan this QR code
- Buy a media guide ad - the MTMP Magazine lives on MTMP long after the seminar is over
- Download the Conference App

Attend the Exhibitor/Sponsor Meeting on Friday, April 17 at 10: 30 am to share your feedback on the spring MTMP!