

2024 VRMA SPRING FORUM

# CONNECT + COLLABORATE

APRIL 15-16 / NEW ORLEANS, LA

Dear 2024 VRMA Spring Forum Exhibitor,

Thank you for signing up to participate in the 2024 VRMA Spring Forum and we look forward to seeing you in New Orleans in a few weeks! In preparation for your participation as an exhibitor at the 2024 VRMA Spring Forum, please read the below information regarding the event, your booth, exhibitor deadlines, the event mobile app, and more. Please forward this information to any colleagues who will be handling VRMA Spring Forum exhibit logistics.

**What to Expect**

Valuable feedback from our members and suppliers was heard and taken into consideration when planning this event. Based on feedback received, the 2024 Spring Forum will include a variety of changes and enhancements for both VRMs and Suppliers. A few highlights are listed below and can be found at <https://www.vrma.org/events/vrma-spring-forum>.

- **Focused Education Tracks** – Personalized learning experiences based on 3 main areas of focus: marketing/sales, business strategy, and operations. Each track will have a guided schedule and a current list of education sessions can be found on the VRMA website [here](#).
- **Enhanced Exhibit Experience** – Increased exhibit hall hours will include more dedicated time with VRMs and Suppliers, multiple meal functions, networking time, additional educational opportunities, and 2 new featured areas we’re calling “VRMA Connection Corners”.
- **Networking (and Fun!)** – We are incorporating new networking opportunities and exciting activities both within the exhibit hall and throughout the event.

**Attendance Data Comparison**

The attendance data shown below is 4 weeks out from the event.  
**Please note:** there is an early bird registration deadline this Friday, March 22, which historically has shown a significant increase in registration.  
 Registration data and a pre-conference attendee list will be sent the week of April 1.

4 weeks out comparison <i>(as of 3.18.24)</i>	2023	2024	Delta
	Kansas City, KS March 6-7, 2023	New Orleans, LA April 15-16, 2024	
<b>Overall Attendance</b>	387	345	42 ↓
<b>VRMs</b>	96	155	59 ↑
<b>Exhibitors/Suppliers</b>	264	181	83 ↓
<b>Speakers/Staff/Other</b>	27	9	18 ↓
<b>First Time Attendees (VRMs Only)</b>	80	55	25 ↓
<b>Sponsor Companies</b>	46	56	10 ↑

**Commented [SH1]:** I’m not sure we need to include this metric and can focus on the year over year VRM comparison referenced above.

Exhibiting Companies	97	83	14 ↓
Hotel Reservations Booked*	707	956	249 ↑

\*Current 2024 hotel reservations indicate an increase over 2023. While attendees may have booked hotel rooms, we anticipate more incoming registrations to match the current room block pick up.

### **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.

### **Upcoming Deadlines**

#### **Friday, March 22**

- **Hotel Reservations** – Book your stay by March 22 to receive the reduced conference rate
- **Electrical Orders\*** – Electrical is not included in your booth.
  - \*An account must be created to place orders through MCCNO
  - To place an order, visit the [MCCNO](#) page → search “VRMA” → Click “Go to Store” → Enter your booth number → Select your preferred services on the left hand side menu bar.
- **Alliance Discount Deadline for Custom Graphics and Table Throws**
  - Questions: [ExhibitorAssistance@alliance-exposition.com](mailto:ExhibitorAssistance@alliance-exposition.com)
- **VRMA Spring Forum Registration Rates Increase**

**Note:** Each attendee must have a VRMA Passport account in order to register for Spring Forum

  - Questions about VRMA Passport or your company’s membership: [vrma@vrma.org](mailto:vrma@vrma.org)
  - Questions about your company’s allotment or the registration process: [registration@vrma.org](mailto:registration@vrma.org)

#### **Friday, March 29**

- **Catering Order Deadline**
  - Questions: [linsey.marriott@sodexo.com](mailto:linsey.marriott@sodexo.com)
- **Audio / Visual Discount Deadline** (orders received after 3/29 are subject to additional 25% charge)
  - Questions: (630) 972-9640 EXT. 308 or [VRMA@davidmichaelproductions.com](mailto:VRMA@davidmichaelproductions.com)

#### **Monday, April 1**

- **Lead Retrieval** – Order lead Retrieval by April 1 to receive the advance order discount
  - Questions: [itevents@smithbucklin.com](mailto:itevents@smithbucklin.com)
- Week of April 1, the Pre-Show Attendee List will be sent to your tradeshow/primary contact

### **Mobile App**

Anyone who has registered under an exhibiting company at 2024 VRMA Spring Forum will receive an email from [noreply@rdmobile.com](mailto:noreply@rdmobile.com) regarding the mobile app next week. This email will contain detailed instructions on how to log in, update your personal, and company profiles. Stay tuned!

If you are responsible for updating your company’s profile but will **not** be attending Spring Forum, please email [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org) after 3/27.

### **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 quick links. 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

