



UNLOCKING

THE FUTURE OF VACATION RENTALS

2024 VRMA International Conference
October 14-17 • Phoenix, Arizona



2024 VRMA International Exhibitor Webinar

September 12, 2024



UNLOCKING
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2024 VRMA International Conference October 14-17 • Phoenix, Arizona

#VRMAInternational



Agenda

- VRMA Show Management
- Exhibitor & Conference Resources
- Registration & Housing
- Schedule of Events
- Critical Dates
- Exhibit Hall Floor plan and Convention Center
- Alliance Exhibitor Services Kit (All booth order forms)
- Lead Retrieval
- Marketing Kit
- Conference Mobile App
- Treasures in Transit
- Shipping
- Exhibitor Donations
- Conference Attendee Lists
- Sponsorship Opportunities
- Q&A

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2024 VRMA International Conference October 14-17 • Phoenix, Arizona

#VRMAInternational

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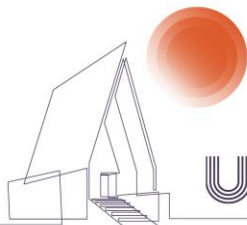
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Exhibitor Resources



The screenshot shows the VRMA website's exhibitor resource page. At the top, there is a dark navigation bar with a search field, the VRMA logo, and links for 'LOGIN' and 'MENU'. Below this is a large banner with a dark background and the text 'International Conference'. The main content area features a large graphic with a house illustration and the text 'UNLOCKING THE FUTURE OF VACATION RENTALS'. Below the graphic, it says '2024 VRMA International Conference October 14-17 • Phoenix, Arizona'. A navigation menu at the bottom includes 'HOME', 'REGISTRATION', 'PROGRAM', 'HOTEL', and 'EXHIBITS'. The 'EXHIBITS' menu is highlighted, showing sub-links for 'EXHIBITOR RESOURCES' and 'EXHIBITOR LIST'. A red call-to-action button is positioned below the main graphic.

SEARCH...  VRMA  LOGIN MENU 

International Conference

 **UNLOCKING**
THE FUTURE OF VACATION RENTALS

2024 VRMA International Conference
October 14-17 • Phoenix, Arizona

HOME REGISTRATION PROGRAM HOTEL EXHIBITS

EXHIBITOR RESOURCES EXHIBITOR LIST

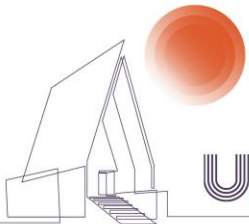
Join VRMA for the 2024 International Conference!

The Exhibitor Resource Page is your one-stop-shop for everything you need to know about VRMA International Conference



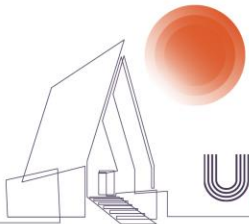
Exhibitor Resources

- [International Conference Floor Plan](#)
- [Frequently Asked Questions](#)
- [Newsletter #1](#)
- [Newsletter #2](#)
- [Important Deadline Dates](#)
- [Interactive Map](#)



Exhibitor Registration

- Each 8 x 10 booth purchased receives (1) complimentary registration badge
- Additional badges are \$1,100 per person
- Register your staff no later than **Monday, September 23**
- **If you have any questions regarding the registration or have name changes, email: registration@vrma.org**
- **If you need your complimentary company code resent, email: vrmaexhibits@vrma.org**



Registration Lanyards

White Lanyards = VRMs

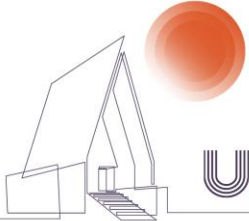


Red Lanyards =
Suppliers/Exhibitors



Invite Your Customers

- Exclusive first-time attendee registration discount to pass along to your customers who have never attended the International Conference.
- \$50 Off Discount Code: **FTAEXH24**
- **Your customers can take money off the registration cost by entering your special code at checkout.**
- *Note: The code is valid for your customers who will be first-time International Conference attendees.*



Schedule

Sunday, Oct. 13

2:00 pm – 5:00 pm Early Move In (appointment only)

NOTE: Exhibitors **will not have access to the hall until Monday at 8am** unless they have prior approval for early-move in from VRMA Show Management. Approvals are based on first-come first-served and for companies with 4+ booths. *For early move-in requests contact:*
vrmaexhibits@vrma.org

Monday, Oct. 14

8:00 am – 4:00 pm Exhibitor Move In

11:00 am – 7:00 pm Registration Open

4:00 pm – Show Ready

5:00 pm – 7:00 pm Welcome Reception in Exhibit Hall

Tuesday, Oct. 15

7:00 am – 5:30 pm Registration Open

8:00 am – 5:00 pm Exhibit Hall Open (including Hub Sessions)

