



## SPONSOR MARKETPLACE FREQUENTLY ASKED QUESTIONS

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

To check in upon arrival, sponsors should visit the registration desk on the first floor of the Hard Rock Tower. Follow the signs on property to the Hard Rock Tower, and the valet will allow you to unload all materials and then park.

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

Tuesday, August 15<sup>th</sup> from 2:00 PM - 5:00 PM and  
Wednesday, August 16<sup>th</sup> from 7:30 AM - 8:30 AM

- **What is our table number?**

Table assignments will be provided at check in. There will be a map at registration of the full layout, and we will have an FRLA Liaison available to assist you to your 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 to change.

- **Can we set up prior to 2:00 PM on Tuesday, August 15<sup>th</sup>?**

No. Access for all sponsors begins at 2:00 PM and must be completed by 5 PM on Tuesday, or set-up can be finalized first thing Wednesday morning.

- **By what time must our set up be completed?**

All sponsors are to be setup by 8:30 AM on Wednesday, August 16<sup>th</sup>.

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

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

- **What comes with our table?**

Each sponsor will get a 6-foot 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.

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

Yes, you can purchase the lead retrieval capability. You can find more information [HERE](#) or visit the registration desk and an FRLA liaison can assist.

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

No. We have hired security for Tuesday and Wednesday evening from 7 PM – 7 AM to monitor sponsor marketplace. All setups can be left as is, but we encourage you to take any personal devices, computers, or valued items to your rooms overnight.

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

No, we encourage sponsors to attend the breakout and keynote sessions. We have allotted time in between each breakout session and during the Happy Hour for marketplace networking for attendees, so it would be beneficial to have a representative there during those times at a minimum. Be mindful though that 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-foot table with 2 feet on either side to put up any signage, as well as 5 feet 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 your allotted space and not infringe on the space beyond what is provided as it may interfere with neighboring sponsors.

- **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 for those unable to bring on site, one will be provided for 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 your business. This is a great way to connect with the attendees and collect their personal contact information.

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

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

- **Can we break down early on Thursday, August 17<sup>th</sup>?**

Yes. Beginning at 10:00 AM on Thursday, all sponsors who would like to begin breaking down are allowed to do so. If you have any items being shipped back to your headquarters, please coordinate with FedEx to box and return shipping. All shipping costs are the sponsors' responsibility. All tables must be broken down by 12:00 PM on Thursday. If you have items or branded signage for the event that you no longer need, Hard Rock asks that those items be left on top of your table. **After 3 PM, anything left will be thrown out.**

**Thank you for being a sponsor for the 2023 FRLA Summit!**