

Exhibitor Toolbox
2019 OHLA Annual Conference



KEY FACTS & REGULATIONS:

Date & Time

Monday, November 25th and Tuesday, November 26th
Kalahari Resorts & Conventions Sandusky
7000 Kalahari Dr, Sandusky, OH 44870

Kilimanjaro Ballroom –

Booth Set up begins at 1:30pm on Monday

Exhibitor space closes at 1:10pm on Tuesday. You are welcome to stay for the remaining sessions.

Booth tear down begins at 3:00pm.

- **Registering:** ALL must Register with OHLA prior to conference to be in attendance at this event.
- **Check – In:** After arrival please visit our registration booth to get properly checked in. After you are checked in you may begin the load-in process.
- **Booth Design:** All booths will be 10ft wide by 8ft deep. 8-foot skirted table included. If you prefer to not have a table – email cindy@ohla.org with that information. If you plan to ship in your own items, see Shipping Information below.
- **Insurance:** Special Event Liability Coverage is REQUIRED to exhibit. If your company does not have special event insurance visit <https://www.totaleventinsurance.com?c=armoh> to purchase TotalEvent Coverage.
- **Booth Utilities:** Electricity Available for Purchase – <https://www.kalaharimeetings.com/media/4335/oh-service-order-form.pdf>
- **Wireless Internet:** Free & available to everyone.
- **Booth Assignments:** After October 1st, you will be provided a booth number from cindy@ohla.org along with a map that outlines where you will be placed in the exhibit hall.
- **Booth Walls:** If you are on the interior of the space you will have pipe and drape behind you. There will be no pipe & drape separating tables on either side.
- **Shipping Information:** All shipping information must go through Kalahari. Please see pdf link for details: <https://www.kalaharimeetings.com/media/4336/oh-shipping-delivery.pdf>

- **Booth Staff:** Booths must have a representative at all times. Please make arrangements accordingly. All attendees must register.
- **Catering:** No food or beverages can be brought in from outside suppliers, stores, or restaurants.
- **Meal Information:** After Conference has commenced you WILL NOT get the chance to change your registration. Indicate any special meal needs during registration.
 - If you purchased a full registration **including the Gala** you receive:
 - Dinner Monday evening
 - Brunch and Lunch Tuesday
 - Afternoon break on Tuesday
 - If you purchased a full registration **without the Gala** you receive:
 - Brunch and Lunch Tuesday
 - Afternoon break on Tuesday

***Please notify OHLA if NOT attending Gala Dinner or Luncheon and have paid for it.**

- **Hotel Room Reservations:** We have a hotel room block at the Nationwide Hotel for \$119+ plus tax on the evenings of Sunday November 24 and Monday November 25. Please visit <https://book.passkey.com/e/49887896> and or call (877) 525-2427 to hold your room. **This block will be available until October 25 or until sold out.** Reservation requests received after the cut-off date will be offered on a rate and space available basis.
- **Parking:** Complimentary
- **Payment: Due when registering if paying by Credit Card. If paying by check please have it postmarked by 10/1/2019.** Full payment and signed contract must be received at OHLA offices by this date to exhibit. An exhibitor not making payment in accordance with the specified date forfeits all rights, claims and reservations to space assigned.
- **Cancellations:** Cancellations must be made in writing and received at OHLA offices by 10/3/2019. Full refund, less a \$125 processing fee, will be applied for any cancellations before this date. No refunds after 10/3/2019.
- **Installation and Dismantling:** Exhibitors will set up their exhibits between 1:30-3:30 pm Monday 11/25; The exhibits may be dismantled on Tuesday 11/26 at 3:00pm, but not before. Please contact Leslie Meyer if you need to store your exhibit materials overnight; there may be a cost associated with overnight storage. Also, see Shipping Information.
- **Cleaning:** Please remove all debris after dismantling your set up. Leave the space nicer than you found it.

- **Gain some face time!** Continuing in 2019! As an Exhibitor, you can send in 25 words or less, as to why a hotelier should “stop by” your booth. We’ll post on social media prior to the event. michele@ohla.org.
- **Mailings:** If you would like to send an email or a physical mail item to our attendees, request registration list by emailing michele@ohla.org. **Please note two weeks out from the event date this list will be emailed to all exhibitors.**
- **Liability:** It is expressly understood and agreed between exhibitor and the OHLA that the OHLA shall be under no liability for loss of or damage to goods or property of exhibitors, or personal injury to the exhibitor or exhibitor's employees, and each exhibitor on signing this contract expressly releases the OHLA from and agrees to indemnify them against all claims. The OHLA shall have full power in the interpretation and enforcement of all rules and regulations herein contained and the power to make such amendments thereto and such further rules and regulations as they consider necessary for the proper conduct of the show.
- **Attire:** Please see proper attire for time of day below -
 - **Day program** – Business, Business Casual
 - **Cocktail Hour** - Cocktail or Business
 - **Dinner Gala** – Cocktail or Business
- **Swag:** Promotional merchandise is a great way to get people to come to your booth. Recommended quantity – 400.
 - **If you are a conference sponsor you have the opportunity to add your swag to our attendee bags. If this is of interest to you contact cindy@ohla.org.**
 - If your level of sponsorship is \$2,000+, this is at no additional cost.
 - If your level of sponsorship is \$1,000+, there is an additional cost \$100.
 - If you are supporting the event as an exhibitor, there is an additional cost of \$250.
- **Exhibiting Success:** The most important factors for the success of your booth is experience & engagement. Be creative and be proactive – demo products, create photo opportunities, give away swag, or provide an interactive experience for the attendees. Take advantage of social media and mailings prior to the conference to set up meetings or create a buzz around your product. Remember you are providing SOLUTIONS to these attendees!