

MWCEA 2020 Exhibitor Service Guide



Dear Exhibitor,

Thank you for exhibiting at the **2020 MWCEA Annual Conference** to be held **September 20-23, 2020** at the Clarion Fontainebleau Hotel in Ocean City, Maryland. This exhibitor service guide is a valuable resource in preparing for MWCEA 2020. Whether it's your first time at MWCEA or you're an experienced exhibitor, the service guide is an easy-to-use tool to help make exhibiting an effortless process and ensure that you have a successful show.

What to do and when to do it...

This Exhibitor Service Guide provides you with all of the information you need to ensure a smooth exhibiting experience—from Rules and Regulations, and Marketing and Sponsorship information, to Show Products and Services Order Forms, and more. Please pay special attention to the **Important Deadlines** as you prepare for the show, and keep in mind that advanced ordering will save you money and ensure a smooth running show.

Increase your exposure...

The service guide also includes a promotion section, which details marketing and sponsorship opportunities to enhance your return on investment in **MWCEA 2020**. Remember that pre-show and at-show marketing is the key to building your visibility and maximizing booth traffic. The MWCEA has reserved a limited number of rooms for exhibitors and attendees at a discounted special rate. Please make your reservations early as rooms fill up quickly. Rooms are available on a first come, first serve basis. Special room rates are also available at [The Princess Royale](#) and [The Carousel](#) hotels. [For more information, please visit the MWCEA website here.](#) Please identify yourself as a participant in the **MWCEA 2020 Conference**.

As exhibitors, you will be receiving periodic email bulletins with information, networking events and helpful reminders. Also, watch for our informative **MWCEA News Minute**.

Get Social: We invite you to “Like” us on our [Facebook page](#) & follow us on Twitter: **@MWCEA**

If you have any questions or concerns during your planning process, please do not hesitate to contact me by email at info@mwcea.com, or by phone at **240-206-6007**.

Thank you for your support of the **MWCEA 2020 Conference**, we'll see you in Ocean City!

Andrea Ball, Executive Director

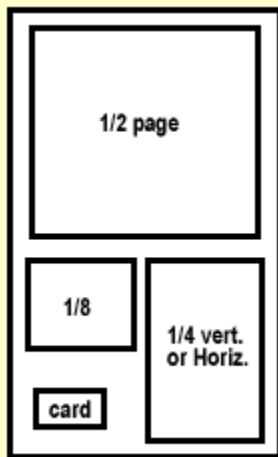
MWCEA Advertising & Sponsorship Opportunities

MWCEA 2020 MARKETING OPPORTUNITIES

- **Spotlight Your Presence at MWCEA!**
- **Drive Attendees to Your BOOTH!**
- **Get The Most Out of Your Participation!**

The MWCEA Program - *Make a lasting impression and extend the life of your exhibit.*

The Official Program & MWCEA App both feature all-inclusive on-site reference to MWCEA, featuring the daily activities, exhibitor listings with company information, attendee directory, speaker bios, program schedule, with memory drive and the expo floor plan insert that attendees use to locate individual exhibitors.



[Click here to view technical requirements for submitting artwork, Ad sizes/prices, and to complete the convenient online order form.](#)

Questions: info@mwcea.com

Final date for receipt of ALL ad copy will be August. 1, 2020

A FREE Hyperlink from the MWCEA website to your company's home page is included with your purchase of any ad.

Advertisement in the MWCEA App!

- \$1,000 (Your company's ad displayed front and center as a featured advertiser on the "Who's Who" front slider of the MWCEA App!)
- \$500 *Up Front & Center Special* (if you have already purchased a half-page or full-page ad in the MWCEA Program, for an extra \$500 you can extend your advertising exposure with a featured ad on the "Who's Who" front slider of the MWCEA App!)

MWCEA Sponsorships - Contributions and sponsorships to help cover the many expenses related to the conference are encouraged. All contributors will be recognized by notice in the program. Those contributors wishing to include a message or other notice on a cover or inside page of the Conference Program Guide/Directory may do so following the suggested schedule.

Sponsors will be featured with their logo and company name prominently in our meeting program advertising and signage at the event. [Click here for available sponsorship opportunities and details.](#)

Maryland Workers' Compensation Educational Association
phone: 240-206-6007 fax: 202.449.8560 www.mwcea.com

MWCEA Exhibitor Information

EXHIBITOR MOVE-IN:	Sunday, September 20, 2020	12PM - 8PM
EXHIBITOR MOVE-OUT:	Wednesday, September 23, 2020	11AM - 2PM

Exhibit Hours:

Monday, September 21st - 7:00AM – Noon
Tuesday, September 22nd - 7:00AM – Noon
Wednesday, September 23rd - 7:00AM – 10AM

Exhibit Hall Passport to Prizes Contest!