8:00 am – 9:00 am Breakfast in Exhibit Hall

9:00 am – 10:15 am Opening General Session

10:15 am – 11:30 am Coffee Break

12:15 am – 2:15 pm Lunch in Exhibit Hall

3:00 pm – 4:00 pm Coffee Break

Wednesday, Oct. 16

7:45 am – 5:00 pm Registration Open

8:00 am – 5:00 pm Exhibit Hall Open (including Hub Sessions)

8:00 am – 9:00 am Breakfast in Exhibit Hall

9:00 am – 10:15 am Opening General Session

10:15 am – 11:30 am Coffee Break

12:15 pm – 2:15 pm Lunch in Exhibit Hall

3:00 pm – 4:00 pm Coffee Break

5:00 pm – 9:00 pm Exhibitor Move Out

6:00 pm – 8:00 pm Closing Party at The Duce (offsite)



Friday, September 13 – Important!

- First Day for shipments to be received at the advanced receiving warehouse

Friday, September 16

- Alliance advanced discount deadline for most show services listed below:
(Furniture, Labor, Carpet, Material handling, Signage, Exhibits Rental)
- Meeting Space Requests Submission Form

Monday, September 23

- Registration Badge Deadline & Hotel Block Cut Off

Friday, September 27

- Electrical Discount Deadline

Monday, September 30

- Lead Retrieval Discount Deadline
- Mobile App Launch

Tuesday, October 1

- Pre-show Attendee list emailed to exhibitors

Monday, October 7

- Last Day for shipments to be accepted at the advance warehouse

Sunday, October 13

- Early exhibitor move-in from 2:00 pm – 5:00 pm (*by appointment only*)

Monday, October 14

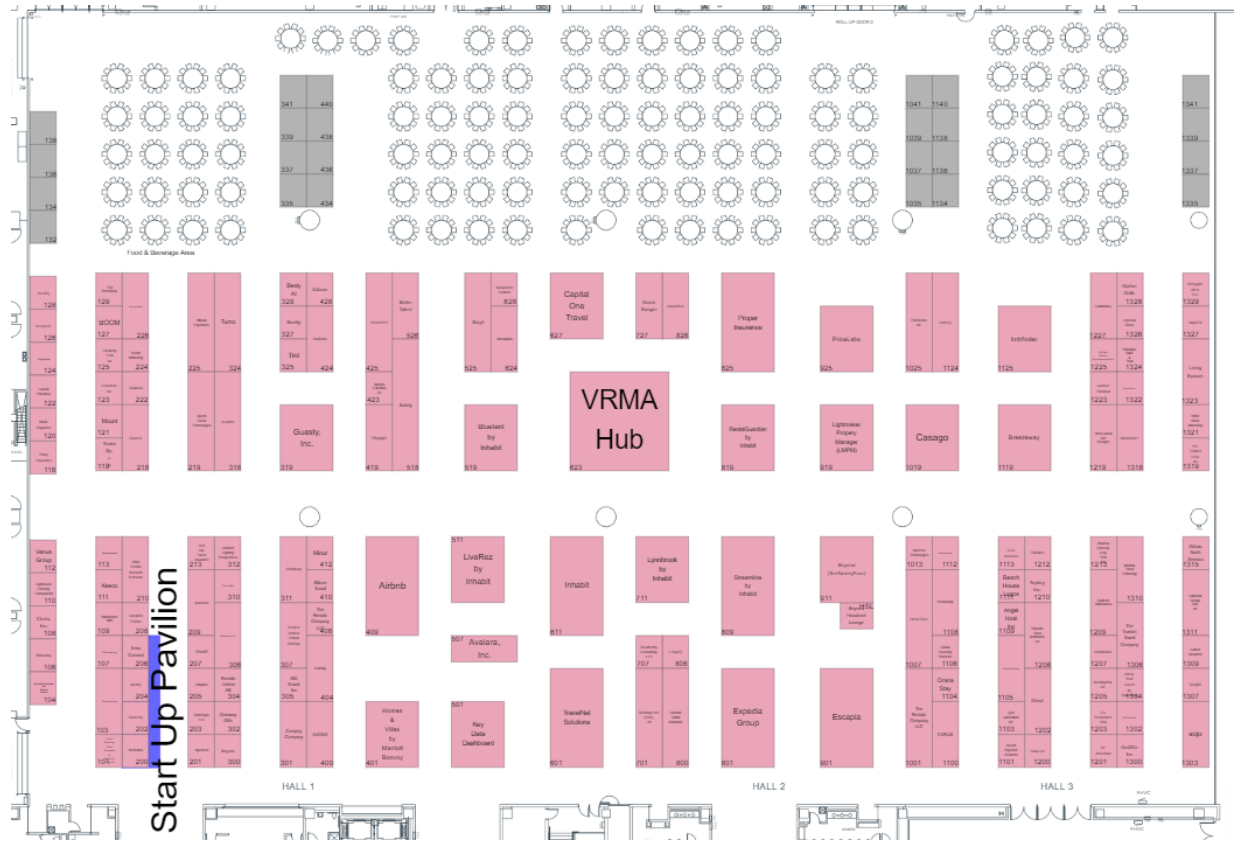
- Direct to show site shipments accepted
- Exhibitor move-in: 8:00 am – 4:30 pm

