

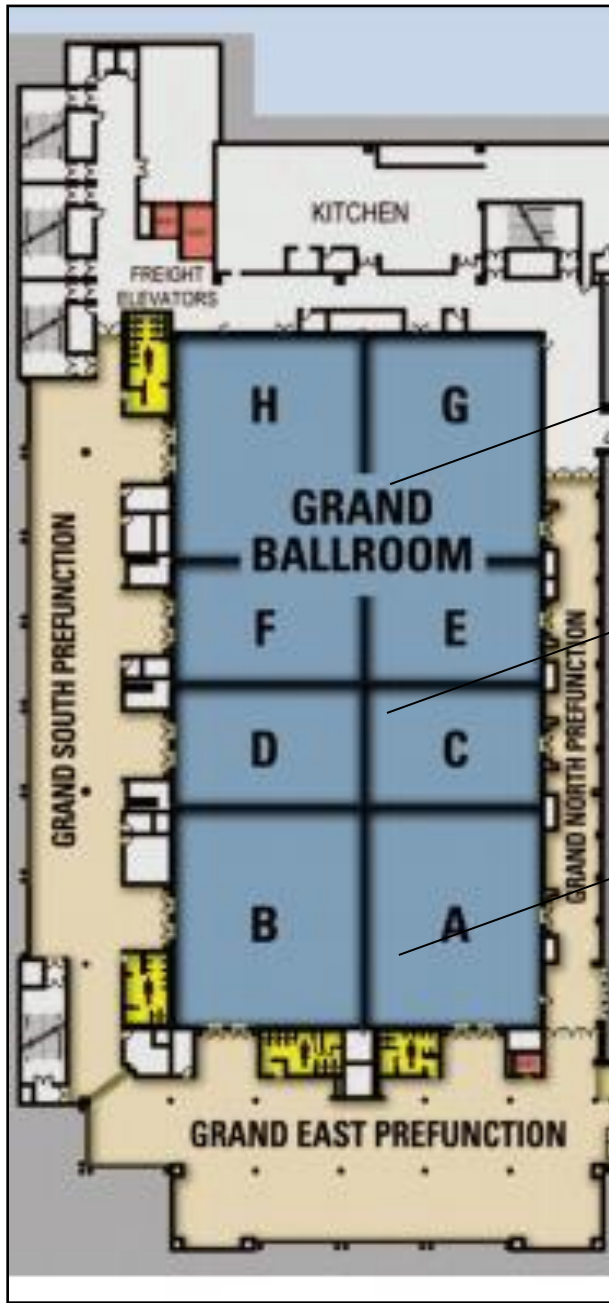
# THE 2017 NEC EXPO VISION



## THREE PART HYBRID EXHIBITION

- **Timing**  
This will be a three-hour expo in the middle of Wednesday, encompassing what was formerly the Expo Block and Concurrent Education Sessions Block C.
- **Location**  
This will take place in the Grand Ballroom of the Greater Fort Lauderdale/Broward County Convention Center, where all NEC events will be taking place.
- **Part I: Traditional Tradeshow (11:15a-12:15p)**  
Though many associations have been trending away from the traditional tradeshow format, it remains a useful way for our suppliers to share information with our planners. The tradeshow will be smaller, shorter and more efficient than in previous years. Booths will be limited to 48 10x10's (or fewer should suppliers opt for a larger booth). The event will be kept to one hour and light refreshments will be served.
- **Part II: Supplier Hosted Education Sessions (12:15p-1:30p)**  
This is a brand new concept for SGMP. Four major sponsors will be offered an entire classroom (of nearly 3,000sf) at which lunch will be served and the sponsors will have the opportunity to decorate and design the room as they please. They will be able to bring in their own speakers (approved by SGMP), present on a specialty topic, introduce branded information, and enjoy an audience comprised of both planners and suppliers alike for up to four repeating 15-minute sessions. The audience will be permitted to rotate to the other classrooms during this period. Lunch will be provided in all of these concurrent sessions. This track will count as one of the education tracks for the conference. Note there will be no non-exhibitor luncheon at this year's NEC. This is the only place lunch is provided.
- **Part III: Planner Dessert Reception (1:30p-2:15p)**  
This is another brand new concept for SGMP. For the forty five minutes following the hosted luncheons, we will hold a "reverse reception" where instead of suppliers arranging themselves by geographic region, the planners will do so. Suppliers will be free to roam about as they wish, mingling in whichever geographic circle befits them. This will give suppliers easy access to network specifically amongst those who can reasonably bring business to their hotel and thus more specific ROI.
- **Registration Fees**  
Fees for the 2017 NEC will change on the Supplier Side as there will be potentially three times as much direct customer exposure. Planner fees will be kept generally flat.
  - **Exhibiting Suppliers... \$2,200**  
This refers to those suppliers who will have a booth in the Traditional Tradeshow. These suppliers will also have access to lunch as well as the Dessert Reception.
  - **Additional Suppliers... \$1,200**  
This refers to those suppliers who will be a second or third booth representative. These suppliers will also have access to lunch as well as the Dessert Reception.
  - **Non-Exhibiting Suppliers... \$1,200**  
This refers to those suppliers who will not have a booth in the Traditional Tradeshow. These suppliers will also have access to lunch as well as the Dessert Reception.
  - **Government Planner / Educator / Retiree... \$405**  
This refers to those planners with the above mentioned classifications. These planners will have access to attend the Traditional Trade Show, the Luncheon, and will be required to attend the Dessert Reception.
  - **Contract Planner... \$450**  
This refers to those planners with the above mentioned classification. These planners will have access to attend the Traditional Trade Show, the Luncheon, and will be required to attend the Dessert Reception.
  - **Associate Supplier... \$790**  
This refers to those suppliers with the above mentioned classification. These suppliers will have access to attend the Traditional Trade Show, the Luncheon, and will be required to attend the Dessert Reception. Associate Suppliers are not precluded from exhibiting, but will be charged as an Exhibiting Supplier in that instance.

**CURRENT LAYOUT:**



**Grand GH (10,287sf)**  
Dessert Reception from 1:30-2:15p

**Grand C, Grand D, Grand E, Grand F (2,701-2,918sf)**  
Concurrent luncheon education sessions from 12:30-1:30p

**Grand AB (10,204sf)**  
Traditional Expo from 11:30a-12:30p