

# IIR 2018 Exhibitor Information Packet

April 9-12, 2018

**FOUNDATIONS EVENTS**

**INNOVATIONS**

**IN RECOVERY**

**SAN DIEGO, CA**

## Welcome to Innovations in Recovery 2018!

We're excited to have you involved in our conference. Included in this packet is detailed information you will need to know regarding your exhibit space & sponsorship. **This is not your Exhibitor Service Manual. You will receive a link from our service contractor, GEMS, that will have order forms for any booth materials, if needed.** If you have any additional questions, please do not hesitate to contact us. Thank you, and we look forward to seeing you in San Diego, CA!

### SHOW CONTACTS:

**Jordan Young** | Event Sales Manager  
Jordan.Young@frnmail.com | o: 615-371-5737 | c: 615-495-3970

**Kim Fuller, CMP** | Senior Conference Manager  
Kim.Fuller@frnmail.com | o: 615-345-3219 | c: 615.310.1319

**Lauren Lee** | Conference Registration Coordinator  
Lauren.Lee@frnmail.com | o: 629.208.5518 | c: 615.429.5518

**Ben Hamilton** | Conference Graphic Designer  
Ben.Hamilton@frnmail.com | c: 720.951.2841

### SHOW LOCATION:



The Hotel Del Coronado | San Diego, CA  
1500 Orange Ave. Coronado, CA 92118  
www.hoteldel.com | 1-800-468-3533

## APPROVED SERVICE CONTRACTORS:

**Gilbert Exposition Management Services (GEMS):** Booth materials, shipping/handling  
Contact: Rose Testerman | [rose@gemsevents.com](mailto:rose@gemsevents.com) | 407.438.5002 x. 112

**PSAV:** Booth electricity & wireless/wired Internet  
Contact: PSAV | [hoteldel@psav.com](mailto:hoteldel@psav.com) | fax: 866.706.9499

## ONSITE EXHIBITOR AGENDA & IMPORTANT DATES:

**MONDAY | 3/5/18** | Shipments may start arriving at the GEMS warehouse.

**WEDNESDAY | 3/21/18** | Discount Deadline for GEMS orders received with payment.

**FRIDAY | 4/6/18** | Last day for all boxes & pallets to arrive at GEMS warehouse for shipping. \*see shipping section for details

**SUNDAY | 4/8/18** | 1:00 PM- 6:00 PM | Early Registration & Exhibitor Setup  
*\*The exhibit hall will close immediately at 6:00 pm in preparation for the welcome reception at 6:30 pm.*

**MONDAY – WEDNESDAY | 4/9/18 – 4/11/18** | 7:30 am – 5:00 pm | Exhibit Hall Hours  
**MONDAY – WEDNESDAY | 4/9/18 – 4/11/18** | 12:00 pm – 1:30 pm | Lunch  
*\*Exhibit hall remains open for attendees*

**THURSDAY | 4/12/18** | 7:30 am – 10:30 am | Exhibit Hall Hours  
**THURSDAY | 4/12/18** | 10:30 am -2:00 pm | Exhibit Hall Tear Down

## EXHIBITOR BOOTH INFORMATION

**Booth size:** 8' wide by 6' in depth –or- 8' wide by 4' in depth

Booth placement is determined by sponsorship level, registration date and payment date. See Jordan Young for more details.

Co-host & Event Partner level will have a double booth space

**Booth includes:** 6' table with black cloth, two chairs, wastebasket, & daily cleaning.

The exhibit hall is in a carpeted ballroom. If you need additional items, please see your GEMS service manual or contact your GEMS representative.

**Booth DOES NOT include\*:** Electricity, wireless internet, wired internet, AV, monitors, laptops, extension cords, or exchanging of tables/chairs. If you want any of these items, please see your GEMS service manual/PSAV order form for pricing and instructions or contact your GEMS representative.

**Ceiling height:** 30'

**Banner restrictions:** All stand up booth banners must not exceed 18' in height. Hanging banners (from the ceiling) in the exhibit hall is restricted.

**Furniture/decor rental:** If you would like to order any furniture for your booth, please contact your GEMS representative.

**Food and Beverage** in your booth **MUST** be ordered through the hotel. You will be asked to remove any food or beverage that is brought in from an outside caterer or restaurant.

