

TMRE

Sponsor & Exhibition Manual

November 5-7, 2019
The Mirage, Las Vegas, NV

Delivered by **KNect**
365
an Informa Business

TMRE

Dear Partner,

Welcome to **The Market Research Event!**

This manual will provide you with all the detailed specifications and resources you will need to successfully prepare your booth for the event.

Please read this manual carefully noting procedures and deadlines that will save you time and money. Keep a copy of all forms for your personal reference and be sure to bring copies with you on-site so that queries can be settled immediately.

We encourage you to call us with any questions or concerns. Please refer to the event team contact list enclosed; we are always available to help you.

Thank you for your continued support; we look forward to seeing you in Las Vegas.

Sincerely,

The Market Research Event Team

**Show Management will have free and exclusive power in the matter of interpretation, amendment and enforcement of all regulations that appear in this exhibitor manual. All rules are subject to change in accordance with Fire Marshal regulations. Exhibitors must comply with all the laws, regulations and ordinances in force in the exhibit facility*

TABLE OF CONTENTS

Important Dates and Deadlines	<u>PAGE 6</u>
General Information	<u>PAGE 8</u>
Exhibitor Guidelines and Regulations	<u>PAGE 9</u>
Hotel and Parking Information	<u>PAGE 10</u>
Registration Information	<u>PAGE 11</u>
Shipping Information	<u>PAGE 12</u>
Insurance & Liability	<u>PAGE 13</u>
Security	<u>PAGE 14</u>
Event Guide Ad	<u>PAGE 15</u>
Marketing Information	<u>PAGE 16</u>

Key Contacts

There may be instructions that you do not understand, or issues that we have not covered. If so, feel free to call any of the people listed below. We are here to assist you both pre-show and on-site.

If you have questions about sales, contact:

Sponsorship / Exhibition Inquiries

Elizabeth Hinkis

T: 646-616-7627

Elizabeth.Hinkis@KNect365.com

Aimee Croke

T: 617-645-4794

Aimee.Croke@KNect365.com

Clay Collier

T: 703-489-2850

Clay.C.Collier@KNect365.com

Operations/Logistics Inquiries

Danielle Castro, Operations Coordinator

T: 646-895-7377

Danielle.Castro@KNect365.com

Top 10 Actions You Should Take Immediately

Important information and instructions

1. BOOTH PACKAGE OVERVIEW

Your selected booth size and package was submitted with your exhibitor contract. If you omitted this step, or if your records aren't accessible, please contact your sales manager before you proceed to order additional equipment. Services and items, such as outlets, additional lights, floral, furnishings, etc., are all available within this exhibition kit. Please note: order forms you will need for those services can be found online in the GES link and can be sent to the appropriate vendors. If you do not require additional services, you are almost finished.

2. YOUR BOOTH ID SIGN

Your stand package includes a basic ID sign with your company name. The sign will be hung on the back drape of your booth. You will need to fill out the [Booth Identification Sign Form](#) so that the proper spelling of your company name is printed on-site.

3. BADGE REGISTRATION

You are entitled to a certain number of passes per your agreement. In this kit, you will find a registration link for your passes. Please register your complimentary passes by **October 1**. Please make sure the number of registered names you provide coincides with the number listed on your partnership agreement – you will be invoiced for any additional passes.

4. HOTEL AND TRAVEL ACCOMMODATIONS

TMRE has secured a block of rooms for a limited time for attendee's convenience. Please see the corresponding hotel page with the hotel information and reservations links.

5. BECOME FAMILIAR WITH THE EVENT SCHEDULE

Thoroughly review the schedule for booth set-up and when registration will officially open during the event. Please keep in mind set up and tear down hours so you may plan travel accordingly. Please note, the show hours vary each day.

6. SECURITY INFORMATION

The organizers provide security for a seamless event

experience. However, please be mindful of not leaving computers, electronics, or other valuable items out in the open or overnight in your stand.

7. CUSTOM BOOTHS/EXHIBITOR APPOINTED CONTRACTORS

GES is pleased to be the Official General Service Contractor for TMRE. Enclosed in this exhibition manual, you will find all the necessary information and order forms for this event. Please read, complete each form carefully and submit them directly to the service providers as soon as possible to ensure your items are prepared on time. Any sponsor electing to use a custom booth and not the standard pipe and drape booth package, and thus electing to use a third-party installation and dismantle team other than GES **must** be pre-approved by the organizers. If approval is granted, the installation and dismantle team is required to execute additional forms.

