



## **SPONSOR MARKETPLACE FAQ'S**

- **Where do we check in when we arrive for Sponsor Marketplace setup?**

Sponsors are to go to the registration desk located in the Hard Rock Tower on the 1<sup>st</sup> floor and check in upon arrival. They will need to follow the signs on property to the Hard Rock Tower and the valet will allow them to unload all materials and then park.

- **What time is Sponsor check in and setup?**

Tuesday, August 16<sup>th</sup> from 2:00-6:00pm

Wednesday, August 17<sup>th</sup> from 8:00-10:00am

- **What is our table number?**

Table assignments will be provided at check in. We will not provide their assignment prior to the event. Tables will not be numbered, but each table will be labelled with a table tent and the sponsors name and logo. There will be a map at registration of marketplace layout, and we will have an FRLA Liaison available to assist them to their table.

- **Are we able to select the location of our table?**

No. Sponsor Marketplace assignments are done by level of sponsorships and/or pre-approved agreement. Once tables are assigned, there will not be an option for change.

- **Can we setup prior to 2:00 on Tuesday, August 16<sup>th</sup>?**

No. All sponsors will have to wait until 2:00pm to begin setting up their table and must be done by 7pm on Tuesday, or finalize setup Wednesday morning.

- **How do we locate the items we shipped for our table when we arrive?**

Sponsors will need to go by the FedEx office located on the 1<sup>st</sup> floor of the Hard Rock Tower/East Hallway after checking in to sign for their package and FedEx will assist in delivering the boxes to their table.

- **What comes with our table?**

Each sponsor will get a 6' rectangle table and 2 chairs. Branded tablecloths are encouraged; however, the hotel will provide a black linen for each table and additional chairs are available upon request.

- **Where do we drop off our SWAG items for Welcome Bags?**

SWAG items will need to be dropped off in the FRLA office located on the 1<sup>st</sup> floor of the Hard Rock Tower/East Hallway no later than 3pm on Tuesday, August 16<sup>th</sup>.

- **Is there a QR code on the name badges to collect attendee information?**

We will not have QR Codes linked to attendee information on the name badges. Each sponsor is encouraged to use their Marketplace time to network with attendees and have been approved to offer a raffle or give away in lieu of a business card/contact information

- **Will we receive a list of attendees?**

Yes, post event we will send out a list of the companies who attended to all sponsors

- **Do we have to breakdown our tables at the end of each day?**

No. We have hired security for Tuesday and Wednesday evening from 7pm-7am to monitor sponsor marketplace. All setups can be left as is, but we encourage sponsors to take any personal devices, computers, or valued items to their rooms overnight.

- **What time do we have to be setup by?**

All sponsors are to be setup by 10am on Wednesday, August 17<sup>th</sup>

- **Are we required to man our table throughout the entire event?**

No, we encourage our sponsors to attend the breakout/keynote sessions. We have allotted time in between each breakout session and during the Happy Hour for marketplace networking for attendees and will be beneficial to have a representative there during those times at minimum. Be mindful, not every attendee goes to all the sessions so, if possible, it is recommended to have someone at the table a majority of the time for best networking exposure.

- **Can we put up signage around or behind our table?**

Yes. Each sponsor will have a 6' table with 2' on either side to put up any signage, as well as 5' behind the table. Sponsors are NOT allowed to attach any signage to the walls of the hotel, so all signage must be retractable or stand alone. Easels will be available upon request. Sponsors are asked to please respect their allotted space and not to infringe on the space beyond what is provided that may interfere with the sponsor next to them.

- **Will there be power for our table?**

Yes, there is power source all along the walls of the marketplace. Sponsors who have requested power have been asked to please bring an extension cord and those unable to bring on site, one will be provided to them at an additional charge

- **Are we allowed to provide a raffle or giveaway at our table?**

Yes, we encourage our sponsors to be creative to promote and advertise their business – this is a great way to connect with the attendees and collect their personal contact information.

- **Can we attend the Happy Hour?**

Happy Hour takes place Wednesday from 5:00-6:30pm in the Sponsor Marketplace and sponsors are highly encouraged to be at their tables during this time as the flow of the bars and location buffers all sponsor tables.

- **Can we breakdown early on Thursday, August 18<sup>th</sup>?**

Starting at 1:00pm on Thursday, all sponsors who would like to begin breakdown are allowed to do so. If they have any items being shipped back to their headquarters, please coordinate with FedEx to box and return shipping. All shipping costs are the sponsors responsibility. All tables must be broken down by 3:00pm on Thursday. If they have items or branded signage for the event they no longer need, Hard Rock asks that those items be left on top of their table and after 3pm anything left will be thrown out.