- **An Exhibit Hall Game for Attendees by Exhibitors!** The Exhibit Hall Passport Contest is a perfect ice breaker for exhibitors. You are guaranteed exhibit booth traffic and given a perfect opportunity to begin the sales conversation. Participate today!

How the Game Works:

Each attendee will receive a passport with the participating sponsor and exhibit booth numbers listed on the game card. Attendees will need to visit ALL exhibitors listed, submit a business card and get their passport initialed at every booth on their Passport Game card. Each exhibitor is responsible for collecting individual attendees' business cards. Once all booths have been initialed (in the corresponding boxes), passports can then be deposited into a drop-box located at the Registration booth. Passports must be turned in by 9am on Wednesday, September 23rd in order to be eligible for the prize drawing.

The prize drawings will take place on Wednesday, September 23rd at 11am in the Crystal Ballroom after the Breakfast with the Commissioners and Legislative Update. Attendees must be present to win the prizes. Exhibitors form a line outside of the Crystal Ballroom, bring their prize and collected business cards for the drawings.

To Participate:

Each participating exhibitor is asked to donate a prize of their choice. It's that easy! All donated prizes must be available during the Wednesday, September 23rd drawing.

For your participation, you will receive the following Sponsor benefits:

- A guaranteed opportunity to start the sales conversation with conference attendees
- If you have any questions about this program, please contact Jacquie Ball (info@MWCEA.com)
- All collected business cards will be returned to the participating exhibitors at the drawing.

The Top Five Reasons Why You Should Participate:

1. GUARANTEED EXHIBIT BOOTH TRAFFIC
2. PERFECT OPPORTUNITY TO START THE SALES CONVERSATION
3. ENHANCE YOUR BRAND'S PRESENCE
4. COST-EFFECTIVE MARKETING APPROACH
5. GURANTEED BUSINESS CARD CONTACTS FOR FUTURE MARKETING PURPOSES

Exhibitor Service Links:

- [EXHIBITOR SERVICE ORDER FORM -Clarion Hotel](#)

****All Booth Attendees MUST be Registered & PAID prior to CONFERENCE****

- Early Bird Registration Deadline: 07-31-2020
- Sign up for the Mon. & Tues. Lunch & Learn Sessions!

- Support a GREAT CAUSE!  Kids' Chance of Maryland, Inc. Educating Children of Injured Workers
- Register or Sponsor the Kids Chance Fun Run/Walk in OC!

Each Exhibit Includes:

- 1 8' x 8' area (pipe and drape)
 - 1 2' x 6' draped table
 - 2 chairs
 - 1 Identification Sign

ADDRESS AND LOCATION OF CONFERENCE

Clarion Hotel Convention Center
10100 Ocean Highway, Ocean City, MD 21842

ATTENDEE REQUIREMENTS

The Conference is a business event and restricted to trade professionals only. *Companions are not allowed to attend the trade show exhibits or CE sessions and will be issued GUEST Badges that must be worn at all times.*

Only ONE Companion allowed per registrant. Companions are persons who accompany the registered individual for personal reasons as distinguished from someone with a professional interest in workers' compensation. Companion registration includes social events only.

MANDATORY: BADGES MUST BE WORN AT ALL TIMES AND WILL BE USED TO BE PERMITTED INTO SOCIAL EVENTS AND CE SESSIONS.

BACKGROUND DRAPERY AND BOOTH FURNISHINGS:

Background and side drapery throughout the show will be blue and white. Booth equipment, services, and furnishings are available through EXPO Convention Contractors; Shepard's Order forms for the services they provide should be completed and returned promptly to take advantage of the advance order pricing. You may contact them directly at (410) 737-9270 with any questions.

MWCEA Exhibitor Information

BOOTH SPACE

The standard items included in exhibit space (per 10' x 10' pipe and drape booth)

8' high drape back walls

3' high drape side walls (Blue/white)

Table Skirted blue

Listing in official show directory

Company listing on the official MWCEA website

7''x 44'' booth identification sign with name of exhibitor and booth number

24-hour perimeter security

MWCEA networking events

Facility is carpeted

- Exhibitors are welcome to send booth location preferences; however they are subject to change and availability. (info@MWCEA.com)
- Exhibitor booths are not assigned or released prior to September 10th.

Exhibit space is limited to 85 booths. Space will be reserved on a first deposit, first reserved basis. The submission of this form, with or without a deposit is not a guarantee of a confirmed reservation.

Reservations will be confirmed in writing subject to timely receipt of signed Exhibitor Service Agreement and payment of all rental and registration fees.

Print Deadline: Exhibitor and Registrant fees must be postmarked or submitted and paid by 8/15/2020 to guarantee placement in the MWCEA Conference Book.

- **NO REFUNDS** - Attendee substitution registration or a credit will be applied for the following year.

Thank you for your continued support of the MWCEA Conference in Ocean City, MD!