8. SHIPPING AND DELIVERIES TO THE SHOW

GES is the official shipping contractor for TMRE, working with their network of worldwide agents, they will arrange for transport of your goods, and delivery to their warehouse to clear, store and deliver to the convention center. Please see the forms located in this manual. **Note: all shipping and delivery charges are solely the responsibility of the sponsors.**

9. ADDITIONAL MARKETING OPPORTUNITIES

Making an impact on more than 1,000 global professionals is a significant marketing task. Special opportunities such as delegate bag inserts, purchasing pillar wraps or other marketing displays can give you that extra exposure and make an unforgettable impression with this important audience. Please speak with your sales representative for great sponsorship opportunities that will provide visibility and a competitive edge at TMRE.

10. CONTACT US

The show management team's contact information is on page 4. Please review and submit your enquiries accordingly. We are here to help you.

Important Dates and Deadlines

- ✓ Below are some key deadlines and forms that need your immediate review.
- ✓ While we have outlined some key dates for you, this manual contains additional information that is crucial to a successful exhibiting experience, so please take the time to review the entire manual as soon as possible to save TIME AND MONEY.

Due Date	✓ Completed	✓ Date Sent	Form	Links and where to submit info
Immediately			Review Event Schedule	General Show Info
Immediately			Review Exhibitor Manual & Exhibitor Contact Information	Key Contacts
September 23			Booth ID Sign Form <i>(required)</i>	KNect365
October 1			Certificate of Insurance <i>(required)</i>	KNect365
October 1			Registration Deadline	Sponsor Exhibitor Reg
October 1			Exhibitor Appointed Contractor Form	GES
October 1			Lead Retrieval Deadline	Lead Retrieval
October 1			Emergency & On-site Contact Form (required)	KNect365
October 1			Advance Shipments to Warehouse Begins	GES
October 3			Hotel Sleeping Room Deadline	Hotel Info
October 14			Installation & Dismantle / Labor	GES
October 14			Furnishings	GES
October 14			Carpet & Flooring	GES
October 15			Food & Beverage	The Mirage
October 15			Cleaning	The Mirage
October 15			Rigging	The Mirage
October 15			Internet / Wi-Fi	The Mirage
October 15			Electric	The Mirage
October 15			Audio Visual Rentals	The Mirage
October 15			Onsite Guidebook Ad Deadline <i>(select sponsors ONLY)</i>	KNect365
October 30			Last Day for Advance Shipments to Warehouse	GES
October 30			Tracking Form for Shipments to Warehouse	KNect365
November 4			Shipments arriving to Show Site, Hotel (8am-5pm)	GES

**Forms not listed here or in the table of contents can be found in the link below **

[Click here for all order forms, deadlines and exhibitor information](#)

NOTE: Internet and electrical are NOT included with your booth.
GES is our General Service Contractor and provider of Carpet, furniture, shipping, etc.

Exhibitor Booth Package

STANDARD BOOTH PACKAGE

All 5'x10', 10'x10' and 10'x20' booths will be set with:

- 8' high white back drape
- 3' high white side rail
- 7"x 44" one-line identification booth sign



**Please note that the drape will be white.
You will need to order the table and carpeting/flooring.

CONVERSATION STATIONS

All conversation stations will be set with:

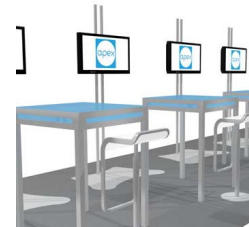
- (2) graphic panels—artwork from client, KNect365 to produce
- (1) High Boy table
- (2) Stools
- (1) Wastebasket



GENIUS BAR

All Genius Bar stations will be set with:

- 7"x 44" one-line identification booth sign
- (1) square high café table
- (1) Stool
- (1) 32" TV monitor on stand
- (1) Electric drop
- (1) Hardwired internet line



Note:

Tables and chairs will **NOT** be provided with the standard booth package. You will need to order all furnishing necessary for your booth set-up. All booth furnishings can be ordered through [GES](#).

The exhibit hall is carpeted. You **are not required** to have additional carpet in your booth, but if you wish to, it can be ordered directly with [GES](#).