## BOOTH ELECTRICITY & WIRELESS INTERNET

**Electricity** is provided at an additional charge through our service provider, PSAV. See GEMS Exhibitor manual for more details.

**Wireless/Wired Internet** is provided at an additional charge through our service provider, PSAV. See GEMS Exhibitor manual for more details.

\*For either of these items you will be required to fill out the appropriate form and fax/email it back to PSAV prior to the start of the conference. **Onsite orders will be subject to a 15% increase.**

## EXHIBIT HALL SETUP

### Exhibit Hall: Ballroom

- Setup will begin no earlier than 1:00 pm on Sunday, April 8<sup>th</sup>.
- If you have delivered boxes to the GEMS warehouse, they will be in your designated booth space upon arrival (see shipping info below).
- Please remember to bring your own box cutters, tape and shipping labels for return shipping

## EXHIBIT HALL RULES AND REGULATIONS

- No outside food/beverage (including branded water bottles) are allowed as attendee giveaways in the exhibit hall. If you would like to provide food/beverage in your booth, please contact **Kim Fuller to make those arrangements with the hotel** ([kim.fuller@frnmail.com](mailto:kim.fuller@frnmail.com) or 615-310-1319). \*You will be asked to discard any unapproved food/beverage you bring in that is not ordered through the hotel.
- Flammable products and/or candles and incense, etc., are not allowed per the hotel fire code.
- Noise levels of any electronics should be kept to a minimum. If it becomes distracting, you may be asked to turn down the volume.
- Exhibitors are to refrain from taping, nailing, or adhering ANY signage or material to any hotel/venue wall, door or surface. Any damage caused by doing so is the financial responsibility of the sponsoring company.
- It is the responsibility of the sponsoring company to pack up all signage, banners and marketing materials at the completion of the show. Any items left in the exhibit hall that is not properly labeled for return shipping will be discarded immediately.

## FOOD AND BEVERAGE PROVIDED

- Breakfast will be provided daily (7:30 am – 8:30 am) in the exhibit hall.
- Drinks and refreshments will be available during each break (10:00 am & 3:00 pm)
- Catered lunches are available and can be purchased on your registration account. These lunches earn CE credits! **(Limited availability and must be registered and pre-purchased.)**
- Coffee will be available from 7:30 am until noon each day.
  - Cafés are available on site for purchase of coffee in the afternoon.

## LOADING IN/OUT PROCEDURES

- The Hotel receiving area entrance is on R.H. Dana Place and Orange Ave.
- Hours of Operation for the loading dock is 9AM -9PM.
- All vendors must check in with the Loss Prevention Staff prior to loading or unloading. The office window is located at the loading dock.
- The hotel does not have a loading lift. If needed, please make sure your truck has a lift. You must provide all necessary equipment to load in and out.
- If you require parking for oversized vehicles, please contact Kim Fuller. Any unauthorized vehicle in violation of the established loading procedures is subject to towing at the vehicle owners expense. For all other vehicles, you can self-park at the hotel and use the conference rate of \$15 per day.



## REGISTRATION INFORMATION

### Courtyard (near Windsor Complex)

- Every attendee must have a badge to enter exhibit hall and/or sessions (including booth staff). Spouses or children must have a badge as well.
- Please remember to use all of your complimentary badges that come with your sponsorship package. You can gift them to clients, referrals, etc. Your speaker(s) and booth staff must have a badge and be registered for the conference.
- Once you arrive onsite and receive your badge, **you must check in with the exhibitor registration table** in the exhibit hall **before** you begin setup of your booth. There will be a representative to give you an onsite exhibitor packet with important information.

**Please note that if you lose your badge there is a \$10 reprint fee at the registration counter.**

## SECURITY

- The exhibit hall doors will open to attendees from 7:30 am until 5:00 pm. We shut and lock the doors promptly at 5:00 pm.
- When closed for the day, the doors will be locked, and access inside the exhibit hall will not be available until the next day for security purposes. Please take anything of value with you at the end of the day to ensure its security, as FRN is not responsible for any items that may become missing.

## EXHIBIT TEARDOWN

- Teardown will begin at 10:30 am on Thursday at the final session. There is no early teardown on Thursday. Out of respect for the presentations, there will be no exceptions. Thank you in advance for your understanding.
- Boxes can be left in your respective booth **HOWEVER** you must stop by the GEMS service desk and complete and outbound bill of lading for any freight that is to be shipped regardless of carrier.
- Please remember to bring your own shipping labels and packing tape.

