



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 below information and forward it to any colleagues who will be handling VRMA exhibit logistics.

VRMA International Registration Data

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 an opt-in pre-conference attendee list the week of September 30th and a post-show list the week of October 28th.

We recognize that current registration numbers for the conference are lower than they were at this time last year. However, based on past trends, we typically experience a significant increase in registrations as the event approaches. With this in mind, coupled with continued marketing efforts, we remain confident and optimistic that we will see a strong turnout and host a successful event filled with valuable experiences and opportunities for all attendees.

We also appreciate your continued supporting efforts to promote the event to your clients and customers.

4 weeks out comparison <i>(as of 9.15.24)</i>	2023	2024	Delta
	Orlando, FL	Phoenix, AZ	
	October 22-25, 2023	October 14-17, 2024	
Overall Attendance	1912	1193	719 ↓
VRMs	1054	692	362 ↓
VRM Companies	383	266	117 ↓
Exhibitors/Suppliers	858	501	357 ↓
Speakers/Staff/Other	126	35	91 ↓
First Time Attendees (VRMs Only)	398	254	144 ↓

Sponsor Companies	60	53	7 ↓
Exhibiting Companies	159	158	1 ↓
Start Up Companies	4	4	

Upcoming Deadlines

Monday, September 23

- Alliance discount deadline for carpet orders (**booth flooring is required**)
- Alliance advanced discount deadline for custom graphics and 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
- Exhibitor Appointed Contractor (EAC) notification due to Alliance

Friday, September 27

- Electrical Orders discount deadline

Monday, September 30

- Lead Retrieval discount deadline – [Lead Retrieval order form](#)
- Opt-in Pre-Conference Attendee list sent to exhibitors (will be sent week of Sept 30)

Monday, October 7

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

Hotel Reservations

The VRMA hotel room blocks are filling up quickly! **Don't miss out—reserve your stay by September 23!** [Register now](#) to receive access to the online hotel link.

Exhibitor Schedule

For the most current exhibitor schedule, please reference the [VRMA Exhibitor Resources](#) page.

Invite Your Customers

Your customers can take \$50 OFF the registration cost by entering your special code below at checkout. The code is valid for your customers who will be first-time International Conference attendees. This is our way of saying thank you for helping us make 2024 our best conference yet.

Share Code 'FTASPON24' for \$50 Off Registration

Exhibitor Shipping

Shipping Information is located within the Exhibitor Services 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 setup prior to the Welcome Reception on Monday, October 14, 5:00pm. The warehouse address and details can be found in the Exhibitor Services Kit. 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

Mobile App

The VRMA International Conference mobile app will launch the week of September 16 for exhibitors. Reach out to vrmaexhibits@vrma.org if you need assistance accessing the app. Attendees will get access to the mobile app the week of **September 30**, so be sure to update your profile before then!

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 set up, please reach out to vrmaexhibits@vrma.org.

Onsite Space Selection

Booth Selection for the 2025 VRMA International Conference in Las Vegas, NV October 14-17, 2024, will be held onsite in Orlando at VRMA International Conference. Keep an eye out for upcoming communications regarding exhibitor sign-up and onsite space selection details.

Attendee List Scams

Fraudulent companies have been known to contact our attendees and exhibitors. They claim to represent the VRMA International Conference, offering attendee lists or VRMA contact lists. **VRMA does not sell membership or conference attendee email contact information.** No company is authorized to distribute or sell any lists for our events. VRMA does not rent, share, or sell attendee contact information to third parties.

The official pre-show attendee list will be sent from vrmaexhibits@vrma.org the week of September 30th.

Exhibitor Resources

The [Exhibitor Resources Page](#) is a one-stop shop for all current exhibitor information. It includes schedules, the floor plan, important order forms, the exhibitor kit, webinar slides and more.

If you have any questions related to your participation at VRMA, 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