Electrical, AV, & Internet/Wi-Fi services are not included in any Sponsorship or Exhibitor Package (**EXCEPT** for the Genius Bar). If you require Electrical, AV, and/or Internet/Wi-Fi services, you must order it through the official vendors.

Ordering forms can be found here:

[Electrical Order Form](#)

[AV Order Form](#)

[Internet/Wi-Fi Order Form](#)

Exhibition General Information

LOCATION: The Mirage
 3400 S. Las Vegas Blvd
 Las Vegas, NV 89109

DATES: November 5-7, 2019

WEBSITE: <https://marketing.knect365.com/tmre/>

EVENT SCHEDULE:

Date	Move-in/out Hours Exhibitor Only Hours	Show Hours	Peak Exhibit Hours	
Monday, November 4	Exhibitor Move-In 11:00 am – 4:00 pm			
Tuesday, November 5	7:00am – 7:30am <i>(Exhibitor only access to booths)</i>	7:30am-6:30pm	7:30am-8:15am 10:15am-11:00am 12:45pm-2:00pm 3:20pm-4:05pm 5:30pm-6:30pm	Breakfast Networking Break Lunch Networking Break Cocktails
Wednesday, November 6	7:00am-7:30am <i>(Exhibitor only access to booths)</i>	7:30am – 7:30 pm	7:30am-8:15am 10:00am-10:45am 12:30pm-2:00pm 3:25pm-4:10pm 6:30pm-7:30pm	Breakfast Networking Break Lunch Networking Break Cocktails
Thursday, November 7	8:00 am – 8:30 am <i>(Exhibitor only access to booths)</i> Exhibitor Move-out 2:30pm-5:00pm	8:15am – 2:30am	8:15am-9:00am 10:20am-11:05am 1:20pm-2:30pm	Breakfast Networking Break Lunch

**Conference hours are tentative based on agenda. Please see event websites for up to date programming.
[TMRE Agenda](#)*

****GES will begin to deliver stored empties at 2:30pm. This process can take up to 2 hours for delivery to all the booths. Please keep this in mind when scheduling labor and freight pick-up. Please plan travel accordingly***

*****Exhibitors may not set up or tear down outside of the specified times without approval from Show Management****

NOTE: The Exhibit Hall will be open to all attendees starting on Tuesday, November 5th at 7:30am.

Exhibitor Guidelines & Regulations

1. Exhibitors agrees to maintain decorum in and around his exhibit space that will not obstruct or disturb other exhibitors. The aisles, passageways, overhead spaces, public meeting rooms, and other meeting facilities are controlled by The Market Research Event. Each exhibitor will adhere to the following space allocation restrictions:

- a) No obstructive booth design is permitted; The Exhibitor is not allowed to obstruct the view, interfere with or adversely affect the displays of other exhibitors.
- b) Side panels may be no more than 4' high.
- c) Maximum booth height for 10' x 10' and 10' x 20' booths is 8 feet high. The Exhibitor is not allowed to place any items, furniture and/or displays outside of the assigned space or exceed the standardized height without prior approval from the Organizer.
 - a. If you think your booth is over 8 feet high, please contact Lauren De Falco at Lauren.DeFalco@KNect365.com immediately.
- d) Displays, furniture, etc. in public aisle ways are prohibited; Exhibitors may not place any display material, demonstrations or exhibits, nor extend their stand structures and fittings, beyond their contracted boundary. Requests for special cases are subject to approval from show management.
- e) No interference with light or space of other Exhibitors will be allowed.
- f) Signs, banners and posters may not be placed outside the exhibit space assigned to each Exhibitor and are prohibited in public aisles. All signs must be self-supporting within the booth area.
- g) Entrances to booths must be in the direction depicted on the floor plan.

2. Exhibitors may not sublet, assign, or share any part of the space allocated.

3. Absolutely no dismantling/tear-down of booths will be permitted before the specified move-out portion of the meeting. This is disruptive and dangerous to attendees and other exhibitors. Penalties will be imposed on any exhibitor who does not abide by this policy and will affect the exhibitors ranking in the booth selection process as well as the possibility of exhibiting at future meetings.

4. All exhibitors are responsible for making their own arrangements for any services.

- a) Electrical, Telecommunication, and AV services are not included in any Sponsor or Exhibitor Package.
- b) Electrical and other mechanical apparatuses must be muffled so that noise does not disturb other Exhibitors.

