



Dear VRMA Exhibitor,

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

VRMA International Registration Data (as of 8.12.24)

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 September 30th.

We want to be transparent and acknowledge that registration numbers are currently lower than anticipated. Please know that our team is fully committed to doing everything we can to increase attendance in the coming weeks. We have intensified our marketing efforts, are creating buzz through targeted promotions, and leveraging all available channels to generate excitement around the event.

9 weeks out comparison (as of 8.12.24)	2023	2024	Delta
	Orlando, FL October 22-25, 2023	Phoenix, AZ October 14-17, 2024	
Overall Attendance	1279	820	459 ↓
VRMs	677	487	190 ↓
VRM Companies	205	178	27 ↓
Exhibitors/Suppliers	602	333	269 ↓
Speakers/Staff/Other	47	11	36 ↓
First Time Attendees (VRMs Only)	325	245	80 ↓
Sponsor Companies	60	53	7 ↓
Exhibiting Companies	159	149	10 ↓
Start Up Companies	4	4	

Upcoming Deadlines

Wednesday, August 28

- Mobile App Company Profile deadline: [click here for submission form](#)

Friday, September 13

- First Day for shipments to be received at the advanced receiving warehouse
- Exhibitor Appointed Contractor (EAC) Notification due to VRMA

Friday, September 16

- Alliance advanced discount deadline for most show services listed below: Carpet / Furniture / Labor / Material handling/ Signage / Exhibits Rental
- 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.

Friday, September 23

- Regular registration rate discount ends
- Last day to make hotel reservations and receive the official reduced conference rate at one of the four official VRMA hotels - The link to book hotel rooms will be provided in your registration confirmation email only.

Friday, September 27

- Electrical discount deadline

Monday, September 30

- Lead Retrieval discount deadline – [Lead Retrieval order form](#)

Monday, October 7

- Last day for shipments to be accepted at the advanced warehouse without surcharges

Exhibitor Schedule

*Exhibitor Move-In**

Sunday, October 13 | 2:00 pm – 5:00 pm* (by appointment only, Island booths have priority)

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 pm – 7:00 pm (Welcome Reception)

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

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

*Exhibitors are permitted to enter the hall one hour prior to show opening each day.

Exhibitor Move-Out

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

Exhibitor Webinar - Save the Date!

VRMA will be hosting an Exhibitor Webinar on **Thursday, September 12 at 1:00pm CT** for all exhibitor information leading into the VRMA International Conference. The webinar will be recorded and sent to all exhibitors. [Click here to register for the Exhibitor Webinar.](#)

Exhibitor Registration

Don't forget to register your team! If you are bringing additional staff outside of your complimentary booth allotment, pricing for additional badges is listed [here](#). Regular registration rates will increase after **Friday, September 23**. If you have any questions regarding the registration process, please contact registration@vrma.org.

Book Your Room

The VRMA hotel room blocks are filling up quickly! **Hotel booking details will be provided in your conference registration confirmation email only. Don't miss out—reserve your stay by September 23!** [Register now](#) to receive access to the online hotel link.

Exhibitor Services Kit

Alliance Expositions is the official general service contractor for the VRMA International Conference. The service kit includes shipping information, ordering information for booth furniture, carpeting, electrical, internet, lead retrieval, and additional services. For all discount pricing, place all orders by **Monday, September 16**. Access the service kit [here](#). If you need assistance accessing the kit, reach out to Exhibitor Services at 888.528.2011 or ExhibitorAssistance@alliance-exposition.com.

Exhibitor Booth Rules & Regulations

Be sure to review the [VRMA Rules & Regulations](#) and [IAEE Guidelines for Display Rules and Regulations](#) for booth regulations such as maximum heights, hanging signs, and graphics. If you have any questions regarding your booth structure or setup, please reach out to vrmaexhibits@vrma.org.

Exhibitor Resources

The VRMA [Exhibitor Resources Page](#) is a one-stop shop for all current exhibitor information including the event schedule, online floor plan, important order forms, the exhibitor kit, marketing information, and more. Updates are regularly made to this page, so be sure to bookmark it!

Exhibitor Marketing Kit

Your target audience will be at the VRMA International Conference— including both current and prospective customers. 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.](#)

We appreciate your supporting efforts to promote the event to your clients and customers. If you have any questions or would like to discuss additional ways to maximize your visibility at the event, please don't hesitate to reach out. We are here to support your success.

If you have any questions, email LeighAnn Aureli at vrmaexhibits@vrma.org.

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



LeighAnn Aureli & Jackie Janus

VRMA Exhibits Team

Email: vrmaexhibits@vrma.org