

## 2024 VRMA SPRING FORUM

# CONNECT+COLLABORATE

APRIL 15-16 / NEW ORLEANS, LA

Dear 2024 VRMA Spring Forum Exhibitor,

In preparation for your participation as an exhibitor, please read the below information regarding your booth, the exhibitor service kit, updated registration rates, and more. Please forward this information to any colleagues who will be handling VRMA Spring Forum exhibit logistics.

### **Attendance Data Comparison**

As an exhibitor, you will receive a total of three registration comparisons in anticipation of the conference to help set expectations and prepare for your presence at VRMA. You will also receive a pre-conference attendee list the week of April 1<sup>st</sup>.

8 weeks out comparison <i>(as of 2.19.24)</i>	2023	2024	Delta
	Kansas City, KS March 6-7, 2023	New Orleans, LA April 15-16, 2024	
Overall Attendance	42	193	151 ↑
VRMs	25	92	67 ↑
Exhibitors/Suppliers	8	100	92 ↑
Speakers/Staff/Other	1	5	4 ↑
First Time Attendees (VRMs Only)	3	32	29 ↑
Sponsor Companies	49	42	7 ↓
Exhibiting Companies	92	74	18 ↓

### **Booth Flooring Reminder**

The convention center exhibit hall is a concrete/unfinished floor. VRMA will be carpeting aisles and common spaces. Each exhibitor is responsible for providing their own flooring (carpet or other) for their booth space at Spring Forum. You may bring your own flooring OR purchase carpet within the Alliance Service Kit.

### **Marketing Kit**

Get the word out to your current and prospective companies that you'll be in New Orleans for the VRMA Spring Forum on April 15-16. The marketing kit includes sample social media posts, email blasts, event graphics, and more, all tailored to help you attract your target audience to join you at the VRMA Spring Forum! [Click here](#) to access the marketing kit.

### **Meeting Space and Ancillary Events**

If you would like to host an event or meeting space during Spring Forum dates, please fill out the [Meeting Space or Ancillary Event Request Form](#). VRMA will review your request and provide a letter of

confirmation with additional details if approved. Note: all ancillary events and/or meeting functions may not conflict with the official program hours. Please make all requests by March 29, 2024.

### **Exhibitor Services Kit - Now Live!**

Alliance Exposition is the official VRMA general service contractor for the 2024 Spring Forum. The discounted rates for Alliance services are available through **Friday, March 15, 2024**.

The Exhibitor Service Kit is a one-stop shop to order all your booth needs, including furnishings, electric, internet, labor for install/dismantle, lead retrieval etc.

2024 [VRMA Spring Forum Exhibitor Service Kit](#)

Your trade show/primary contact should have received an email from [ExhibitorAssistance@alliance-exposition.com](mailto:ExhibitorAssistance@alliance-exposition.com) with an invitation to login to the exhibitor service kit. If you still cannot locate your email, please reach out to Alliance Exhibitor Services at [ExhibitorAssistance@alliance-exposition.com](mailto:ExhibitorAssistance@alliance-exposition.com) or 888.528.2011.

### **Hotel Reservations**

VRMA has contracted a reduced rate at the Hilton New Orleans Riverside. Book your stay by **March 22, 2024** to receive the reduced conference rate. Details are listed on the [Spring Forum Hotel](#) page or [click here](#) to access the booking link.

### **Exhibitor Registration**

Each exhibitor receives (1) complimentary registration per 8 x 10 booth (+ Corporate Sponsor allotments, if applicable). Please contact [registration@vrma.org](mailto:registration@vrma.org) if your primary contact has not received your company's registration information.

### **Exhibitor Schedule\***

Please ensure your staff is aware of the show hours for travel purposes. The exhibit hall will be open to exhibitors beginning at 7:00am, Monday and Tuesday.

#### **Exhibitor Move In**

Sunday, April 14 | 10:00 a.m. – 6:00 p.m.

\*Island Booths can submit early move-in requests to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org) for approval

#### **Show Hours**

Monday, April 15 | 8:00 a.m. - 6:00 p.m.

Tuesday, April 16 | 8:00 a.m. - 3:30 p.m.

#### **Exhibitor Move Out**

Tuesday, April 16 | 3:30 p.m. – 8:00 p.m.

View the Spring Forum full schedule of events [here](#).

*\*Subject to change*

### **Exhibitor Resources**

We have created an [Exhibitor & Sponsor](#) resources page with documents, important information and more. Additional information related to the event will be posted here leading up to the conference in April.

If you have any questions related to your participation at VRMA, email Brooke Shuler at [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org).

Thank you and we look forward to seeing you in New Orleans!

VRMA Events Team

