

8 to 12 Weeks in Advance of Show

- Check to ensure final payment of booth space has been made – due June 3, 2019.
- Read the Exhibitor Rules and Regulations thoroughly.
- Submit the appropriate forms – particularly the Directory Listing, Package B¹ registrations and the trade show access only passes forms – due June 3, 2019.
- Review and order lead retrieval devices from AMO's exclusive provider.
- Review your corporate objectives and tailor your exhibit to accomplish them.
- Check your inventories of available literature or prepare new literature for booth distribution.
- Check availability of promotional samples and products for display. Arrange promotional activities if desired.
- Formulate shipping plans – consider using AMO's official supplier - Stronco Show Services for ease. More information is under the Exhibitor Kit. With the Official Show Carrier you will be assured that your freight is on the floor before you arrive on set-up day. As the Official Carrier we work with them to deliver freight by 7:00 am on Sunday, August 18, 2019.
- Ensure you mention the Conference in your advertising. Marketing an event of this size needs to be a partnership between the Association and the companies who participate.

- Have news releases and photos prepared for advance release.
- Arrange for adequate extension of your business insurance to the Show, i.e. Public Liability, Public Damage and Theft.

4 to 6 Weeks in Advance of Show

- Arrange for shipping of literature samples, equipment and display units.
- Order furniture, rugs, electrical services, telephones, communications hook-up, etc. required for your exhibit. Keep a copy of your order in your files.
- Check signs and display cards required for your exhibit. If signs cannot be made by your own sign maker, order them from Official Show Service Contractor.

10 Days in Advance of Show

- Prepare for set-up of booth.
- For security and to deter theft please use plain boxes, containers and labels that do not identify the products.
- Prepare tool kit for all items necessary to set-up booth and perform emergency repair of display units and equipment.
- Check supply of order books, scratch pads, business cards, pencils, sales manuals, cellophane tape, safety-pins, and tacks.
- Provide proper insurance coverage.
- Check arrival times of booth equipment and advertising literature.
- Hold a Pre-Show meeting with booth personnel to review objectives and responsibilities.
- Plan Post-Show follow-up activities.

During Move-In at Show

- Review Exhibitor Manual for items ordered from suppliers prior to move-in.
- Arrange samples and literature for convenient use during the Show.
- Have adequate personnel present at the booth to receive the shipment and take inventory.
- Report immediately any discrepancy in goods received, to the shipper and to Show Management.
- Pick up your registration package - name badge and kit from the registration desk. Please note with heightened security you may be able to pick up your staff badges, however without a badge they will not be able to access the trade show. Please arrange to meet your staff outside the security access area.

At the End of each Show Day:

- Package small items in boxes or lock them up in your booth.
- Check your lead retrieval dashboard and add any notes you might have missed.

At the End of the Show:

- Have proper exhibitor identification on all goods.
- Remain with your merchandise until removed from floor, unless otherwise arranged.
- In case you have to leave prior to merchandise and booth material having been removed from the floor, make sure you inform Show Management

who will be picking them up and when.

After the Show:

- Complete the Evaluation/Feedback

1AMO's Registration Packages

Package A: Full Conference

This package includes:

- Access to all scheduled programming Sunday through Wednesday
- One ticket to the Tuesday Evening Networking Event
- A Monday Lunch Ticket
- A Tuesday Lunch Ticket
- Access to the Tuesday and Wednesday Insight Breakfasts

Package B: Education +

This package includes:

- Access to all scheduled programming Sunday through Wednesday
- A Monday Lunch Ticket
- A Tuesday Lunch Ticket
- Access to the Tuesday and Wednesday Insight Breakfasts

Package C: Day Rate

This package includes:

- Access to all scheduled programming on the date selected
- Monday Registrations receive a ticket to a Monday Lunch
- Tuesday Registrations receive access to a Tuesday insight breakfast and a ticket to a Tuesday Lunch
- Wednesday Registrations receive access to a Wednesday insight breakfast