**Show Management will have free and exclusive power in the matter of interpretation, amendment and enforcement of all regulations that appear in this exhibitor manual. All rules are subject to change in accordance with Fire Marshal regulations. Exhibitors must comply with all the laws, regulations and ordinances in force in the exhibit facility*

Hotel & Parking Information

Our team has prepared a block of discounted hotel rooms to make your visit to Las Vegas both stress-free and cost-effective. Please book your hotel room by visiting the [reservation website](#) or calling the reservation line noted below before the reservation deadline to receive the discounted rate. All discounted room rates are subject to availability, so we encourage you to book your room early.

The Mirage

3400 S. Las Vegas Blvd

Las Vegas, NV 89109

Reservations: 800-627-6667

[Book Your Room](#)

When calling please ask for the TMRE group rate.

Rate: November 3-4: \$149 + daily resort fee of \$37 + 13.38% tax

November 5-6: \$199 + daily resort fee of \$37 + 13.38% tax

November 7: \$149 + daily resort fee of \$37 + 13.38% tax

Reservation Cut-off Deadline: **October 3, 2019 or until sold out.**

***FRAUD ADVISORY:**

It has come to our attention that some event attendees have been contacted by third party providers seeking to book attendees' hotel reservations at reduced rates. Please be advised that no third-party providers have been authorized by KNect365 or the contracted hotel to provide such services, and any representations to the contrary should be considered fraudulent. All reservations should be made directly with the above hotel by calling directly to the number listed above. Under no circumstances should you provide personal information or credit card details to any such third parties. KNect365 disclaims responsibility for any losses or complications arising out of attempted hotel bookings by attendees through third party providers.

PARKING:

**Prices may be higher during special events. Parking fees are subject to change and parking is subject to availability.*

Self-Parking	Valet Parking
<ul style="list-style-type: none">0 to 60 minutes: No Charge (1st Day Only)Over 1 to 2 hours: \$9Over 2 to 4 hours: \$12Over 4 to 24 hours: \$15Over 24 hours: \$15 each additional day or fraction thereof	<ul style="list-style-type: none">0 to 2 hours: \$162 to 4 hours: \$18Over 4 to 24 hours: \$24Over 24 hours: \$24 each additional day or fraction thereof

Complimentary Attendee Pass Registrations

Deadline: Tuesday, October 1, 2019

Exhibitors are entitled to a certain number of passes per your agreement. Below you will find a registration link for your passes which include the complimentary allotted Sponsor/Exhibitor Delegate Passes and Booth Staff Passes as per your partnership agreement. Please register your complimentary passes by **October 1, 2019**.

HOW TO REGISTER:

1. Please use your unique registration link provided to you by your Operations Contact in your welcome email.
2. To register your complimentary sponsor/exhibitor delegate passes, please set up your account with a username and password through that email.
3. In the portal, you will see a tab on the left that says "personnel" which is where you will go to register your passes.
4. Once a delegate has been registered, an email confirmation will be sent with an entrance barcode that should be printed and taken onsite to TMRE to print an event badge.
5. Complete the [EAC form](#) for any 3rd party contractor names you will have coming to set up your booth - you are allowed unlimited contractor passes however please note these will not be given a badge but will need to check in and will be given a security wristband. Contractor passes are only valid for move-in and move-out days.

NOTE:

- Speakers will be automatically registered, so please do not use your allotments to register speakers. Please send your speakers to Kristin Wittreich, Kristin.Wittreich@KNect365.com.
- If you have any changes to your registered passes you can edit and delete in the portal.
- Your complimentary main conference **Sponsor/Exhibitor Delegate Pass** registration allows you full access to the TMRE Exhibit Hall & Events, all 8 tracks, and General Session from Tuesday, November 5 through Thursday, November 7.
- Your complimentary **Booth Staff Pass** registration allows you full access to the TMRE Exhibit Hall & Events Only and does not include access to the conference sessions.

**Please contact your Operations contact with any questions regarding registration*

BADGE GUIDELINES

- Badges must be worn always.
- Security will be located at the entrances to the Exhibit Hall and will not permit entrance without a badge or authorized wristband (move-in and move out days).
- Business cards, stickers or other items may not cover badges.
- If full contact information is not complete or received during registration, then you will not be registered.
- Registration must be received by **October 1, 2019**.
- Passes are non-transferable and are for advanced registered staff of sponsoring and/or exhibiting companies only. Any substitution must be authorized with a written letter of consent from the original registrant or the participating company.
- Loss of passes must be reported to show management immediately.