Wednesday, October 16

- Exhibitor move-out: 5:00 pm – 9:00 pm

Exhibit Hall Floor Plan

Exhibit Hall Online Floor plan



Phoenix Convention Center

WEST BUILDING

300 LEVEL:

General Sessions

200 LEVEL:

Sponsored Breakfast & Learns
Private Meeting Rooms

100 LEVEL: (Street Level)

Educational Bootcamps
Education Sessions
Advocacy Reception

LOWER LEVEL:

Exhibit Hall
Registration
New Member & First Time
Attendee Reception



Exhibitor Service Kit

- <https://alliance-exposition.boomerecommerce.com/Pages/Security/Login.aspx>
- If you are logging in for the first time, refer to an email from ExhibitorAssistance@alliance-exposition.com
- If you forgot your login, click “forgot password”



WELCOME TO

ALLIANCE ONLINE

Exhibitor Online Ordering

Alliance OnLine is your gateway to user-friendly exhibit and tradeshow planning. From general event information and key dates to resources and show services, allow us to provide the resources and solutions for your next seamless event experience.

Existing Users If you have previously placed orders with Alliance OnLine, login with your e-mail address and password in the box to the right. If you have forgotten your password, click the “Forgot Password” link in the box to receive a new temporary password.

New Users Create a new account by clicking the link in the email invitation sent to you for a future event, or contact Alliance Exhibitor Services by phone or email below.

Login to place new orders, modify existing orders and manage your account.

E-Mail Address

Password

[Forgot Password](#)

[Return to Event Home](#)
[View My Selections by Category](#)

2024 VRMA International Conference
 October 14 - October 17, 2024



See All Departments

- Material Handling ▶
- Show Special Furniture Packages ▶
- Carpet and Padding ▶
- Booth Cleaning ▶
- Tables ▶
- Custom Table Throws and Banner Stand ▶
- Chairs, Stools, and Ottomans ▶
- Wastebasket ▶
- Booth Accessories ▶
- Lounge Seating ▶
- Office Accessories ▶
- Charging Station Furnishings ▶

Search for

QUICK FACTS

EVENT & VENUE

2024 VRMA International Conference
 October 14 - 17, 2024
 Phoenix Convention Center
 West Hall 1-3
 Phoenix, AZ

IMPORTANT DATES



Alliance Exhibitor Service Kit

[Return to Event Home](#)
[View My Selections By Category](#)

2024 VRMA International Conference
October 14 - October 17, 2024

Click here to request assistance from Exhibitor Services.

See All Departments ▾

- Material Handling ▸
- Show Special Furniture Packages ▸
- Carpet and Padding ▸
- Booth Cleaning ▸
- Tables ▸
- Custom Table Throws and Banner Stand ▸
- Chairs, Stools, and Ottomans ▸
- Wastebasket ▸
- Booth Accessories ▸
- Lounge Seating ▸
- Office Accessories ▸
- Charging Station Furnishings ▸
- Reception Stations ▸
- In-Booth Labor - Display ▸
- In-Booth Labor - Forklift ▸
- Signs & Graphics ▸
- Floral ▸

Shop Vendor Partners

- Classic Rental Exhibits

Search for Search

Print this page

QUICK FACTS

EVENT & VENUE

2024 VRMA International Conference
 October 14 - 17, 2024
 Phoenix Convention Center
 West Hall 1-3
 Phoenix, AZ

IMPORTANT DATES

Friday, September 13, 2024 **ADVANCE SHIPMENT RECEIVING**
 First day warehouse will begin receiving advance shipments without surcharges.

Monday, September 16, 2024 **ADVANCE ORDER DISCOUNT DEADLINE**
 All orders must be received with payment in full by this date to receive discounted pricing.

