



Society of Government Meeting Professionals 2016 National Education Conference

NETWORKING LUNCH SERVICE KIT

Thank you for participating in the first-ever NEC Networking Lunch! You and our other “Pioneer” exhibitors will experience this format together in its pilot year. In this kit, you will have access to everything you need to make the most of your NEC experience. Remember, the lunch is only a small part of the opportunity; **Seasoned NEC attendees know that the entire NEC is a valuable networking opportunity.** It is SGMP’s goal to support your success and provide the tools to match your talents. If you have any questions about the show, please contact Mark Harvey at mark.harvey@sgmp.org.

Schedule

All Exhibitor-only events occur on Wednesday May 18, 2016

Table Setup:	10:00 AM—11:00 AM
Exhibitor Lunch:	11:00 AM—11:30 AM
Networking Lunch:	11:30 AM—1:00 PM
Breakdown:	1:00 PM—2:00 PM

Décor

SGMP Encourages you to dress up your table as much as you like! Be creative, represent your brand, stand out. Later in this kit there is a décor order form. We only ask that you do not place anything on the floor, for safety purposes.

Seating

You will receive a marketing list including all registered planners to date. You may use this list to announce your table location, invite groups of people to join you for lunch, or invite specific people with RSVPs. SGMP does not manage seat assignments for planners. After finishing their meals, planners may move around the room to visit with other

Suppliers, or remain at the table for extended conversations.

Shipping

Should you want to send collateral ahead, you may do so using your carrier of choice. Please be sure to use the shipping forms below so that the hotel can ensure proper delivery of your materials to your table. Receiving fees are as following:

0 – 10 lbs	\$5.00 per piece
11-30 lbs	\$10.00 per piece
31 – 50 lbs	\$15.00 per piece
Cases	\$25.00 per piece
Over -50lbs	\$25.00 per piece
Pallet	\$100.00 each
Storage Fee:	After 3 days, \$25.00 per day, per shipment
Table Delivery:	\$25.00 per piece

A package services table will be available in the hall for any return shipping during breakdown times. Boxes will be stored in this location at no charge.

Lead Retrieval

This year, Lead Retrieval will be available through the conference app and will be available for the entire three day conference. With no equipment to rent, this service is a very good deal and extends your ROI. Please see ordering information from Cvent below.

New Website!

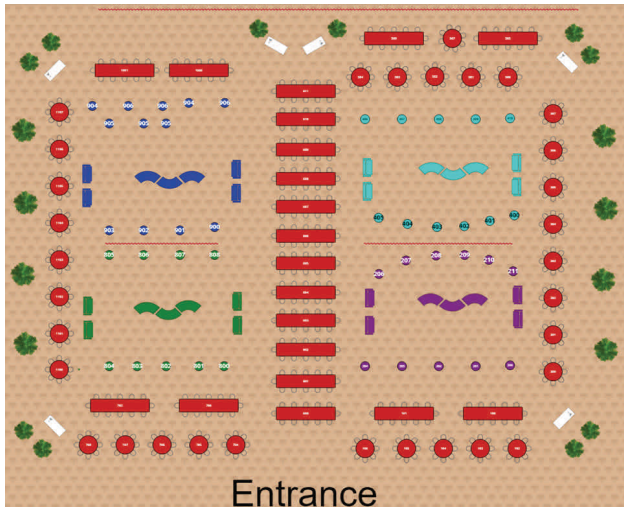
SGMP now has a dedicated website for the NEC! Have you seen it yet? Head over to www.sgmpnec.org and see what’s new. Thank you again, and see you in San Diego!!

May 17-19, 2016 • Town and Country Hotel & Convention Center

SGMP ANNOUNCES BRAND NEW “EXPO” FORMAT AT 2016 NEC

NATIONAL EDUCATION CONFERENCE IS CHANGING WITH THE TIMES!

SGMP has responded to the feedback of our loyal Exhibitors over the last several years, by re-inventing our Expo program to better connect Exhibitors with Planners from around the country. In 2016, there will be no pipe and drape tradeshow. In its place, we will be offering the NEC Networking Lunch on Wednesday, May 18. This will be a seated, buffet-style lunch (with no walking around required).