## EXHIBIT HALL PRIZES

We hope you have elected to participate in our exhibit hall game. This game was developed by your conference team at FRN and has been a hit at past conferences. Your company will be featured and attendees will be incentivized to come to your booth! You will turn in your prize at the exhibitor registration desk upon arrival.

You are allowed to host your own prize giveaway at your booth if you wish, but we will not draw or announce the winners with our Monopoly game. Our game is a theme throughout the conference, so it's very beneficial to be part of it! There will be full instructions in your exhibitor packet upon arrival.

### Sample of Monopoly Card



#### HOW TO PLAY:

- 1) COLLECT MONEY BY VISITING EXHIBITORS AND ATTENDING EVENTS.
- 2) TRADE YOUR MONEY FOR PRIZE ENTRIES BY VISITING THE BANKER.
- 3) WIN COOL PRIZES BY BEING PRESENT TO WIN DURING BREAKS AND AFTER THE FINAL KEYNOTE ON THURSDAY.

\*LIMIT FIVE ENTRIES PER PERSON PER PRIZE.

\*EXHIBITORS DISTRIBUTE MONEY AT THEIR DISCRETION.

#### HOW TO PROCURE:

VISIT PARTICIPATING EXHIBITOR BOOTHS MARKED WITH THE MOCOPOLY LOGO.

ATTEND KEYNOTE PRESENTATIONS, BREAKOUT SESSIONS AND OTHER CONFERENCE EVENTS.

FIVE CHANCE CARDS WILL BE RANDOMLY DISTRIBUTED. REDEEM WITH THE BANKER.

SHOW THE BANKER THAT YOU'VE USED THE #MOC2015 HASHTAG ON ANY SOCIAL MEDIA PLATFORM.

FIVE VIP PARKING CARDS WILL BE RANDOMLY DISTRIBUTED. REDEEM WITH THE BANKER.

VISIT THE HEROES IN RECOVERY BOOTH

REQUEST A SONG AT THE DJ BOOTH

## SHIPPING TO THE CONFERENCE | GEMS

To ship anything for your booth you **MUST** follow this process:

**Ship for ARRIVAL between March 5 – April 6 to:**

Freight Force  
c/o GEMS for IIR 2018  
(Company name & booth #)  
1222 Innovative Drive  
San Diego, CA 92154

For boxes arriving after April 6 - you will ship to the hotel, but boxes may **not** arrive **BEFORE Sunday, April 8<sup>th</sup>**. If they do, **they will be turned away.**

**\*UPS & Fed Ex does not ship on Sunday at The Del. Therefore, the earliest you would receive your boxes would be that Monday April 9<sup>th</sup> (the first day of the conference).**

**Please plan accordingly.**

**After 4/6 ship to:**

Hotel Del Coronado  
C/o GEMS  
YOUR Company Name & Booth #  
**IIR 2018**  
1500 Orange Ave.  
Coronado, CA 92118

\*All boxes are subject to handling fees. Please see your GEMS manual for pricing.



## EXHIBIT HALL BOOTH ASSIGNMENTS & DIAGRAM

Your sponsorship level determines your booth size and placement. The exhibit hall is located in the main hotel Ballroom. You will receive your booth placement at a later date.

## TRANSPORTATION INFORMATION TO/FROM HOTEL/AIRPORT

The airport and around town shuttle is handled by the Del Express at 888-364-2315. You may also contact Del Concierge at [concierge@hoteldel.com](mailto:concierge@hoteldel.com) or 800-HOTEL-DEL. The Concierge can also accommodate private charter service.

Taxis are also available at the airport and hotel. The hotel is approximately 9 miles from the airport.

## PARKING AT THE HOTEL DEL CORONADO

Discounted self-parking is available at the hotel for \$15 per day for FRN guests. There is NO discount on valet parking (\$47/day).

## STAYING AT THE HOTEL | INFORMATION

The special Foundations Recovery Network contracted rate for a standard room is \$279. All registrants can book their room online: [CLICK HERE](#) or by calling 1-800-468-3533 and mention the Innovations in Recovery conference. The group rate will be available until the cut off date of **3/17/2018** or until the block is full. Once the cut-off date arrives, group rates will continue to be offered based on categorical availability.

