

## **Exhibitor FAQs**

### **About the Conference/General Information**

#### **Why should you exhibit at the APAP Conference NYC?**

The APAP Conference NYC will be a gathering of 4,000+ US and international professionals at the Hilton New York and Towers. As an exhibitor you will have the opportunity to develop new business relationships and solidify engagements with other performing arts professionals, as well as increasing awareness of your organization within the performing arts world through conference publications and personal contact.

#### **What is the Exhibit Hall?**

The spacious Exhibit Hall, with its new name APAP EXPO, offers a unique opportunity to market and promote your properties, products and services. Consisting of 370+ booths, the Exhibit Hall is a temporary business address for touring artists and companies, artist representatives, booking agencies, presenting groups, consultants and vendors.

The Exhibit Hall is spread over three spacious floors of the Hilton Hotel and Towers. Each floor has its own name:

- Rhinelander is the main entrance to the Exhibit Hall and is located on the second floor of the hotel. It is on the same floor as the Conference Registration area and contains over 100 booths plus conversation areas.
- Americas Hall I is on the third floor of the hotel and can be accessed from an entranceway by the Members' Conversation Area. The popular exhibit hall holds over 100 booths plus attendee/exhibitor conversation areas.
- Americas Hall II is on the fourth level of the hotel and must be accessed from inside the Exhibit Hall via the escalator in Americas Hall I. Americas Hall II holds over 100 booths plus conversation areas.
- Newly added exhibit space includes the Murray Hill Suite and the South Corridor on the same floor as the Conference Registration area. This combined area will add another 35+ booths to the overall exhibit area.

#### **What size booths are available and what is the rental fee for the different sizes?**

Arts Presenters offers four different booth dimensions for your specific needs. There is also the option of upgrading to a corner booth:

- A 10'x5' booth is 10 feet deep with a width of 5 feet on the aisle. Booths with these dimensions are available in all halls. The booth fee is \$750. Corner booths are: \$850.
- A 5'x10' booth is 8 feet deep with a width of 10 feet on the aisle. This size booth is available in all three exhibit halls. The booth fee is \$800. Corner booths are: \$900.
- An 8'x10' booth is 8 feet deep with a width of 10 feet on the aisle. This size booth is available in all three exhibit halls. The booth fee is \$1,280. Corner booths are: \$1,380.
- A 10'x10' booth is 10 feet deep with a width of 10 feet on the aisle. This size booth is available in all three exhibit halls. The booth fee is \$1,600. Corner booths are: \$1,700.

### **Features and Benefits**

#### **How many name badges come with my booth?**

Free name badges are allocated based upon the size of your exhibit booth:

- 10'x5' booths get four (4) free name badges
- 5'x10' booths get four (4) free name badges
- 8'x10' booths get six (6) free name badges
- 10'x10x booths get six (6) free name badges

The online registration process will provide you with the ability to assign your free badges before January 8, 2009. If you do not submit names for your free badges before January 8, 2009, you will have to purchase them onsite for \$200 each.

You may also purchase additional badges online at an early bird rate of \$100 per badge until October 5, 2008. After that date until January 8, 2009 the cost of badges will be \$150. Onsite badge purchase or name changes will cost \$200.

### **How many Luncheon tickets are included with my exhibit booth?**

Each booth comes with one Luncheon ticket only. In order to receive that ticket, YOU MUST check the Luncheon ticket "Yes" box when registering. If you do not check the box, we will assume that you are not planning to attend the luncheon and will not provide you with a ticket. Additional Luncheon tickets may be purchased for \$90 per ticket if ordered by December 1, 2008. Otherwise, you must purchase tickets onsite at a cost of \$100. All onsite Luncheon tickets must be ordered by 5:00pm EST on Friday, January 9, 2009. Please be aware that seating is limited and the luncheon may sell out prior to the conference date.