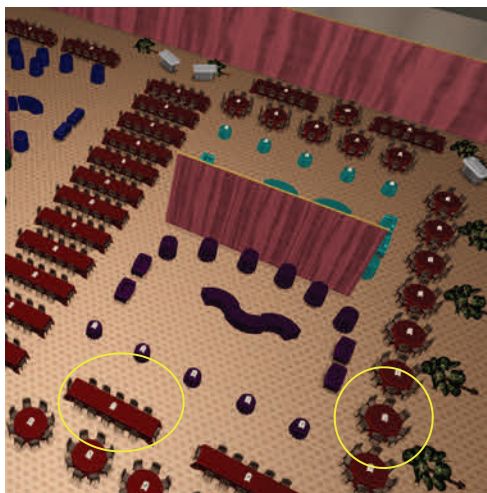
WHAT WILL IT LOOK LIKE?

The layout of the Networking Lunch is simple and straightforward. The Major Sponsors' food stations are in the center of the space with buffet service, while the individually purchased lunch tables are around the perimeter.

Overall Layout (tables in RED are available for purchase, other colors are Sponsor areas)

WHAT WILL I BUY IN PLACE OF A BOOTH?

Each former “booth” is replaced by a lunch table, one of two sizes; Banquet tables and Farmhouse tables. Banquet tables accommodate 8 people, and are limited to one Exhibitor (that way, the Exhibitor still has an audience of seven Planners). Farmhouse tables accommodate 12 people and so they are limited to a minimum of two Exhibitors, and a maximum of three Exhibitors (so that the audience is at least nine Planners). Major Sponsors will have space that is very similar to previous years, with cocktail rounds and lunch buffets located within their space, but these spaces will not have seating.



Banquet table for 8
(max Exhibitor = 1)



Farmhouse table for 12
(min Exhibitors = 2, max Exhibitors = 3)

WHY IS SGMP SHORTENING MY NETWORKING TIME FROM TWO EXPO HALL DAYS TO ONE LUNCH?

Short Answer: SGMP is actually increasing your networking opportunities for the entire duration of the conference. Survey results have shown us that the best networking has been happening in the sessions and other events of the NEC and not in the Expo Hall. So we have designed the Networking Lunch to look, feel, and operate more similarly to the rest of the NEC (with the exception of the Supplier Non-Exhibitor audience, who will again this year enjoy programming specific to their needs in a meal setting concurrent to the Networking Lunch). Additionally, we will be offering Lead Retrieval to our exhibitors via our conference app for the entire NEC, from start to finish, extending the networking opportunities previously unique to the Expo out and across the entire NEC schedule!



WHAT ARE THE BENEFITS OF PARTICIPATING?

SGMP is sensitive to the ROI needs of our Exhibitors. This new format has been created with that specifically in mind, and we recognize that this is a significant change for our members. Below are specific benefits of this format to our attendees:

- **Cost to attend is lower:** No need to carpet, decorate, or furnish space, or to ship/handle booth equipment to San Diego.
- **Registration includes everything:** The registration for all Exhibitors includes all NEC events, the table, linen, serviceware, and simple table signage. Exhibitors are invited to ALL NEC EVENTS, which are included in the registration fee.
- **Connections are less formal:** Networking will take place over a meal with no official program (the only time in the NEC schedule). So this is your time to meet with Planners in a comfortable, intimate setting.
- **Targeted Invite Options:** SGMP will provide each Exhibitor with a marketing list that they can use to invite specific Planners to their table, if they choose (**note: SGMP will not be managing seat assignments; invites will be managed by each individual Exhibitor**)

"I am thrilled that the NEC's Expo has a new format. Not only is this a very affordable show, but the new format increases the value by providing one-on-one networking. This, coupled with the educational component, should prove to be a successful experience!"

Kelly Roche, CGMP, Irving Convention & Visitors Bureau

WHAT ARE THE RULES?

