

**28<sup>th</sup> Annual NJAA Conference & Expo**  
**May 23 – 25, 2017**  
**Atlantic City Convention Center & Borgata Hotel Casino & Spa**  
**Atlantic City, NJ**

**Important Exhibitor Information & Deadline Dates**

**Please note there are 4 pages to this document- read all info carefully**

Exhibitor Contract: [Download Here](#)

Online Booth Map: [Download Here](#)

Exhibitor Kit: [Download Here](#) *Advance Order Deadline: **May 8, 2017***

**What is provided with each 10'x10' booth?**

- 8' high BLUE background drape
- 42" high BLUE side divider drapes
- 6' draped table
- Two (2) chairs
- BLACK 10'x10' carpet (you may choose to upgrade to a different color)
- One (1) wastebasket
- One (1) 7" x 44" booth ID sign (company name & booth #)

**What are the expo floor set-up and tear-down times?**

**Setup**

Monday, May 22, 2017

Hours: 3:00pm – 7:00pm

Atlantic City Convention Center – Hall B

- Exhibitors with a Quad Booth – **Mandatory Setup on Monday**
- Any exhibitors requiring an elaborate set-up/construction – **Mandatory Setup on Monday**
- Open to any exhibitors that would like to setup prior to the start of the show.

Tuesday, May 23, 2017- Optional Set Up

Hours: 8:00am – 10:30am

Atlantic City Convention Center – Hall B

*(All booths must be "show ready" no later than 10:30am on Tuesday, May 23rd – NO EXCEPTIONS . If your booth is not setup by 10:30am, you will incur a fee of \$500 )*

**Breakdown**

Wednesday, May 24, 2017

Hours: 4:30pm – 8:00pm (optional)

*(Exhibitor booths must remain open until 4:30pm. A \$500 penalty for early breakdown is strictly enforced)*

Thursday, May 25, 2017

Hours: 8:00am – 12:00pm (mandatory)

(All booths must be dismantled by 12:00pm on Thursday, May 25th – NO EXCEPTIONS.

*If your booth is not dismantled by that time, AEX Services will breakdown your booth and it will be shipped to their facility where a shipping and release fee will be paid by the exhibitor.)*

### **What if I am shipping my materials to the show?**

All materials must be shipped directly to AEX Convention Services. Shipments that arrive at the Convention Center prior to the show will be refused, (see "Material Handling Order Forms" included in Exhibitor Kit, located on page 1).

### **Can I bring my materials with me to the show?**

If you chose to bring your booth materials with you on set-up day, the materials must be of a small enough size to be hand-carried by your staff. Exhibitors also have the option of pulling up their POV (Personally Owned Vehicle – non-commercial truck) to the back loading dock for a quick 15 minute unloading. AEX Convention Services reserves the right to determine the appropriate size of materials that may be hand-carried or brought in via a POV, and may require your materials be brought to the loading zone.

**The Atlantic City Convention Center requires that union personnel are hired for the following (fees will be charged to exhibiting company):**

- Unloading and loading of freight from the following vehicles:
  - Vehicles larger than a minivan or SUV, i.e. cargo van, box truck or trailer.
  - Company owned vehicles
  - Rented vehicles
  - Contracted carriers; including but not limited to couriers, air freight, LTL carriers and van lines.

### **What happens if I break my booth down early?**

Your exhibit **may not** be dismantled until after 4:30pm on Wednesday, May 24<sup>th</sup>. Early removal will incur a penalty of \$500. It is the exhibitor's responsibility to inform their staff at the booth, as this penalty will be strictly enforced.

### **When and where do I pick up my show badge?**

The NJAA Registration Desk, located in Hall A, will be open on Monday, May 22<sup>nd</sup> from 3:00pm to 7:00pm, Tuesday, May 23<sup>rd</sup> from 8:00am to 4:00pm, and again on Wednesday, May 24<sup>th</sup> from 7:30am to 4:30pm.

On Tuesday, May 23<sup>rd</sup> from 6:30pm to 9:30pm, there will be a satellite Registration Desk located at the Borgata Events Center for the Diamond and President's Receptions.

**What are the Expo Floor Hours?**

Tuesday, May 23<sup>rd</sup>  
1:30pm – 4:00pm

Wednesday, May 24<sup>th</sup>  
1:00pm – 4:30pm  
*(with the Cocktail Reception on the floor from 3:30pm – 4:30pm)*

**I want my company to really stand out. What sponsorships are available?**

Click [here](#) to see our Sponsorship opportunities! For more information, or to create custom sponsorship packages, please contact [events@njaa.com](mailto:events@njaa.com) or call (732) 992-0600.

**Registration Questions?**

To register, please refer to the email you received from our third-party vendor, Conexsys. This email should have been received after the booth confirmation email from NJAA. If you have yet to receive this email, please contact [events@njaa.com](mailto:events@njaa.com) or (732) 992-0600.

For all cancellations & swaps, please email [events@njaa.com](mailto:events@njaa.com).

**All questions regarding shipping, storage, furniture and labor should be directed to:**

AEX CONVENTION SERVICES  
Administrative Offices  
3089 English Creek Ave.  
Egg Harbor Twp., NJ 08234  
Phone: (609) 272-1600  
Fax: (609) 272-1680  
[orders@aexservices.com](mailto:orders@aexservices.com)  
[www.aexservices.com](http://www.aexservices.com)

### **Additional Conference Info:**

The Opening General Session on Tuesday and the Keynote Speakers on both Wednesday and Thursday are open to ALL exhibitors.

- Lunch will be served during the Opening General Session on Tuesday and on the Expo Floor on Wednesday.
- Breakfast will be served in ACCC Rooms 201 & 202 from 7:45am to 8:45am on Wednesday only.
- Thursday's breakfast will be served at The Water Club, Waves A & B from 8:00am to 9:00am.

### **Exhibitor Give-a-Ways**

Provided at each booth will be a 'give-a-way' announcement sheet. If you are conducting a raffle at the show, we will announce the winner for you. Please bring the completed form to the NJAA Booth in the center of the expo floor.

### **Hotel Accommodations**

The Water Club at the Borgata Hotel Casino & Spa will once again be the host of the 2017 NJAA Conference & Expo. Deadline to Reserve your room(s): **May 5, 2017**. After this date, regular hotel room rates will automatically apply.

Standard room rate per night - \$109.00

Conference room rates apply only from Monday, May 22<sup>nd</sup> through Thursday, May 25<sup>th</sup>.

You may reserve your hotel room(s) by contacting the hotel directly at (609) 317-1000 and referencing the NJAA group code: GTWAA17, or by clicking [here](#).

### **“Show Me Your Badge” Discounts & Promotions**

Show your badge to any of the enclosed vendors during the week of the NJAA Conference in Atlantic City, and receive a number of discounts and promotions! Click [here](#) to find out more.