

TO: 2017 Exhibitors
FROM: Carol Cameron, Director of Member Services
DATE: October 17, 2017
SUBJECT: 83rd VACo Annual Conference

It's almost time for the VACo Conference! Here are a few FAQs and tips to keep in mind:

- **SET-UP AND BREAK-DOWN** - Set up starts at 8:00 a.m. on **Sunday, November 12.** For those of you who are new this year, the Omni Homestead security office can give you information on parking, drop-off, etc. Call 540.839.1766 and ask for the non-emergency security office.
- **EXHIBIT HALL HOURS** – The exhibit hall is open on Sunday from 12:30 to 5:00 p.m. and on Monday from 8:00 a.m. to 3:30 p.m.
- **EXPO PACKET** - Hollins Expositions sent their pre-conference packet via e-mail the first week in October. It would have been sent to the primary contact person listed on the exhibitor application. If you did not receive one or if you have questions about shipping your booth supplies or setup, contact Woody Weaver, Account Manager, at (540) 362-3940 x118 or by email: WWeaver@hollins-expo.com. Extra electrical considerations must be ordered through VACo. If you asked for extra electrical on your application, there's nothing else you need to do. The hotel electricians set up the electrical service on Saturday, November 11, so if you need extra, contact Carol Cameron at VACo to include in the final order.
- **OPT-OUTS (vendors who have chosen not to initial cards)** – The exhibitor drawing card has a layout of the booths clearly marked in red to show people which exhibitors are not participating in the game. This effort should help cut down on the number of visitors asking you to initial their card.
- **EXHIBITOR CARD DRAWING** (aka “mini-drawing”) will be held at 2:30 p.m. on Monday.
NEW OPPORTUNITY THIS YEAR: If you'd like, those exhibitors who donated an item for the drawing can hand out their company's prize themselves. This gives our attendees the chance to put a face with a company name. We'll invite you to come up to the front while the card is being drawn and the winner can meet you.
- **2018 FREE BOOTH DRAWING** - On Monday afternoon, right after the Exhibitor Drawing (aka “mini-drawing”), we'll draw for the FREE BOOTH in 2018. You must be present to win. Breakdown is right after the free booth drawing.
- **FISH BOWL DRAWINGS** – (Prize Drawings at Your Booth) – If you collect business cards for your own prize drawing, you are responsible for contacting the winner. Post your winner's name on the bulletin board at the main VACo registration area (not the one in the exhibit hall) by 2:00 p.m. Be sure to include your company name and booth number!
***** PLEASE NOTE: VACo does not announce nor deliver vendors' fish bowl prizes. *****

- **BOOTH ATTENDANT CHANGES** – An exhibitor registration table will be set up in the exhibit hall and you can pick up your envelope when you're ready. Not to worry if you have changes, corrections, additional guest names, etc. We can take care of it onsite with our handy-dandy name tag machine.
- **ATTENDEES LIST** – The attendees list for your pre-conference promotional campaign(s) will be sent out this week. The list contains the general conference attendees, not exhibitors, because that is how most prefer it. Some exhibitors like to send pre-conference promotions to other exhibitors so if you want that list, contact me at ccameron@vaco.org

I look forward to seeing everyone again and meeting our new exhibitors in November!



Carol I. Cameron
Director of Member Services