Monday, September 23, 2024 **ADVANCE ORDER DEADLINE - CUSTOM GRAPHICS & CUSTOM TABLE THROWS**
 All orders must be received with payment in full by this date to guarantee production of the order for the show. These items will not be available to order after the deadline date.

Monday, October 7, 2024 **ADVANCE SHIPMENT DEADLINE**
 Last day for advance shipments to arrive at warehouse without surcharges.

SCHEDULE

Monday, October 14, 2024 8:00am - 4:00pm EXHIBITOR MOVE-IN

Additional Information

Show Management Forms
 Exhibitor Critical Dates
 Housing Alert

Booth Package

EACH 8'X10' BOOTH PACKAGE WILL INCLUDE THE FOLLOWING ITEMS:

- 8'H Black Backwall Drape
- 3'H Black Siderail Drape
- 1 - 6' Black Skirted Table
- 2 - Side Chairs
- 1 - Wastebasket
- Standard Booth Identification Sign

Note: The exhibit hall is not carpeted. Exhibitors are required to provide carpet/flooring for their booth space. Exhibitors can bring their own or purchase via the decorator. Aisle Carpet will be provided.

*To upgrade, change, or decline the booth package, contact ExhibitorAssistance@alliance-exposition.com.

Lead Retrieval

Order Form: <https://events.smithbucklin.com/client/VRMARhythm/528>

Discount Pricing Deadline: Monday, September 30

Questions: Please call 312-321-6812 or email itevents@smithbucklin.com

Order form on Exhibitor Resources Page or in the Alliance Exhibitor Service Kit

Exhibitor Resources

Important Forms and Information

- 2024 VRMA Exhibit Hall Floor Plan
- Schedule of Events
- Meeting Space & Ancillary Event Request Form *(First-come, first-serve)*
- Exhibitor Registration (email vrmaexhibits@vrma.com if you need your complimentary code re-sent)
- **Lead Retrieval Order Form**
- New Sponsorship Opportunities
- Alliance Quick Facts
- Exhibitor Services Kit
- 2024 Critical Dates

Utilities & Event Suppliers

Electrical

Internet

Audio Visual

Lead Retrieval

Food and Beverage

Hanging Signs

Marketing Kit

- Your target audience will be at the VRMA International Conference— including both current and prospective customers.
- Make sure customers know where you will be October 14-17
- The marketing kit includes sample social media posts, email blasts, an event boilerplate, graphics, and more.



2024 VRMA International Conference Marketing Toolkit for Exhibitors and Sponsors

Welcome to your go-to guide for promoting the 2024 VRMA International Conference. This toolkit offers easy-to-use templates for social media and email outreach. Our goal is to help you share the excitement and benefits of attending the conference with your network.

How to Use This Toolkit

1. **Social Media Posts:** Use the sample posts below to share updates on your social media platforms. Feel free to personalize them to reflect your style.
2. **Email Templates:** Reach out to your contacts with the pre-written email. Customize the email to make it more personal.
3. **Shareable Graphics:** Download the provided graphics and use them in social media posts, email signatures, and other communications.

Sample Social Posts

Leverage your social media network – use the sample posts below or customize them to fit your voice. Be sure to follow VRMA on [Facebook](#), [LinkedIn](#), [Instagram](#), and [X](#) to stay up to date on all things #VRMAInternational.

- Come network with [insert company], a proud [exhibitor/sponsor] of #VRMAInternational. You can find us at [insert booth #] October 14-17 in Phoenix, Arizona. See you there! <https://www.vrma.org/events/international-conference#REG>
- Phoenix is calling! Join us at #VRMAInternational to learn about the latest innovations in our industry by stopping by [insert booth #] and connecting with [insert company] representatives. Learn more:

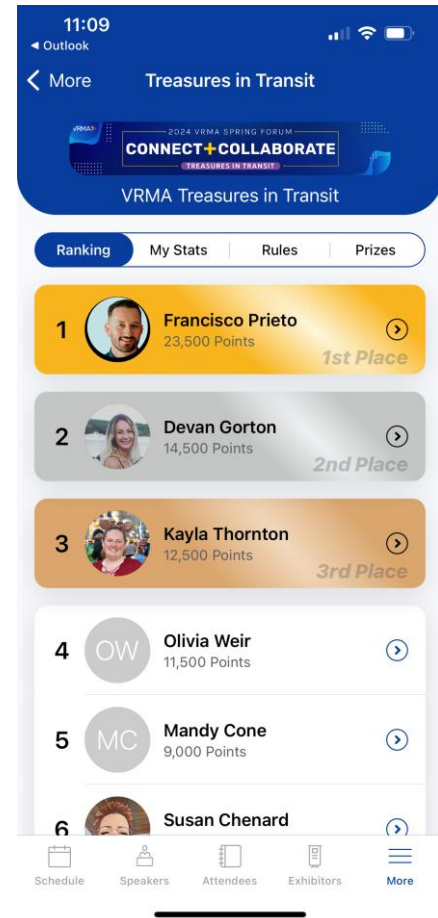
[Download the marketing kit now to start promoting your presence at the conference](#)