ADDITIONAL PASSES

As a partner, you are entitled to purchase additional passes at a 20% group discount using the code TMRE19SPEX. To inquire about purchasing additional passes, please contact Elizabeth Weinman in our Group Sales Department, Elizabeth.Weinman@KNect365.com or 646-895-7414.

Shipping

Please see [GES shipping information, instructions and pricing](#). All packages must be sent through to GES Advanced Warehouse, by **Wednesday, October 30, 2019**, to be delivered directly to your booth at the event.

You may use any carrier to ship your booth to the Advanced Warehouse. Please use these links found in the GES portal to help complete shipping needs.

- [Shipping](#)
- [Material Handling Info](#)
- [Material Handling Q&A](#)
- [Print Shipping Labels](#)
- [Using GES Logistics](#)
- [Storage Authorization Form](#)

Important Dates

- GES will start accepting packages on Monday, October 1, 2019.
- The deadline for advanced shipping to the warehouse is Wednesday, October 30, 2019.
 - *Packages shipped to the warehouse after October 30th, will be subject to a late fee*

Return Shipping

- GES will begin returning empty shipping boxes and containers on Thursday, November 7 at 2:30pm; this process can take up to **approximately two (2) hours**. Please keep this in mind when scheduling labor, freight pick-up and travel.
- Please send return shipping labels with your colleagues that will be on-site at the event. You may use any carrier such as FedEx, UPS, DHL, GES Logistics, etc.

TRACKING NUMBERS

As part of our customer service to the exhibitors, please send the tracking numbers for any boxes/booths shipped to the GES Advanced Warehouse. Our show management team will help track packages on-site should any issues or delays arise.

Please complete the [exhibitor shipment tracking form](#) and email to your operations contact by **Wednesday, October 30, 2019**

Liability & Insurance

Deadline: Tuesday, October 1, 2019

LIABILITY INSURANCE REQUIREMENT:

All exhibitors are required to have liability insurance of no less than \$1,000,000 property damage, loss or theft and personal injury, naming **KNect365, an Informa company (parent company of TMRE), The Mirage, and GES** as additionally insured, must be obtained by the exhibitor at his/her own expense. All exhibiting companies must provide show management with a certificate of insurance.

Please send Certificate of Insurance to:

KNect365 – Danielle Castro

605 3rd Ave., 22nd floor

New York, NY 10158

Danielle.Castro@KNect365.com

Exhibitors who are using the services of an [Exhibitor Appointed Contractor](#) are further responsible for informing their contractor that they are required to submit a certificate of insurance to show management and GES no later than **October 1, 2019**.

The purpose of this insurance is to provide liability coverage for your company as well as for Show Management. You may obtain this insurance from your organization's own insurance company, or from the insurance company of your choice.

Neither Show Management nor their agents are responsible for any loss or injury that may occur to the person or property of exhibitors or their guests, invitees, employees, or agents from any cause whatsoever, including cancellations or impediments to the conduct of the event. The exhibitor agrees to pay for any damage (incurred through carelessness or other cause by the exhibitor, his employee, or agents) to the exhibition facility, its equipment, or to that of another exhibitor. If the exhibitor's material fails to arrive, the exhibitor is still responsible for their space rental.

The exhibitor assumes entire responsibility and agrees to protect, indemnify, defend, save, and hold harmless KNect365 and its agents, officers, and employees against all claims, losses and damages, including attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof.

CHILDREN:

Due to insurance and safety considerations, **no one under the age of 18 will be permitted in the Exhibit Hall** at any time prior to, during or after the event, including infants. For everyone's safety and security, your cooperation with the enforcement of these regulations is appreciated.

Security Advisory

Important Security Guidelines - Please review carefully.

Please note: Show Management cannot assume any responsibility or liability for lost, damaged or stolen property.

