



Dear 2024 VRMA International Conference Exhibitor,

Thank you for your support of the upcoming VRMA International Conference, October 14-17, 2024, in Phoenix! In preparation for your participation as an Exhibitor, please read the below information and forward it to any colleagues who will be handling VRMA exhibit logistics.

EXHIBITOR BOOTH PACKAGE

Each 8' x 10' booth package includes:

- Black pipe and drape for inline and perimeter booths (8' back drape, 3' side drape)
- Furniture: (1) 6' table, (2) chairs, Wastebasket, ID Sign
- Complimentary Conference Wi-Fi
- Exhibitor listing in VRMA conference marketing materials (website, mobile app)
- (1) Full conference registration badge

Important 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 Alliance. Aisle carpet will be provided.

FLOOR PLAN

Your booth number will be published in the VRMA marketing materials and will be used for all your exhibitor booth orders. To view the current floor plan with your location, view the online floor plan.

EXHIBITOR SCHEDULE

Check out the [VRMA Exhibitor Resources](#) for the full schedule and dedicated exhibit hall hours.

Exhibitor Move-In*

Sunday, October 13 | 1:00 pm – 5:00 pm* (by appointment only)

Monday, October 14 | 8:00 am – 4:00 pm (**all booths must be set by 4pm**)

* *Early move-in requests can be sent to vrmaexhibits@vrma.org for approval.*

Show Hours

Monday, October 14 | 5:00 – 7:00 pm (Welcome Reception)

Tuesday, October 15 | 8:00 am – 5:00 pm

Wednesday, October 16 | 8:00 am – 5:00 pm

Breakfast, Lunch and Coffee Breaks will be served in the Exhibit Hall. Exhibitors will gain access 1 hour prior to the exhibit hall opening.

Exhibitor Move-Out

Wednesday, October 16 | 5:00 – 9:00 pm

EXHIBITOR SERVICES KIT- *Now Live!*

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.

Alliance Exposition is the official VRMA general service contractor. Your primary contact on file with VRMA should have received an email from ExhibitorAssistance@alliance-exposition.com with an invitation to login to the exhibitor service kit.

VRMA 2024 Exhibitor Services Kit

All orders must be received with payment in full by **Monday, September 16, 2024**, in order to receive the discounted rate.

Existing Users

For exhibitors who are existing users in Alliance Online from prior events, you will be prompted to log in using your existing credentials. This is your email address and the password created in the past to access the Alliance Online site. If you do not recall your password, there is a reset button on the login page.

New Users

For exhibitors who are new users in Alliance Online, an email will intuitively prompt you to create a password prior to linking you to the event portal. If you still cannot find your email, please reach out to [Alliance Exhibitor Services](#) at or 888.528.2011.

EXHIBITOR SHIPPING

Shipping Information is located within the Exhibitor Service Kit. It is **highly recommended** that all of your booth freight be sent through to the Alliance advance warehouse in order to arrive on time for the Welcome Reception on Monday, October 14, 5:00pm. The advance warehouse will accept booth materials beginning **Friday, September 13 through Monday, October 7**.

REGISTRATION BADGES

Don't forget to [register](#) your team for the conference! Your registration code was emailed to your primary contact. If you are bringing additional staff in addition to your complimentary booth allotment, pricing for additional badges can be found [here](#). The regular rate ends Monday, September 23. If you need your code resent, please contact vrmaexhibits@vrma.org. If you have any questions regarding the registration process, please contact registration@vrma.org.

BOOK YOUR HOTEL ROOM

Hotel booking details will be provided in your conference registration email only. Register and book your stay by September 23 to receive VRMA's discounted room. After the cut-off date, reservations are subject to availability. The official VRMA hotels and conference rates are located [here](#).

EXHIBITOR RESOURCES

We've created an [Exhibitor Resources page](#) with exhibitor documents, important information and more! Information related to exhibiting at the event will be posted here leading up to the conference in October.

EXHIBITOR MARKETING KIT

Your target audience will be at the VRMA International Conference— including both current and prospective customers. Make sure they know where you will be October 14-17 with the Exhibitor Marketing Kit. The kit includes sample social media posts, email blasts, an event boilerplate, and more. [Download the kit](#) to start promoting your presence at the event.

If you have any questions related to your participation at VRMA, please email us at vrmaexhibits@vrma.org.

If you would like to learn more about sponsorship opportunities at VRMA International click [here](#) or reach out to Kevin McDonnell, kmcdonnell@vrma.org.

Thank you and we look forward to seeing you in Phoenix!



LeighAnn Aureli & Jackie Janus

VRMA Exhibits Team

Email: vrmaexhibits@vrma.org