The same rules from previous NEC programs apply in 2016 as well, and include:

- Supplier Non-Exhibitors are not permitted in the networking luncheon.
- Seating is limited and is expected to sell out.
- SGMP must strictly enforce the requirement of 1 Exhibitor per Banquet table, and 2-3 Exhibitors per Farmhouse table. There is no difference in cost, this is a capacity control

function. Please visit <http://www.sgmpnec.org> for a full listing of rules and regulations

HOW DO I SIGN UP?

Simply visit www.sgmp.org/2016nec for registration links and you're on your way.

"Rosen Hotels & Resorts really appreciates the progressive efforts SGMP has done in updating the 2016 NEC's programming and networking luncheon based on exhibitor feedback."

Linda Wiman, CGMP, Rosen Hotels & Resorts

At SGMP, we value our member feedback and make every attempt to put your thoughts about improvement to work for you. Thank you for completing post-event surveys so that we can continue to deliver flexible and effective events which serve our members' best interests. **If you have any questions about the new format, we are here to help.** Simply call 703-566-3632 or email mark.harvey@sgmp.org. As always, thank you for your membership; we look forward to seeing you in San Diego!



*This schedule is a working copy. All information is subject to change and should be reviewed regularly for planning purposes. SGMP reserves the right to add or remove events as programming needs change. (All Events in **BOLD** are General Sessions or Education Sessions open to all attendees). All events are held at the Town & Country Hotel and Convention Center unless otherwise noted. For more information on specific events, please contact Mark Harvey, Director of Meetings & Operations at mark.harvey@sgmp.org*

Start Time End Time Event Name

Saturday, May 14, 2016		
9:00 AM	5:00 PM	CGMP Certification Course
10:00 AM	10:30 AM	Morning Break
2:00 PM	2:30 PM	Afternoon Break
Sunday, May 15, 2016		
9:00 AM	5:00 PM	CGMP Certification Course
10:00 AM	10:30 AM	Morning Break
2:00 PM	2:30 PM	Afternoon Break
Monday, May 16, 2016		
9:00 AM	5:00 PM	CGMP Certification Course
9:00 AM	5:00 PM	<u>San Diego Hotel Tours hosted by SDTA-click for info</u> (For qualified planners, limited availability)
10:00 AM	10:30 AM	Morning Break
2:00 PM	2:30 PM	Afternoon Break
6:00 PM	8:00 PM	<u>San Diego Sunset Harbor Cruise with Flagship Cruises,</u> <u>SoCal Chapter, and SDTA-click for info</u> (Planners hosted, Suppliers welcome for a fee)
Tuesday, May 17, 2016		
8:00 AM	6:30 PM	Registration Open
8:00 AM	4:00 PM	Cyber Café Open
9:00 AM	11:00 AM	CGMP Course Examination
12:00 PM	4:00 PM	Silent Auction Open
12:30 PM	5:00 PM	Joint Leadership Session (by invitation only)
1:30 PM	2:00 PM	Scholar Orientation Meeting (by invitation only)
2:15 PM	3:15 PM	CGMP Re-certification Overview
2:15 PM	3:15 PM	So You're New to the SGMP NEC
6:30 PM	8:30 PM	Welcome Reception hosted by Town & Country and the San Diego Tourism Authority
Wednesday, May 18, 2016		
7:30 AM	5:00 PM	Registration Open
7:30 AM	8:30 AM	Networking Break

