

# CONFERENCE DETAILS & GENERAL INFORMATION

# 2017 DISCOVERY

## LOCATION

Crystal Gateway Marriott  
1700 Jefferson Davis Hwy. | Arlington, VA 22202  
(703) 920-3230 | <https://goo.gl/Ua9aP6>

## ROOM RATES

Contact the hotel to make your reservation.  
**Reservations required before Thursday  
September 14, 2017.**

HOTEL RATE: \$249/NIGHT

## 2017 EXHIBIT DATES & HOURS

Monday, October 2: 1:00 pm - 5:00 pm  
Tuesday, October 3: 8:00 am - 5:00 pm  
Wednesday, October 4: 8:00 am - 4:00 pm

## SETUP/BREAKDOWN

Exhibiting hours are subject to change. All exhibitors shall complete their booth display setup by 1:00 pm, Monday, October 2, 2017. All exhibits must be dismantled from the exhibit area no later than 6:00 pm on Wednesday, October 4, 2017 and no sooner than 4:00 pm that same day.

**NOTE: Exhibitors that break-down prior to 4:00 pm will incur a penalty fee of \$500.**

## SHIPPING INSTRUCTIONS

Any shipped materials can not arrive more than 3 days prior to the event or holding fees may apply. The package handling fees range from \$25 per box up to \$200 for pallets or large equipment. All shipping expenses are the sole responsibility of the exhibitor.

## SHIP MATERIALS TO:

NiUG Discovery Conference  
Hold for: *(Name of Exhibitor)*  
Crystal Gateway Marriott  
1700 Jefferson Davis Highway  
Arlington, VA 22202

## ONSITE GUIDE ADVERTISING

Each attendee will receive a copy of the *Onsite Guide*, containing the schedule of events, speaker information, and exhibitor/partner details. Artwork must conform to the specified sizes. **Ad material must be submitted in camera-ready copy by end of business on Friday, August 25, 2017.** Email electronic materials to [lkrewsonross@niug.org](mailto:lkrewsonross@niug.org). If you have any questions, contact Liz Krewson-Ross at (570) 243-8700, extension 3.

- Company Description (50 words)
- Half Page (9 inches x 5 inches)
- Full Page (9 inches x 10.5 inches)

## MOBILE APP ADVERTISING

All artwork must be designed in a PNG format. **To accommodate both mobile devices and tablets, two different ad sizes are required and due by end of business on Friday, September 22, 2017.** Email artwork to [lkrewsonross@niug.org](mailto:lkrewsonross@niug.org).

## BANNER ADVERTISING ARTWORK

- Smartphone: 480 x 50 | Tablet: 800 x 66

## SPLASH PAGE ARTWORK

Images need to be the highest resolution possible with the image focused in the center. Space on the either side of the images may get cut off depending upon device.

- 2500 x 1500 | 1500 x 2500

## EXHIBITOR LOGO

All exhibitors receive visibility including logo and contact details. Logo artwork must be 500 x 100.

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## THEME

The year's theme is "Connecting iMIS users + solutions". Exhibitors are encouraged to create an exciting themed booth for attendees to visit.

## EVENT REGISTRATION

Event registration is required for all who attend a NiUG event - including all exhibitors and partners.

## EXHIBIT AREA

Each exhibit area is approximately 6' wide by 6' deep and will contain one draped table, one chair, one sign, and a wastebasket. Banner stands and related booth items may be used in place of the supplied table but must remain in designated area. Blocking other exhibitors is not permitted. Extra space is not available.

## ASSIGNMENT OF SPACE

All strategic partners receive prime exhibit placement. Where available - these partners will receive an 8' x 8' space. Corporate partners receive priority exhibit placement. **All other exhibitors are placed in a random drawing based on number of years exhibiting. No exceptions.**

## PROHIBITED POSTING

No decoration, poster, sign, or similar items shall be posted on, tacked on, nailed, screwed, or otherwise attached to any column, wall, floor, or any other part of the hotel.

## CANCELLATIONS

If marketing of your company as a partner or exhibitor has not yet begun, payment, minus a 25% administrative fee, will be refunded upon a written request for cancellation. No refund shall be made to any exhibitor who cancels the contracted booth after conference marketing has begun. No shows are treated as such and will not receive a refund.

## DISTRIBUTION OF MATERIALS

The printed advertising or other materials of the exhibitor may be distributed only from within the exhibitor's own booth. Exhibitors can only display their own marketing collateral. NiUG International reserves the right to ask an exhibitor to remove materials from display.

## ELECTRICAL & AV REQUIREMENTS

If electric exceeds \$50 per hookup per exhibitor, you may be required to directly pay the hotel for this service. Additional furniture (audiovisual equipment, tables, chairs, etc.) and electricity will be available to the exhibitors at an additional charge. The cost for such additional requests shall be the sole responsibility of the exhibitor. Contact the hotel's in-house AV department for additional details.

## AMERICAN WITH DISABILITIES ACT

Exhibitors represent and warrant that its exhibit area shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively, 'ADA'). Exhibitor shall indemnify, defend, and hold harmless NiUG International, its directors, officers, employees, and agents and each of them, from and against any and all claims and expenses, including attorney fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with and provision of the ADA.