



- 1) **Questions?**
The entire Healthcare Facilities Symposium & Expo (HFSE) team is working hard to make this show a great success. Please contact Lou (203-371-6322, Lou@jdevents.com) with any questions you might have. There are no questions too simple to answer.
- 2) **I am an exhibitor; do I need a Certificate of Insurance?**
Yes, all exhibitors are required to have insurance. For more information see the General Information link on the Exhibitor Services Page at <http://www.hcarefacilities.com/exhibitorresourcecenter.asp>
- 3) **Help!!!! This is my first trade show what do I need to know?**
*There are many resources available to you to make this as easy as possible. The best place to start is the Exhibitor Services Center (<http://www.hcarefacilities.com/exhibitorresourcecenter.asp>). Here you should read **"THE FACTS"** and **"General Information"**.*
- 4) **I am making plans for staff travel out of Chicago, when can my booth personnel expect to get their crates back during 'teardown' on September 16th?**
Show management expects the first crates to be returned to the floor around 4:00 PM. Remember the carpet and miscellaneous furniture needs to be removed first. The last crate should be delivered around 6:30 PM. It is highly recommended that if you have a detailed booth, you leave either on a late flight Wednesday, September 16th or Thursday September 17th.
- 5) **I noticed I need my booth number to place orders, etc. Where can I find this?**
Contact Melissa at Melissa@jdevents.com or 203-371-6322 and she will look up your booth number for you.
- 6) **What does my Exhibitor Badge give me access to?**
As a registered exhibitor, all personnel can attend learning lounge, keynotes, and exhibit floor.
- 7) **What comes standard with my booth?**
Each booth comes with a company listing on the website, 5-Exhibitor Personnel Registrations, a listing in the program guide, standard drapery, company id sign (7" x44") and exhibit hall security.
- 8) **What are a few things I need to bring or order for my booth?**
Carpet, electricity, signage, promotional material/business cards, etc.

9) **What do I do if I need to update my company information (description on the web, logo, exhibitor contact, etc)?**

Email Melissa@jdevents.com.

10) **Is there an advantage to Advanced Warehouse vs. Direct Shipping to Navy Pier?**

*HFSE recommends using Advanced Warehouse shipping. This is the most effective method as your freight will be in your booth on the first day of move-in. The unloading of Direct Shipments at HFSE is based upon dock space at Navy Pier, #of shippers at that moment and size of shipments on a truck, overall efficiencies/inefficiencies and the marshalling yard. Direct shipments do not start to be handled until 1:00 PM Monday, September 13th. There are variables beyond your control so delays are often experienced from this shipping method. BE SAFE, SEND YOUR SHIPMENT TO **ADVANCED WAREHOUSE!***

11) **Wow!!! How can I stay organized?**

Our exhibitor timeline will provide you with deadlines and contact info on all the outside vendors we are using to make your show successful. You can view the timeline at <http://www.jdevents.com/Uploads/HFSE2010/HFS2010ServicesTimeline.pdf>

12) **What marketing opportunities do I have to invite my clients and/or prospects?**

A. Invite Your VIPs: *Forward an electronic VIP Expo Ticket (available in mid-February) to your clients and prospects and invite them to attend the Expo with your compliments! This VIP pass includes admission to the exhibit hall, Learning Lounge, and keynote presentation. Doing a mailing? A limited number of printed tickets can be sent to you upon request. Please email liz@jdevents.com with the number of tickets you would like to receive and the shipping address to which they should be sent. Requests for printed tickets can only be taken until August 13, 2010.*

B. Customize - and Track - Your Invitations: *Take advantage of a new online tool that generates an invitation email for your customers to get a free expo pass (or full conference pass if they qualify!*) with your compliments. Create and distribute your own unique priority code, send a personal invitation, register your clients yourself or invite a group all at once by pasting your own unique registration link into a broadcast email. You can also keep track in real time of clients who have registered! This can all be done with just a few clicks within your Exhibitor Registration system (where you register your booth personnel).*

C. Alert the Media: *Arrange to bring press kits to the event for distribution in the official Press Room. Include releases about new products and services and indicate who, at your booth, the press can contact should they have follow-up questions. Vollmer Public Relations is the official media relations firm for HFSE. See <http://www.hcarefacilities.com/press.asp> for more media relations information. Contact Rupa Patel at rupa@vollmerpr.com with any questions.*