

## NEWH Regional Tradeshows - Exhibitor Registration Process

### **How will the booths be awarded?**

NEWH will go through all registrations received and remove any duplicates. One entry per company is allowed. This list will then be submitted to the Random Picker website which will randomly shuffle the list. If we have 75 booths available then the first 75 companies on the list drawn will be offered a booth and the rest will remain in order drawn for the waitlist.

### **If my name is drawn but I can't exhibit can I give my spot to another company?**

No, whatever name is drawn is what will be on the ID sign for the booth as well as in the show guide. If you decide to pass, the opportunity will go to the next company on the wait list.

### **What if I am a multi-line representative?**

One entry per company name. If a company is drawn and that particular company does not want to exhibit the hold will be released and we will go to the next name on the waitlist. It cannot be reassigned to another of your companies in your rep group.

### **Are vendors allowed to share booths?**

Sharing a booth with another vendor is strongly encouraged! Multi-line representatives are encouraged to combine companies into one booth that pair well with each other. Not only does this allow the attendee to see more products in each booth but keeps the cost down for exhibitors as well. Additional signs are available for \$25 which also includes a separate name listing in the Show Guide.

### **Are all booths awarded through the lottery system?**

There are 40 NEWH Corporate Partners and four Green Voice Sponsors that pay from \$10,000 to \$33,000 a year. For their support, the sponsors receive numerous benefits; one of them is a guaranteed booth at all NEWH Regional Tradeshows. If they choose not to exhibit, that booth becomes available to a general exhibitor. There is currently a wait list for all types of NEWH partnerships. All booths are awarded based on the results of the lottery drawing.

### **Why not make the shows bigger?**

As many would like to see the shows expanded to include all those that would like to exhibit, adding 100+ booths would not adhere to our successful model of a small intimate show setting. Exhibitors continue to tell us they like the small show feel and appreciate the size, which enables attendees to walk the full show floor, even if that means not getting a booth.

We will consider adding a few booths to shows on a "show-by-show basis." Small markets will continue with their 85-100 booths. These shows typically receive a smaller amount of attendees, 100-125, therefore we feel keeping with this amount of booths is the right decision. Currently finding locations that have space available for a 150 booth show are challenging and if we were to increase in size that

would likely eliminate our ability to have a show in those markets. In addition we are not, and do not, want to be in competition with our partners HD, Boutique Design, Hotel Interactive.

### **Why not allow members of the chapter hosting the show to register first?**

We actually tried this approach for a show a few years ago. The show sold out prior to all members in that area receiving a booth. In addition, local attendees have told us that they want to see product they wouldn't normally see. As much as they love their local representatives, they are familiar with their offerings and see them often. They will take time out of their schedule to come to the show to see products they typically don't get a chance to see. Local vendor members that are unable to secure a booth have a great opportunity to volunteer at the registration desk the day of the show. They still get to see people in the industry and keep that face to face contact, which is so important.

### **Why not offer registration first to members, loyal supporters, or those that have been members/supporters the longest?**

NEWH does not want to incorporate a points system. Due to the size of the association, the number of chapters ran by volunteers, and scope of initiatives offered, there would be no way to accurately record all sponsorships and support vendors have provided, let alone weigh points based on certain initiatives. As far as members, first there would be too many ways to work around this and we don't want to encourage 'gaming the system. Example: A NEWH member from Washington DC could be asked to register for a booth for a representative from Dallas who is not a member therefore this way not being a fair system as well as the person who registers need not be the name of those attending the show.

### **Our company would like to do all shows for the year. Can we purchase all shows ahead of time for a premium cost?**

We considered this a couple years back. What we found is that there were so many companies willing to purchase a full year of shows at a premium price that shows would be sold out before they even opened for registration therefore creating the same show from location to location. This would create exclusivity to only those that could afford it versus the goal to be fair and inclusive to all size of companies. In addition, as the size of the shows is different per area depending on market size we would not be able to accommodate all that wanted this opportunity.

### **So then, what can we do to get exposure if we do not receive a booth?**

- **Members can volunteer day of show to keep the face to face connection alive.** Most popular times are during attendee registration hours. Volunteer then walk the show for no non-exhibiting vendor attendee charge.
- **NEWH Regional Tradeshow Sponsorships.** There are numerous sponsorships available for the show. Typically sponsorships include name or logo on the mailed invites, e-mailer, poster, large sponsor poster day of show and in the show guide.
- **Local Chapter Sponsorships.** If you are unable to get into a particular show consider sponsoring an upcoming chapter programming or fundraising event. Most sponsorships include a multitude

of marketing benefits that will keep your company name front and center to the local A&D community.

**It's not only who you know, but who knows you!** All chapters are run by volunteers just like yourself and are always looking for additional help either on committees, or in a board position. You must be a member in order to serve on the board or one of the committees. You definitely get out of NEWH what you put into it.