### **What free advertising is provided to exhibitors?**

All exhibitors are listed in the following Conference-related materials:

- Conference Program Book
- Exhibit Hall Map

### **What is the Exhibit Hall Schedule?**

#### **Load-in Times:**

Friday, January 9, 2009: 9:00am – 5:00pm

Saturday, January 10, 2009: 9:00am – 1:00pm

#### **New Exhibit Hall Hours:**

Saturday, January 10, 2009: 2:00pm – 6:30pm

Sunday, January 11, 2009: 12:00pm – 6:30pm

Monday, January 12, 2009: 9:30am – 11:30am & 2:00pm – 5:30pm

#### **Load-out Time:**

Monday, January 12, 2009: 5:30pm – 10:00pm\*

Tuesday, January 13, 2009: 8:00am – 9:00am

\*Please note that load-out time on Monday, January 12 has been extended by an additional two hours. The extension is for exhibitors in the South Corridor, Murray Hill and Gramercy Suites who must complete their load-out that evening to allow GES to meet the hotel's contractual deadline to have those areas clear by early Tuesday morning. Exhibitors in Americas Hall 1 and 2 and Rhinelander will have an additional hour on Tuesday morning to complete their load-out.

## **Registration and Payment**

### **Do I have to be a member of Arts Presenters to exhibit in the Exhibit Hall?**

Yes. Only members of Arts Presenters are permitted to attend and exhibit at APAP Conference NYC. You must join Arts Presenters or renew your membership if it expires before **January 31, 2009**. To join Arts Presenters, please call our membership office at 202-207-3841, or check out: [www.artspresenters.org/join/](http://www.artspresenters.org/join/).

### **I am already a member, but my membership expires prior to January 31, 2009. Can I register to exhibit?**

Yes. But you must renew your membership before registering for your booth.

### **What fees are required in order to exhibit in the Exhibit Hall?**

#### **There are three (3) required fees:**

- You must be a current, paid member of Arts Presenters
- You must register as a Conference attendee
- You must pay an exhibit hall booth rental fee

### **What should I do to make sure the online exhibitor registration process goes quickly and I get the best location?**

The best way to insure a speedy process for registration is to make sure all of your membership information is current and that you are not delinquent in your membership fee payment. Also, if you are not listed as the primary contact for the organization, you will need to bring the files up to date. For assistance, contact Sue Noseworthy at 202-207-3841.

### **How much will it cost me to register as an attendee for the Members Conference?**

Please be advised that registration fees will remain at the 2008 level for the 2009 Conference. *Early bird* registration is \$640 (by September 30, 2008) or \$740 (by January 7, 2009). Onsite registration will be \$840.

### **Is payment due at the time of application?**

Payment in full for a delegate registration is required as part of your booth registration. You will also be required to pay a 50% deposit (by credit card) at the time you reserve your booth. The balance will be due by **September 30, 2008**.

### **If I choose to complete my exhibitor registration in two payments, will I still be able to select my booth before Arts Presenters receives the second payment?**

Yes, if you pay by credit card, you will be able to select your booth and sign up for a split payment process.

## **Booth Selection**

### **Can I choose my own booth or will Arts Presenters choose it for me?**

You can choose your own booth. Arts Presenters will not be involved in booth selection.

**Will I be able to get the same booth every year?**

**Remember that booths are sold on a *first come, first served* basis.** However, as long as the booth has not already been sold to another member who registered earlier than you, then the location should be yours. So register early!

**Will returning exhibitors get preference in booth selection over new exhibitors? How will that work?**

Arts Presenters has established a schedule and will notify all returning exhibitors of the dates of access depending on their level of seniority. Seniority will be determined as follows:

25 years +

15 years +

10 years +

Returning

New

**If booths are sold out, can I place my name on a waiting list?**

There is no waiting list. We suggest that you check the interactive floor plan periodically to see if any booths become available.

**I want my booth to be located next to or near my colleague. How do I ensure that can happen?**

There is no guarantee you will be next to or near your colleague. However, there are steps you can take to improve your chances. You will be able to mouse over the entire exhibit hall during your booth registration process. You will be able to identify who has registered and where they will be located. We recommend you coordinate with your colleague when you both will be logging on to procure your booth. This will provide the greatest chance to be near each other.

**Tech Support**

**If I have a problem getting registered online or have a member-related inquiry, who do I call?**

Please call 888.717.APAP (2727) for assistance

**Operations/Logistics**

**What equipment is provided with the booths?**

Each booth is equipped with a 10' high back drape and two 3' high side-draped dividers, a 36" company name sign, two folding chairs, two 6' x 36" skirted tables (4' tables are set in 5' booths), and one wastebasket. Security for the Exhibit Hall is also provided by Arts Presenters.

