

The Las Vegas Conference and Trade Show **Booth and Handout Information**

Las Vegas Conference and Trade Show
November 12 – 13, 2015
Las Vegas, NV

Trade Show Pricing

**(Booths are being sold on a first come first serve basis,
booths 101, 102, 200, 201, 209, 300, 302, 308, are being held for sponsor assignment)**

Each booth is 10' x 10'

Professional Members \$3,500/corner booth \$4,000

Corporate Members \$1,600/Corner Booth \$1,850

Corporate members in conjunction with their sponsorship receive a ¼ page ad in a 2015 or 2016 issue of the popular *ESOP Report* Newsletter which goes to over 4,700 individuals each month.

Non-Members \$12,000/no corner locations

Each company that purchases booth space may have personnel tend their booth space. This does not entitle the person to attend any of the break-out sessions associated with the conference or meal functions. Individuals who are tending the booth space and who are not attending the conference sessions need to register as an EXHIBITOR. Conference registrants may tend their company's/firm's booth space at any time and do not have to register as an exhibitor.

- If your sponsor fee is at least \$3,500 and above you will be entitled to an aisle booth.
- Patron Sponsors for the Las Vegas Conference and Trade Show will receive free hand out space located in the tradeshow area, or can purchase booth space for an additional \$2,300.00.
- Sponsors over \$9,000 will be assigned a corner booth, and receive 2 complimentary Conference registrations. The complimentary Conference registration is good for all break-out sessions at the Conference and meal functions. Again, a person registered as a Conference attendee may tend her/his booth space at anytime.
- **Booths numbered 101, 102, 200, 201, 209, 300, 302, 308**, are reserved for a sponsors entitled to a corner booth. Reserved booths are selected in order of sponsorship amount.

In addition to the price of the booth space, the following charges may apply:

- Internet, Audio-visual, Electricity, etc. can be purchased through Caesars Palace
- The service manual for this show will be sent to you about a week after you have registered for a booth.
- Once you sign-up for a booth, you will be contacted by our “Official Service Contractor,” Freeman Decorating. Freeman will provide additional information and forms to be completed and instructions on shipping your booth, etc.

Hand-Out Rules

Because of the addition of the trade show there will be NO!! Free Hand-Out Space at the Las Vegas Conference. The only hand-out space will be in the trade show area and the cost will be \$100 per company/firm handout. Any hand-outs placed any place else throughout the Conference meeting area will be REMOVED by ESOP Staff.

In the hand-out area of the trade show there will be no room for any type of stand up displays; only paper products in the hand-out area, and hand-outs can be no larger than legal size 11” x 14”. Larger Hand-outs and/or displays will be removed.

See you in Vegas!!

The ESOP Association will assign the following corner booths to program sponsors
101, 102, 200, 201, 209, 300, 302, 308
Booth Space/Handout Sign-up Form

(Booth Contact) Name _____ Company _____

(Handout Space Contact) _____

E-Mail _____ Phone Number _____

Address _____

City/State/Zip _____

Requested Booth Number# _____ (We will alert you if that booth has been taken. See Trade Show Floor Plan.)

2nd choice _____ 3rd Choice _____

Payment must be received in advance.

If sending a check, please send to:

The ESOP Association, 1726 M Street, N.W., Suite 501, Washington, DC 20036

If paying by credit card

MC _____ VISA _____ AMEX _____ Card Number _____ Exp. Date _____

Security Code _____

Signature _____

(required)

Name of Person(s) Tending Booth as Exhibitor[s] **(if applicable)** _____

Name of Person(s) to Receive Complimentary Conference Registration **(if applicable)** _____

The ESOP Association is not responsible for lost or stolen booth materials/equipment. The ESOP Association will not handle or be responsible for the shipping of booth materials, or handout materials to the Las Vegas Conference and Trade Show or from the Las Vegas Conference and Trade Show.

The ESOP Association reserves the right to monitor content of booth materials in the trade show area as well as positioning of objects that may obstruct the view of other exhibitors and hand outs.

Cancellation Policy: If you need to cancel booth space, The ESOP Association must be notified in writing by October 9, 2015. There will be a \$500 cancellation fee due to The ESOP Association.

If you plan to have a prize for the drawing on Friday, November 13th, a description of the prize needs to be submitted to the association by [September 18, 2015 for inclusion in the tradeshow booklet.](#)

Tradeshow Ads

Sponsors \$9,000 and over will receive a full page ad, (9.5 (h) X 7(w))

Sponsors between \$4,000 and \$9,000 will receive a ½ page ad, (4.75 (h) X 7(w))

All exhibitors will receive a ¼ page ad (4.75 (h) X (3.75 (w)))

Tradeshow Ads need to be submitted by [September 18, 2015](#)

Note, Note, Note:

Most types of PC-compatible files are acceptable (including PDFs, jpegs, bitmaps, tiffs, gifs, and Pre-designed ads in MAC format may also be submitted. Hard copy advertisements will not be accepted. Advertisements created in **word processing** format will not be accepted.

The Tradeshow booklet is full color – colorful ads attract more attention than black and white. Logos, photographs and other images tend to transpose quite well – keep in mind: the editor/publisher cannot change the “resolution” of an image or an ad once it is submitted. If a low-res ad is submitted, it will print low-res.

If possible, submit artwork that is 300 dpi for the best resolution.

We will have a prize drawing during the Friday lunch. If you plan to have a give-a-way, let us know what your prize will be and we will publish it in the trade show booklet encouraging participants to stop by your booth to drop off their business card in order to participate in the drawing.

We will have an exhibitor passport. An exhibitor will need to sign or initial the booth where they are located. The passport will need to have all booths covered and submitted to be eligible for The Association's prize.

Ad submissions can be e-mailed to maya@esopassocation.org by the **September 18, 2015 cut-off.**

C C C

C C C C

Sold Res Res

Sold

C

Sold

Res Sold Res

Res Res Res Res

C- Corner Booth