Start Time End Time

Event Name

Wednesday, May 18, 2016 Continued

Start Time	End Time	Event Name
7:30 AM	12:00 PM	Cyber Café Open
8:30 AM	10:00 AM	Opening Ceremony, General Session & Plated Breakfast
10:00 AM	5:00 PM	Silent Auction Open - Day 2 (Closed During General Sessions)
10:00 AM	10:15 AM	Networking Break
10:15 AM	11:15 AM	Concurrent Education Sessions Block A
11:15 AM	11:30 AM	Networking Break
11:30 AM	1:00 PM	Education Session B1: Non-Exhibiting Suppliers Lunch and Lecture
11:30 AM	1:00 PM	Expo Program Networking Lunch
1:00 PM	1:15 PM	Networking Break
1:15 PM	2:15 PM	Concurrent Education Sessions Block C
2:15 PM	2:30 PM	Networking Break
2:30 PM	3:30 PM	Concurrent Education Sessions Block D
3:30 PM	3:45 PM	Networking Break
3:45 PM	4:45 PM	Concurrent Education Sessions Block E
6:00 PM	7:00 PM	Sam Gilmer Awards Cocktail Reception
7:00 PM	8:30 PM	Sam Gilmer Awards Banquet hosted by Greater Fort Lauderdale Convention and Visitors Bureau
8:30 PM	9:30 PM	Live Auction
Thursday, May 19, 2016		
7:30 AM	5:00 PM	Registration Open
7:30 AM	9:00 AM	Continental Breakfast
8:00 AM	3:30 PM	Cyber Café Open
8:00 AM	11:00 AM	Special Intra-conference Session: Planner Boot Camp (\$100 additional fee applies)
8:00 AM	11:00 AM	Special Intra-conference Session: Supplier Strategies Boot Camp (\$100 additional fee applies)
8:30 AM	12:30 PM	Silent Auction Open - Day 3 (Closed During General Sessions)
8:45 AM	9:45 AM	Concurrent Education Sessions Block F
9:45 AM	10:00 AM	Networking Break
10:00 AM	11:00 AM	Concurrent Education Sessions Block G
11:00 AM	11:15 AM	Networking Break
11:15 AM	12:15 PM	Concurrent Education Sessions Block H
12:15 PM	12:30 PM	Networking Break
12:30 PM	2:00 PM	General Session: Plated Lunch, State of the Society Address & Annual Chapter Awards

Start Time End Time

Event Name

Thursday, May 19, 2016 (Continued)

2:00 PM	2:15 PM	Networking Break
2:00 PM	4:30 PM	Silent Auction Prize Pick-up (sole time to claim prizes; any items not retrieved to be forfeited without refund)
2:15 PM	3:15 PM	Concurrent Education Sessions Block I
3:15 PM	3:30 PM	Networking Break
3:30 PM	4:30 PM	General Session: Keynote Speaker



**Society of Government Meeting Professionals
Town and Country Hotel and Convention Center
Wednesday, May 18, 2016**



**Pacific Event Productions
6989 Corte Santa Fe, San Diego, CA 92121
Office: 858.450.7725 | Fax: 858.430.2500 | Email: steffanie.badgett@pacificevents.com**

Exhibitor Order Form

Show Name: _____ NEC Network Lunch 2016 _____ **Date of Order:** _____
Show Date: _____ 18-May-16 _____ **Table Number:** _____
Company: _____
Contact Name _____
Phone Number _____
E-Mail Address: _____

BANQUET TABLE FOR 8

Quantity	Round Linens	Unit Price	Price
	120" Polyester Linen	\$17.75	
	120" Shantung Linen	\$35.00	
	120" Lamour Linen	\$35.00	
	120" Malibu Linen	\$40.00	
	120" Burnout Linen with Underlay	\$55.00	

FARMTABLES FOR 12

Quantity	Banquet Linens	Unit Price	Price
	6' Banquet Linen - Poly	\$35.00	
	6' Banquet Linen - Shantung	\$70.00	
	6' Banquet Linen - Lamour	\$70.00	
	6' Banquet Linen - Malibu	\$110.00	
	Runner - Polyester	\$7.50	
	Runner - Shantung	\$10.50	
	Runner -Lamour	\$10.50	
	Runner - Malibu	\$12.50	

CHAIRS

Quantity	Seating	Unit Price	Price
	Fruitwood Chavari	\$10.75	
	Vineyard Cross Back	\$16.00	

FLORAL OPTION

Quantity	Décor	Unit Price	Price
	All White Floral Centerpiece	\$45.00	
	Seasonal Mix Floral Centerpiece	\$55.00	
	Botanical Potted Plant	\$35.00	