**May I share my booth with another delegate?**

No. Arts Presenters has a strict no-share booth policy. Only one company per booth is allowed.

**How tall may my exhibit be inside my booth?**

Your exhibit and furniture may not exceed eight (8) feet in height, nor may you place any exhibit materials in the aisles of the hall. Your display must fit within the dimensions of your booth. All pop-up exhibit furniture may not be any wider than 12 inches and must be placed on the back wall of your booth. Any exhibit display item exceeding 3.5 feet in height must be placed on the back wall of the booth. Exhibits exceeding this amount will block the view into your neighbor's booth. Exhibitors who violate these requirements will be asked to remove the items in question. Failure to abide by the rules may result in booth cancellation and removal from the exhibit hall and forfeiture of all fees.

### **Who is the Exhibit Hall Decorator?**

GES is our contracted exhibit hall decorator. Extra booth equipment other than that provided with the booth, such as furniture, hanging hooks, custom-designed displays or shipping, may be ordered directly from GES. Contact information will be provided with your Exhibitor Confirmation package. GES maintains an onsite service booth that is open during Exhibit Hall hours and is located just outside the entrance to Americas Hall I on the 3<sup>rd</sup> floor. Exhibitors may use this service for booth repair or ordering small equipment.

### **Who are the Floor Managers in the APAP EXPO and what are their responsibilities?**

Each floor of the exhibit hall is staffed at all times by Arts Presenters Floor Managers. The Floor Managers circulate throughout the Exhibit Hall and are available to answer your questions, explain the rules, and are in charge of enforcing the rules and codes of conduct spelled out in your contract's Terms of Agreement. If exhibitors are in violation of the Terms of Agreement and do not comply with the Floor Manager's warnings, they run the risk of having their booth cancelled and forfeiting their booth fee. Floor Managers will be wearing Arts Presenters staff ribbons and are on radio communications with security and the Conference staff. They are present during load-in, set-up and operating hours of the Exhibit Hall. The names of your Floor Managers will be listed in your exhibitor's registration material.

### **Who provides audiovisual equipment for exhibitors?**

Exhibitors may bring their own audiovisual equipment, or they may order equipment from PSAV, the Hilton Hotel's onsite audiovisual provider. The company will contact all confirmed exhibitors and provide a specially discounted price list of all available items.

### **Who provides electricity to the exhibit booths?**

The Hilton Hotel provides exhibit booth electricity. All exhibitors who complete the application process and pay all fees will be asked to complete their Exhibitor Confirmation via the Exhibitor Service Center. This information will be provided to the Hilton.

## **Marketing**

### **What other advertising or promotional opportunities are available to exhibitors?**

- **Showcase Listing Book: \$1,950**  
This is the on-site "bible" of showcase information. Each attendee uses the book to nail down their plans and make their schedule. It provides an excellent opportunity to communicate your organization's offerings.
- **Showcase Banner Advertising: \$950**  
The online showcase listing is the most trafficked area of the conference website. Banner ads will appear on each page view providing advertisers with clickable links to their own websites. This is the best place to communicate your artists to attendees.
- **Tote Bag Advertising: \$1,950**  
Get your message in the hands of each arriving presenter. Insert a CD, flyer, brochure or pen (you cannot advertise a conference showcase).

**FOR ALL ADVERTISING INQUIRIES CONTACT:**

Rebecca McCracken, Ad Marketing Group: 703-270-9710; or via email at [rmccracken@admarketinggroup.com](mailto:rmccracken@admarketinggroup.com).

**Can I purchase attendee lists?**

Exhibitors will have access to the *real time* attendee list, which will be available for download as many times as they wish **at no additional cost**. NOTE: the list will provide names and mailing addresses only, unless attendees opt to allow electronic contact, in which case email addresses will also be listed. Otherwise, no phone numbers or email addresses will be provided to maintain the privacy of the attendees.

**Showcase Listings: \$60 per listing**

Any Conference attendee may purchase a Showcase listing for \$60 per listing. Arts Presenters promotes Showcases in our Conference materials including the Showcase Listing Book. For more information on showcasing at the Conference, go to the Showcase webpage on the Conference website.

**Lead Retrieval Equipment**

Exhibitors can capture all of the office contact information for attendees they meet using the name badge bar code and easy to use new lead retrieval system. With the new system, exhibitors will be able to download their data daily while onsite – no more waiting!