



Frequently Asked Questions ABRCMS 2017 Exhibits Program

» *How many conference registrations are included? How do I register additional exhibitors?*

Two (2) conference registrations are included in each 10' x 10' exhibit space. **However, you must enter the registration site and complete your complimentary conference registrations.** After completing the complimentary registrations, you will then be allowed to add, modify and confirm registrations associated with your exhibit booth. All individuals associated with your booth must be registered under the exhibitor tab to gain exhibit access privileges.

- <https://registration.experientevent.com/ShowABR171/>
- Look up your company name and enter your password

» *What items are included in my exhibit space?*

Each 10' x 10' exhibit space will contain gray carpet, 6' table with blue skirt, two (2) chairs, one (1) trash can, and one (1) 7" x 44" identification sign.

» *How do I order additional items for my booth? Where are the shipping instructions?*

The Exhibitor Service Manual will be e-mailed directly from Freeman, our official decorator. In the meantime, please visit <http://www.abrcms.org/index.php/exhibit-and-sponsor/purchase-a-booth> under "Exhibitor Service Manual/Shipping" or contact Freeman at (303) 320-5100.

» *How do I maximize my participation and reach my target audience?*

NEW advertising opportunities are available for purchase. As an added benefit, your company will be highlighted as a sponsor on the conference website, Final Program and signage.

- **Mobile App Banner Ad, \$1,000** - Secure a highly visible advertising spot within the mobile app. Ad can link to in-app exhibitor listing or a webpage. Limited to seven exhibitors.
- **Mobile App Push Notification, \$750** - Get your message in front of attendees by securing an exclusive push notification. Message can link to in-app exhibitor listing or a webpage. Only three available, you can select the day!
- **Final Attendee Newsletter Banner Ad, \$500** - Place your banner ad within the final attendee newsletter which gets e-mailed in October to all registered attendees. One ad per newsletter; you can select the audience - student, non student or exhibitor.

- Click here to access the sponsorship and advertising application - http://fp37.a2zinc.net/clients/ASM/ABRCMS17/Public/e_login.aspx?frompage=e_sponsorshipsales&

» **How do I update my complimentary exhibitor profile for the mobile app?**

- http://fp37.a2zinc.net/clients/ASM/ABRCMS17/Public/e_Login.aspx?FromPage=e_ExhibitorConsole
- Click "Online Booth Description" to edit your profile
- Click "My Account" to access your receipt/pay

» **How do I order my complimentary SWAP Lead Retrieval App?**

Each exhibiting company receives one (1) complimentary SWAP app which allows exhibitors to capture leads on their smartphones.

- Click here to order your complimentary SWAP - http://www.abrcms.org/images/2017/ABR171_Order_Form.pdf

» **What are the exhibit hours?**

- Click here for the exhibit hours - http://www.abrcms.org/images/2017/Freeman_Quick_Facts.pdf
- Click here for the schedule at a glance - <http://www.abrcms.org/index.php/program/schedule-at-a-glance>

» **Are meals included in my registration?**

No, the new ABRCMS grant states that registration and meals must be uncoupled. If you plan to attend any of the scheduled meals, a meal plan must be purchased. Although a meal plan is not required exhibitors are encouraged to consider, as meals are a great opportunity to recruit and network outside of the exhibit hall.

- Click here for the meal plan page - <http://www.abrcms.org/index.php/register/meal-plan-ticket>

» **Are there still hotels available? (as of 9/1/2017)**

A very limited number of hotel rooms are still available; book today! Please note – Hotel Scam: If you receive a call and/or e-mail from any company claiming to represent ABRCMS to book a hotel, be aware that this is a scam and do not make a hotel reservation with them.

- Click here for the official housing page - <http://www.abrcms.org/index.php/register/travel-and-housing>

» **Additional Questions?**

Please contact Ronica Rodela, rrodela@asmusa.org or (202) 942-9228 for any additional ABRCMS Exhibit and Sponsorship questions.