## BAG INSERTS

If you have elected to be included in our bag insert promotional opportunity, you will need to ship your items, **quantity 800**, to the following address by **March 27, 2018** (must be in house by this date, not post-dated). Items should not exceed 8 1/2 x 11.

\*If you are not signed up and are interested in participating, please contact Jordan Young.

Please send your items using this address:

UCPA  
Precision Assembly Department  
205 W Mission Ave., Ste G  
Escondido, CA 92025

**Please mark the box(es) as follows:**

IIR 2018 Sponsorship  
Box \_\_\_\_\_ of \_\_\_\_\_



## SPEAKER PROCEDURES AND INFORMATION

If you are sponsoring a speaker, please take note of the following information:

- Each speaker you are sponsoring **MUST** be pre-registered. It is your responsibility to add them to your comp'd registration list prior to the start of the conference.
- FRN pays for one night for one speaker prior to the scheduled speaking session. Jenny Decker will make all arrangements and confirmations will be sent to the speaker and the listed contact person on the speaker form. Any additional nights will be booked and arranged by either the speaker or their sponsoring company, whichever you have agreed.
- All speakers must arrive to their designated speaking room at least 30 minutes prior to speaking to meet with AV to make sure they are setup the way they have requested.
- Each room comes with a projector, screen and microphone (handheld, lapel or podium). Speakers are required to bring their own laptop for any visuals or PowerPoint presentations they intend to display.
  - Any handout materials are the responsibility of the speaker/sponsor to print and handout to attendees.
  - Any flip charts, laser pointers, wireless internet connections, etc. are by request and must be requested at least 2 weeks prior to the start of the conference.
- Sponsors of speakers are responsible for any additional signage or promotional materials inside of the speaking room.
- FRN encourages pre-promotion and marketing for your speaker session. If you need ideas, please feel free to contact us and we can brainstorm. Don't forget to use #IIR2018 in social media posts!
- A representative from your company is allowed and encouraged to make a **5 minute introduction** to your program and speaker. **Please make sure that person arrives at least 15 minutes prior to the session to check in with AV and make sure they are set with microphones.**

## IMPORTANT LINKS

### [Registration Link](#)

### [View or modify your current registration!](#)

\*Make sure you register all your complimentary passes with your staff, speakers, etc.

### [Hotel Booking](#)

\*If the hotel is sold out, please make sure you go on the waiting list because there are usually cancellations.

## DON'T FORGET!

- Packing tape
- Shipping labels
- Scissors
- Box cutter
- Promo items
- Marketing collateral
- Business Cards (bring lots!!)
- Comfortable shoes ☺

## LIABILITY AND INSURANCE

**TERMINATION POLICY** We reserve the right to terminate your registration and sponsorship at any time prior to the start of the conference. If we exercise this right, we will provide you with a notice of termination no later than 72 hours prior to the start date and refund your sponsorship fee. We further reserve the right to immediately terminate your registration at any time through the end of the conference, and your sponsorship fee will be forfeited, if you engage in behavior or activity that has or may cause damage to our brand, image or has or may impair our management or operation of the conference, each as determined in our sole discretion.

**LIMITATION OF LIABILITY** We will have no liability with respect to any loss, liability, claim, damage or expense arising from or under this agreement or your registration or sponsorship, except to the extent and amount of your paid sponsorship fee. It is the responsibility of sponsors to take all banners, brochures and marketing materials with them upon the conference's close. All items remaining on the show floor will be discarded. It is the responsibility & discretion of the conference participant to provide event or liability insurance for any damage caused by their own negligence. By registering to occupy an exhibit table, the exhibitor maintains full responsibility for any damage caused to the hotel/event venue by your own exhibit materials. You shall not tape, nail or glue any materials on property owned by the hotel/event venue. Any damage or labor hired as a result will be the responsibility of the exhibiting company.

## SPONSORSHIP CANCELLATION POLICY

- More than 90 days prior to the start of the conference, receive 50% refund.
- 31 to 90 days prior to the start of the conference, receive 25% refund.
- Less than 30 days prior to the start of the conference, no refunds will be issued

By registering your company, you have agreed to these terms.

Thank you! We look forward to seeing you in San Diego!

Let us know if you need anything.

[www.foundationsevents.com](http://www.foundationsevents.com)

#IIR18