SET AND DISMANTLING LABOR

Quantity	Labor	Unit Price	Price
	2- hour minimum @ \$30/hour	\$60.00	
	Late Service Fee:		
	(25% charge for orders placed after May 1)		
		Sub-Total	
		Grand Total	

CREDIT CARD INFORMATION

Please indicate linen color option here: _____ (If no color listed, black will be provided)

Name on Credit Card: _____ Signature of Cardholder: _____
 Credit Card Number: _____ Security Code: _____ Exp. Date: _____
 Billing Address: _____ City and State: _____ Zip Code: _____
 Phone #: _____ Email: _____

I hereby authorize Pacific Event Productions to charge the above listed credit card immediately upon receipt of this authorization. I agree that should Pacific Event Production be unable to process this credit card, an alternate method of payment will be provided.

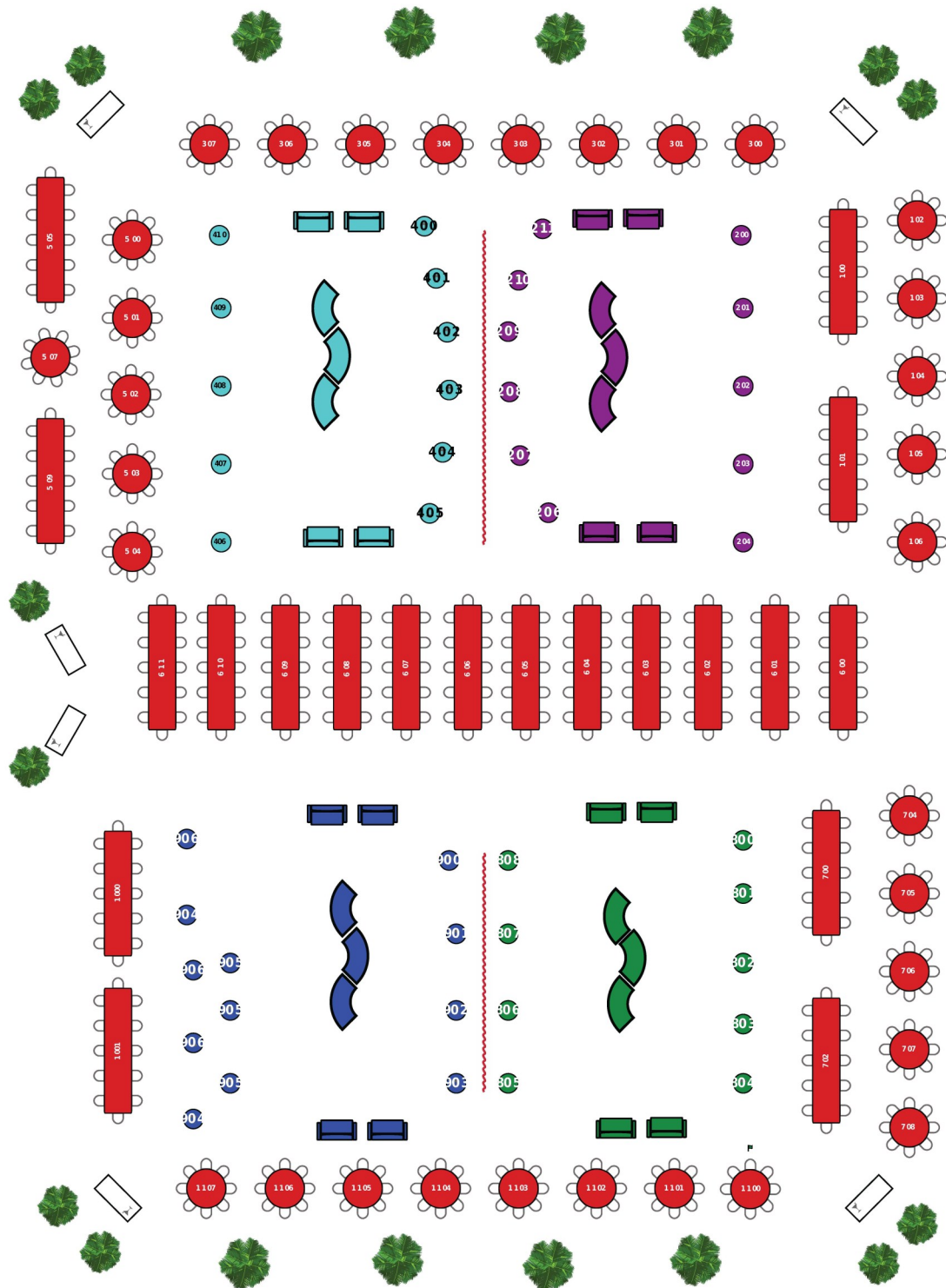
CANCELLATION POLICY: one day rental fee (inc. service fee & tax) will be charged unless notified 48 hours prior to the event.

