EXHIBITOR BOOTCAMP #1

July 11, 2022 | Basic Training

ASLA 2022
DESIGNING A BETTER FUTURE

November 11-14 | San Francisco, CA
AGENDA

*This session is being recorded*

Bootcamp Kick-off

Introduction of ASLA team and Freeman representatives

Basic Training – Introduction to Exhibitor Kit

Open Q&A
ASLA Team
Daniel Martin, Director, Development and Strategic Partnerships
Gregg Boersma, Sales Manager
Kathleen Thomas, Sales Manager
Judy Mehlman, Coordinator, Development and Strategic Partnerships
Michelle Mobley, EXPO Manager

Freeman Team (General Contractor)
Imelda Casteel, Lead Exhibitor Service Representative
Matt Bradley, Exhibitor Service Representative
Nancy Horner, Exhibitor Service Representative
John Leonard, Events Manager, Moscone Center
Exhibitor Resources:

Exhibitor Resources Page:
https://advertise.asla.org/2022expo/exhibitor-resources/

Attendee Website:
https://www.aslaconference.com/

Order booth materials:
https://www.freemanco.com/store/show/landing?showID=510572
Booth Plan
If your booth is larger than a 10x10 you are required to submit a booth plan for review. If you have not done this, please submit it immediately.

Certificate of Insurance
A certificate of insurance (COI) is required to have on file prior to set-up of your booth. Details of coverage is on our exhibitor resource site and a sample COI is in the exhibitor kit.

Please be sure that your certificate includes limits of liability, lists the Moscone Center and its address (747 Howard St, San Francisco, CA 94103) as the facility where the event takes place in the forms operation box, and the dates of coverage to include load-in and load-out (November 10-14, 2022). If you do not have insurance we suggest contacting Rainprotection.net.
Register your booth staff in advance

Register your staff in advance and avoid the lines. When you register your team they will receive a confirmation email with a barcode. The barcode allows them to skip the onsite registration line. They can simply scan and go to receive their name badge.

Step 1: Go to [www.aslaconference.com](http://www.aslaconference.com)

Step 2: Click on the register now button

Step 3: Click on exhibitor registration

Step 4: Search by your company name and enter your company password that you used to purchase your booth

These steps will give you access to register staff and book hotel rooms.
Union Labor
Be aware of union labor rules at the Convention Center to help reduce your budget.

Straight Time Rate is $161.00
Monday – Friday | 8am – 5pm

Overtime Rate is $282.75
Monday – Friday | 5pm – 8am
Saturday, Sunday and all holidays

<table>
<thead>
<tr>
<th>EXPO Set-up/ Dismantle</th>
<th>Start Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up</td>
<td>Thursday, November 10, 2022</td>
<td>9:00am - 5:00pm</td>
</tr>
<tr>
<td>Set-up</td>
<td>Friday, November 11, 2022</td>
<td>9:00am - 5:00pm</td>
</tr>
<tr>
<td>Dismantle</td>
<td>Sunday, November 13, 2022</td>
<td>2:00pm - 5:00pm</td>
</tr>
<tr>
<td>Dismantle</td>
<td>Monday, November 14, 2022</td>
<td>9:00am - 1:00pm</td>
</tr>
</tbody>
</table>
Flooring
You are required to have the floor covered in your exhibit space. Please order carpet in advance if needed from Freeman. The order form is located in the exhibitor kit.

Additionally, the floor in the convention center is very sensitive to water. Please take precaution and ensure there is a drip plate under any plants or water source in your booth to prevent damage.

If floor covering is not placed in your booth by noon on Friday, November 11 our general contractor will provide carpet and your company will be charged the onsite carpet rate.
Entering the event

Do you have a booth larger than 20x20 and need to request a special load-in or load-out time? If so, contact Michelle at mmobley@asla.org by October 3 or sooner for approval.

If you have a booth 20x20 or larger and require a hanging sign reach out to your sales manager to finalize.

Have you contracted with an EAC to load your booth? EAC forms are due in October.

Do you plan to host food and beverage in your booth? If so, you must complete a booth entertainment form (ICW) and submit it to me as soon as possible for approval. Catering menus are located in the back of the exhibitor kit. No food and beverage from outside the center is permitted.
Exiting the event

Would you like to donate materials from your booth to the Legacy Project? You will be required to label your donation items in your booth. Following the shows closing, Freeman will collect all labeled items for donations.

Labels are located in the exhibit kit this year as well as we will have a few available in the exhibitor lounge onsite.

Please do not break your booth down early. This will result in future penalties when you exhibit with us in future conferences. **Breakdown starts at 2pm.**
Please Join Us!

### Exhibitor Only Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAMMY Awards</td>
<td>Friday, November 11, 2022</td>
<td>6:00pm - 7:30pm</td>
</tr>
<tr>
<td>Networking Breakfast</td>
<td>Sunday, November 13, 2022</td>
<td>9:00am - 10:00am</td>
</tr>
<tr>
<td>Wait for the Crate Party</td>
<td>Sunday, November 13, 2022</td>
<td>2:00pm - 4:00pm</td>
</tr>
</tbody>
</table>

### Suggested Events for Exhibitors to Network

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Tailgate</td>
<td>Saturday, November 13, 2022</td>
<td>4:30pm-6:00pm</td>
</tr>
</tbody>
</table>
Consider the following opportunities for exposure:

- Corporate Membership – be identified as a corporate partner onsite
- Learning Lab – must be LA CES certified
- Lunch and Learn – moderate a topic of choice
- Mobile App – profile upgrade
- Marketing Campaign Participation
Network Outside of Your Booth!

- Land8 Happy Hour
- Professional and Student Awards Ceremony
- Council of Fellows Investiture Ceremony
- President’s Dinner, Honor Winners, and Installation of Officers
Future Exhibitor Bootcamp's

- July 11, 2022: Basic Training
- July 18, 2022: New Recruits / Tie your LA CES
- August 8, 2022: Green Team Lineup
- August 15, 2022: Social Forces
- September 12, 2022: Know Your Allies
- September 18, 2022: It's Go Time
- October 10, 2022: Base Access
- October 17, 2022: Rules of Engagement
Thank you

Q&A

Show Contact Information:

SALES MANAGERS
Gregg Boersma
Sales Manager
202-216-7853
gboersma@asla.org

Kathleen Thomas
Sales Manager
202-216-2363
kthomas@asla.org

EXPO MANAGER
Michelle Mobley
Exhibit Manager
202-489-0502
mmobley@asla.org

Registration & Housing Customer Service for ASLA exhibitors
Email:  ASLAexhibitor@maritz.com
Phone: (864) 208-0397 (available Monday-Friday 9am–5pm EST)