Mobile App

- The Mobile App will be released to exhibitors the week of September 16
- All exhibitors must be registered for the conference to receive access to the app
- If you have not already done so, please submit your VRMA International [Conference Exhibitor Mobile App Submission Form](#) by **Monday, September 16**. If you do not submit this information, you will be able to log into the app and update it yourself. Follow these [Step-By-Step Instructions](#)
- Your information will be transferred to the event mobile app and available for attendees to view at the event. Leave any categories blank that you do not wish to display
- The Mobile app will be available to all attendees the week of **September 30**

Treasures in Transit

- VRMA will be promoting the Treasures in Transit scavenger hunt using the mobile app throughout the conference.
- There will be a leaderboard to show who has earned the most points.
- Exhibitors participating will be emailed a report consisting of the company's QR Code scans at the close of each day.
- Prizes will be awarded at **3:30 PM** in the Exhibit Hall on Wednesday, October 16. Must be present to win.
- If You're interested in sponsoring this opportunity, please contact us vrmaexhibits@vrma.org.



Advance Warehouse Shipping

All shipments must be sent through to the Alliance warehouse in order to arrive on time for Show Open on Monday, October 14, 5:00 pm. Warehouse deliveries will be unloaded and delivered to your booth directly.

Friday, September 13 – **Important!**

- First day for shipments to be received at the advanced receiving warehouse

Monday, October 7

- Last day for shipments to be accepted at the advance warehouse

Monday, October 14

- Direct to show site shipments accepted

ADVANCE SHIPMENTS

Exhibiting Company Name/Booth #
2024 VRMA International Conference
c/o Alliance Exposition
Phoenix Convention Center
West Hall 1-3
100 N 3rd St
Phoenix, AZ 85004

For assistance, please contact Exhibitor Services at 888.528.2011 or ExhibitorAssistance@alliance-exposition.com.

Outbound Shipments

Outbound shipments not using Alliance Transportation and Logistics require a pick-up to be scheduled in advance by the exhibiting company with its designated carrier of choice.

- For outbound carrier pick up, schedule your carrier to pick up from the Outbound pick-up address between the hours of **5:00 pm and 9:00 pm on Wednesday, October 16** only. Carrier check-in deadline is **8:00 pm on Tuesday, October 16**.
- All exhibit materials must be removed from the exhibit hall by **9:00pm on Wednesday, October 16**.
- The UPS Center in Phoenix Convention Center will be open until 8:00 pm on Wednesday, October 16 for small freight being shipped out. All other freight must be arranged for pick up.

OUTBOUND PICKUP ADDRESS

Exhibiting Company Name/Booth #
2024 VRMA International Conference
c/o Alliance Exposition
Phoenix Convention Center
West Hall 1-3
100 N 3rd St
Phoenix, AZ 85004

NEW for 2024: Exhibitor Donations

- The Phoenix Convention Center works with Phoenix Dream Center for donations.
- Exhibitors will have the option to donate booth items that they do not want to ship back after the conference.
- All items to be donated should be brought to a designated location before **9:00 PM** on Wednesday, October 16.
- Show Management will provide more information onsite.

Attendee Lists

- Attendance Update (Exhibitor newsletter) – week of **September 16**
- Pre-show attendee list – Week of **October 1**
- Post-show attendee list – Week of **October 29**
- Attendee lists will include all registered attendees who've ***opted in*** to receiving communications from exhibitors.
- Lists include: Name, Company, Title, City/State, Job Area/Specialty, Email, Number of Units Managed
- **Important Note:** one-time only usage (*please read disclaimer once receiving the list*)

Onsite Space Selection

- Onsite booth selection for 2025 International Conference (Las Vegas, NV) will be held in Phoenix on Tuesday, October 15 & Wednesday, October 16
- Exhibitor contract and onsite booth selection information will be available the first week of October
- Information and booth selection times will distributed in advance and onsite in Phoenix

Q&A

Please submit all questions in the “Q&A” section of the Zoom.

If you have a specific question about your company or booth, email vrmaexhibits@vrma.org



Thank you!

We look forward to seeing you in Phoenix in
October!

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