2016 SGMP NATIONAL EDUCATION CONFERENCE

NETWORKING LUNCHEON FLOOR PLAN

MAY 18, 2016 11:30 A.M.-1 P.M.

TOWN AND COUNTRY HOTEL & CONVENTION CENTER



Floorplan subject to change



To: SGMP 2016 National Education Conference

Attention: Mark Yunker (T&C)

Event Dates: May 17-19, 2016

Sender's Contact Phone Number: () - .

Town and Country Hotel and Convention Ctr

c/o (Guest Name) _____

500 Hotel Circle North

San Diego, CA 92108

Description: _____

Box _____ **of** _____

Contents Designated for: **Networking Lunch**

Table Number: _____

Company Name: _____

***DO NOT deliver earlier than Friday, February 12th or later than Tuesday, February 16th**

Order LeadCapture for the 2016 National Education Conference

cvent

Enhance your experience at the 2016 National Education Conference with an easy- to- use lead retrieval tool. We have partnered with Cvent to provide lead retrieval services through their LeadCapture product. We appreciate your support at our event and want you to be able to track the impact of attending the 2016 National Education Conference for the Society of Government Meeting Professionals.

HOW IT WORKS:

- Scan badges using your phone or tablet camera
- Score leads and take notes
- Add custom questions to gauge the quality of your lead
- Export leads to any database on demand



How to Order:

Order Online

[https://leadcapture.cvent.com/
NationalEducationConference](https://leadcapture.cvent.com/NationalEducationConference)

Order via Email

bmartin@cvent.com

USE YOUR OWN DEVICE

Use the LeadCapture app to scan leads and capture relevant qualifying information, all with your own Android or iOS device.

\$249

FIRST APP USER

+ **\$149**

EACH ADDITIONAL APP

Cvent LeadCapture Liability Waiver

By purchasing the LeadCapture solution, you are accepting the following terms.

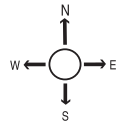
Customer understands that the rental and use of Cvent LeadCapture Device and Application grants only a license to use it for the duration of this event, and that no equity or ownership is imparted by this rental lease. It is understood that each Cvent LeadCapture Device will need to be charged prior to use, Electrical Service in the exhibiting space may be required.

Customer further is acknowledging and accepting full liability as a representative of your organization and understands fully that he/she is responsible for the proper use and security of any Cvent LeadCapture Device while it is in customer's possession and will be liable for any loss or damage to the rental equipment and that damaged Cvent LeadCapture Devices or Cvent LeadCapture Devices not returned to the Cvent LeadCapture Service Desk at the close of event will be billed for full replacement cost of the device.

Full application terms of use available at:

<http://www.cvent.com/en/product-terms-of-use.shtml>

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FASHION VALLEY
TROLLEY STATION

- RESTAURANTS
- MEETING ROOMS
- GUESTROOMS
- POOLS
- ICE
- SOFT DRINKS
- ELEVATORS
- ACCESSIBLE SPACES
- ACCESSIBLE RESTROOMS
- ACCESS ROUTE
- ACCESSIBLE GUEST ROOM LOCATIONS
- ROYAL PALM TOWER
- 3500 ROOMS
- ATM AUTOMATED TELLER MACHINE

