



## **Sponsor & Exhibitor Frequently Asked Questions:**

### **Can I select my booth location/number?**

- Once the floorplan is finalized, we will reach out to you and ask you to submit your first, second, and third preferences of booth numbers/locations. Booth assignments will be made on a first registered/paid basis. We will do our very best to give you one of your top 3 booth choices. Your booth number will be included in the Exhibitor Guide that you will receive by mid-April.

### **How do I claim the complimentary conference registrations (all access passes) that are included with my sponsorship or exhibit booth?**

- By mid-April, you will receive a complete Sponsor & Exhibitor Guide. This will include instructions on how to register your company representatives. You will be given a discount code which you will enter in the payment section of the registration. This discount code will change the registration fee to \$0.00 for the number of all access passes you are entitled to receive.

### **What if I have additional people from my organization who are planning to attend? Do these people have to register?**

- Yes, everyone must register in order to gain access to the conference and attend sessions. If you have additional staff that are planning to attend the conference (beyond the number of comps you are entitled to), they must register through the conference attendee registration site and pay the appropriate conference fees.
- Each exhibitor will receive 2 exhibit hall passes which will give your staff access to the exhibit hall only. Sponsors receive exhibit hall passes according to their sponsorship level.

### **Is there a masking or COVID Vaccine requirement?**

- Upon initial check-in, NGS will require: Identification and proof of COVID-19 vaccination and applicable boosters, following CDC guidelines OR proof of a negative COVID-19 rapid-result test taken within twenty-four hours of entry into the convention center each day. Masks are recommended but not required except for lecture rooms for specific speakers who require masks. Information about sessions requiring masks will be inserted in the program grid and on the doors of those sessions.
- All booth staff / volunteers will be required to adhere to the conference COVID policy, even if they do not plan to attend educational sessions. It is the responsibility of the Vendor Contact to convey the COVID policy to all booth staff and volunteers for their organization. Anyone not in compliance with the COVID policy will not be able to participate in the trade show.

### **Will there be a show decorator?**

- Yes, Alliance Nationwide Exposition is our contracted show decorator. They will be responsible for setting up the exhibit hall. Each 10'x10' exhibit booth will include 8'high back drape and 3' high side drape, one 6' table, 2 chairs, and a booth identification sign.
- You will receive an email from [ExhibitorAssistance@alliance-exposition.com](mailto:ExhibitorAssistance@alliance-exposition.com) inviting you to log into the event portal. For exhibitors who are existing users in Alliance OnLine from prior events, you will be prompted to log in using your existing credentials. This is your email address and the password created in the past to access the AOL site. If you do not recall your password, there is a reset button on the login page. For exhibitors who are new users in Alliance OnLine, the email campaign will intuitively prompt you to create a password prior to linking you to the event portal.
- The show decorator is your resource to order all ancillary services for the event (booth carpeting, furniture, electricity, A/V, etc.)

### **How do I order electricity and/or A/V services for my exhibit booth?**

- There is an electrical order form included in the Alliance Exhibitor Manual.

### **Is the exhibit hall carpeted?**

- No, there will be no carpeting in the exhibit hall. If you would like carpet and/or padding for your exhibit booth you may order this from Alliance. This will be an option included in the Alliance Exhibitor Manual.

### **Will I be able to obtain a registrant list prior to the conference?**

- NGS does not share the registrant list before the conference. All sponsoring organizations will receive a registrant list with contact information at the conclusion of the conference. Exhibitors may use the lead retrieval feature of the Whova conference app to collect attendee contact information and other data.

### **Will there be a lead retrieval service?**

- We will be using the Whova conference app which includes a lead retrieval feature. Information about how to use this feature will be included in the Exhibitor Guide which you will receive by mid-April.

### **Will I get a listing in the conference app?**

- Yes, all exhibitors and sponsors are entitled to have a listing in the Whova conference app. We will do the preliminary set up of your exhibitor/sponsor page in the app by uploading your basic company information from your exhibitor/sponsor registration, along with your organization's logo. The Exhibitor Guide will provide you with detailed instructions on how to customize your page by uploading a video, up to 2 documents, and photos.
- The conference app also has several great features to help you engage with attendees during the conference. We will provide you with detailed instructions and suggestions in the Exhibitor Guide.

### **What is the Cancellation Policy?**

- Payment for your exhibit booth or sponsorship may be made by credit card upon completing the online exhibitor/sponsor registration form. Check payments must be made within 21 days of submitting your exhibitor/sponsor registration form and no later than May 10, 2023.
- All sponsorship agreements are final. All requests for exhibit cancellation must be made in writing and shall become effective upon receipt by NGS. Due to the difficulty of determining and detailing the losses which would result from the cancellation of exhibit space, the industry partner agrees to pay the following as liquidated damages (and not as a penalty) if the Exhibitor cancels its exhibit space: If written notice of cancellation is received by NGS after an order is submitted, but before April 15, 2023, registration fees will be refunded less a \$175 cancellation fee. If written notice of cancellation is received by NGS on or after April 15, 2023, NGS will retain or shall be owed a cancellation fee equal to 100% of the total exhibit/engagement fee. The above cancellation fee terms shall apply regardless of the execution date of an order or signed contract, and regardless of any re-sale of booth space/engagement canceled by Exhibitor.

### **Where can I find information about hotel accommodations?**

- Please refer to the conference website for complete information on hotel accommodations.  
<https://www.ngsgenealogy.org/conferences/>

**If you have any further questions, please feel free to reach out to Karen Forbes,  
Exhibitor/Sponsor Coordinator [karen@delaneymeetingevent.com](mailto:karen@delaneymeetingevent.com) 802-448-9078**