Important Security Guideline: Please review carefully

- Exhibitors are responsible for the security of all items of their display. Show Management, facility personnel and security contractors try to guard against theft or damages, but the ultimate responsibility falls on the exhibitor.
- Do not list the contents of crates or cartons on the shipping label. For example, a label that lists “19-inch color monitor” is an open invitation to thieves. Use color-coded labels whenever possible.
- Do not store extra products or anything of value in empty crates. Empties will not be stored in a secured area.
- Never display one of a kind items or irreplaceable samples unless someone is present at all times.
- Do not leave your booth unattended during the hectic and heavily trafficked set up and tear down times. Do not ask neighboring exhibitors to “watch your booth.”
- Consider draping your non-valuable items in your exhibit with some sort of cloth at the close of the exhibit hall each day. This psychological deterrent makes it more difficult for people to handle merchandise or take note of what they would like to steal at a later time.
- Business tools such as laptop computers, cellular telephones and hand-held devices are the items most often stolen. They should never be left unattended in your exhibit.
- Prepare a detailed inventory of all items slated to be included in your exhibit and check this list once your shipments have arrived and prior to your return shipments at the close of the event. Be sure to include serial numbers and estimated value. In the unfortunate event that a theft or damage does occur, please report it to Show Management and security as soon as possible.
- It is important to obtain your own insurance coverage rider against all contingencies from the time it leaves your property until it returns.

Event Guide Ads

Deadline: Tuesday, October 15, 2019

Certain sponsorship/exhibition packages include a printed ad in the Onsite Event Guide.

Please refer to your contract, or contact Danielle Castro at Danielle.Castro@KNect365.com to find out if you are entitled to a printed ad.

Requirements:

4 Color process high resolution (300dpi) in PDF format required.

Full Page

PDF FORMAT

Ad trim 8½" wide x 11" high

Ad bleed 8.75" wide x 11.25" high

Ad live area 8" wide x 10 ½" high

Full Page Portrait Ad



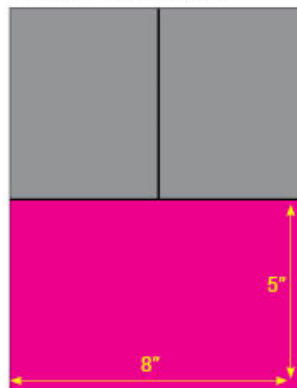
1/2 Page

PDF FORMAT

Ad must measure 8" wide x 5" high

No bleed for half page ad

1/2 Page Landscape Ad



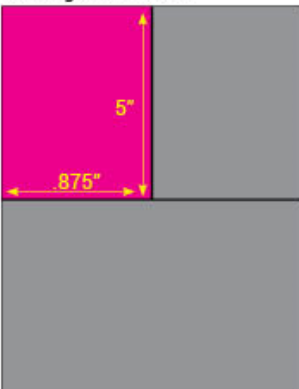
1/4 Page

PDF FORMAT

Ad must measure 3 7/8" wide x 5" high

No bleed for half page ad

1/4 Page Portrait Ad



***All event guide ads MUST be submitted to Danielle Castro at Danielle.Castro@KNect365.com
By: Tuesday, October 15, 2019***

Marketing Information

Additional Registration Discounts—Client Referrals

As a sponsor/exhibitor you are entitled to a certain number of complimentary passes per your agreement. Additionally, you can extend a **20% colleague discount or client referral** to anyone in your organization or network who wishes to attend. To receive this discount use priority code **TMRE19SPEX**. If you have any questions regarding your discount code, please email Kacey Anderson, Marketing Manager, at Kacey.Anderson@KNect365.com

Logo and Email Banner

An email banner and the event logo are available for promoting the event. If you would like these files, please contact Kacey Anderson at Kacey.Anderson@KNect365.com

Social Media

Get Involved – Help Spread the Word! Your experience is no longer limited to the physical space! It's a year-round community where you can continue the conversation online before and after the event!

[#TMREVENT](#)
[@TMRE](#)

[Twitter](#)
[LinkedIn](#)
[Facebook](#)

Networking

Lead Retrieval Information –

Scan attendee badges to capture qualifying leads and follow up post-event. Please use the link provided to you by your Operations Contact in your welcome email to purchase your scanner.

Once you purchase you will receive an automatic confirmation email from (visitconnect@n200.com). This email will also give instructions on how to use the scanner you ordered.

TMRE Event App – Coming Soon!

Schedule one-to-one meetings, view the delegate list, browse the latest agenda, message other attendees directly, view the event and exhibition floorplan