

NGS Conference Exhibitors FAQ

Demographics

What is the estimated attendance for the 2017 conference?

We are expecting about 2,000 conference attendees.

How many people stay for the whole event versus those who are only attending for one day?

Generally, about 90% are full conference attendees and 10% are one day.

Who is the typical attendee?

The attendee demographic is 55+. We have a combination of professional genealogists and hobbyists, but according to our survey results, most are hobbyists.

Is there a charge for people not registered for the conference to visit the Exhibit Hall?

No. The Exhibit Hall is free and open to the public.

Is the typical exhibitor there to make sales or raise awareness for their services?

Most are there to make sales but we do have genealogy societies who are more about awareness.

Exhibit Hall Traffic and Promotion

How can I be certain there will be ample of traffic within the Exhibit Hall each day?

NGS has worked to increase foot traffic within the Exhibit Hall by placing the concessions in the back of the Exhibit Hall, by providing complimentary attendee Wi-Fi with places to sit, and dedicated exhibitor times where the Exhibit Hall is not competing with conference sessions.

How can I help increase conference attendance?

A great way to encourage attendance is by promoting the conference on your website or by requesting conference fliers from [Courtney Holmes](#) to distribute. Here are some banners you can add to your website: [NGS Conference banners](#).

How can I promote the conference and my organization on social media?

We are on Facebook, Twitter, and [Google+](#). Hashtag #NGS2017GEN.

Read the [NGS Social Media Policy](#).

How can I increase my company's exposure at the conference?

Becoming a conference [sponsor](#) is a great way to help promote your organization. Please contact [Erin Shifflett](#) for details.

Amenities

Will the Exhibit Hall have carpeting?

Carpeting will not be provided, however, it can be ordered from the decorator using the forms in the exhibitor kit.

What color is the back and side drape?

Side drape is a teal-green color and the back drape is white and teal-green alternating.

Will there be Wi-Fi available for exhibitor use?

Yes. However, it is recommended that a hard wired internet connection be purchased for anything mission critical. Wireless can be more vulnerable to interference and reach bandwidth limits, whereas hard wired connectivity is more reliable. To order a wired internet connection, please fill out the internet form in the exhibitor kit.

Is there a service available for me to ship boxes once the conference is over?

Yes. Fern Transportation will be available beginning at 1:00 p.m. on Saturday for medium to large exhibitors. For questions, or to receive a quote, please call Fern Transportation at 615-256-0357. Either FedEx or UPS will be available for smaller organizations that have fewer boxes to ship.

Exhibitor Setup and Check-In

Where do I go to unload my booth materials?

Covered loading docks and ramps give you direct drive-in access to the exhibit hall. More information can be found at <http://www.raleighconvention.com/exhibitors/loading-in-out>.

Can I use a cart and/or hand-carry materials to my exhibit booth?

Yes. The state of North Carolina is non-union. However, if you should need help, labor is available through the decorator.

Where can I park?

There are [public parking garages](#) on Lenoir Street between Salisbury and McDowell Street; one on McDowell Street between Cabarrus and Davie Street; and one on Salisbury Street between Cabarrus and Davie Street. The parking fee is \$7.00 per day.

Where do I check in for registration?

At the exhibitor registration table inside of the Exhibit Hall.