

## YOUR QUICK CHECKLIST FOR BRAINSTORMING 2018

<input type="checkbox"/>	We have made our <a href="#">hotel reservations</a> at Harrah's Hotel & Casino, Las Vegas
<input type="checkbox"/>	We have made our airline reservations to Las Vegas, Nevada (LAS)
<input type="checkbox"/>	Multifamilypro has received full payment for our participation in this year's event.
<input type="checkbox"/>	If we require tickets to the optional Trends Luncheon Program on <b>Wednesday</b> , we have completed the <a href="#">Online Ticket Order-Luncheon Form</a> and submitted it by the <b>October 15th</b> deadline. <b>Optional</b>
<input type="checkbox"/>	If we require tickets to the optional Hot Topics Luncheon Program on <b>Thursday</b> , we have completed the <a href="#">Online Ticket Order-Luncheon Form</a> and submitted it by the <b>October 15th</b> deadline. <b>Optional</b>
<input type="checkbox"/>	We have completed the <a href="#">Online Exhibitor &amp; Sponsorship Forms</a> and submitted them by the <b>October 15th</b> deadline. <b>Required</b>
<input type="checkbox"/>	We have <b>confirmed</b> with Multifamilypro that the above forms have been received by calling 727-940-5211 x1 or by emailing barbie@multifamilypro.com.
<input type="checkbox"/>	In lieu of using Harrah's guest room basic wireless Internet, we have ordered <b>Wireless</b> or <b>Hardwired Internet</b> for our exhibit by submitting the <b>Encore Order and Payment Forms</b> . We have confirmed receipt with Allison Adams via email at <a href="mailto:Allison.klein@encore-us.com">Allison.klein@encore-us.com</a>
<input type="checkbox"/>	We have ordered electrical access and or/extension cord(s) with power strip(s) for our exhibit by submitting the <b>Encore Order and Payment Forms</b> . We have confirmed receipt with Allison Adams via email at <a href="mailto:Allison.klein@encore-us.com">Allison.klein@encore-us.com</a>
<input type="checkbox"/>	We have labeled our shipments correctly as per the sample shipping label on page 8.
<input type="checkbox"/>	We have shipped our <b>Sponsor Materials</b> to the FedEx Store in Harrah's to arrive in time for my event set-up. <b>The FedEx Store will accept shipments no earlier than 3 days prior to November 13<sup>th</sup>.</b>
<input type="checkbox"/>	We have shipped our <b>Exhibit Materials</b> to the FedEx Store in Harrah's to arrive in time for event set-up. <b>The FedEx Store will accept shipments no earlier than 3 days prior to November 13<sup>th</sup>.</b>
<input type="checkbox"/>	We have <b>confirmed</b> that all shipments sent to the FedEx Store in Harrah's have arrived in time for our event set-up. <b>The FedEx Store will accept shipments no earlier than 3 days prior to November 13<sup>th</sup>; and that <u>my company's representative knows to pick up shipments at the FedEx Store no later than 7pm on November 14<sup>th</sup>.</u></b> You can reach the FedEx Store by email at <a href="mailto:usa5751@fedex.com">usa5751@fedex.com</a> or by calling 702.693.6268 to confirm receipt of shipments.
<input type="checkbox"/>	We have kept a record log of tracking numbers for <b>all</b> packages shipped for Brainstorming.
<input type="checkbox"/>	I have a copy of the above to bring with me to Las Vegas in case of any discrepancies.
<input type="checkbox"/>	We have reviewed our plans just before the event, and have some questions. Call 727.940.5211 or e-mail <a href="mailto:info@multifamilypro.com">info@multifamilypro.com</a> to reach the team before they leave for Las Vegas. The team will be available up to 5:00 pm EST, <b>Friday, November 9, 2018.</b>

# Brainstorming Exhibitor Guide 2018



## MULTIFAMILYPRO's **BRAINSTORMING**

SESSIONS™

LAS VEGAS • NOVEMBER 14-16, 2018

**November 13-16, 2018**

**Exhibit Date: November 15, 2018**

**Harrah's Hotel & Casino  
3475 South Las Vegas Boulevard, Las Vegas, Nevada 89109**

*A Production of:*

## Multifamilypro

35246 U.S. Highway 19 North #259

Palm Harbor, Florida 34684

Phone 727.940.5211

Fax 727.940.5819

E-Mail [barbie@multifamilypro.com](mailto:barbie@multifamilypro.com)

Web [www.multifamilypro.com](http://www.multifamilypro.com)

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## ENCORE FORMS

Internet Access, Electrical and Peripheral Equipment order and payment forms can be downloaded here <https://www.multifamilypro.com/brainstorming-exhibitor-sponsorship-guide/>

## IMPORTANT CONTACTS

### **Multifamilypro:**

Barbie Figueroa – 727.940.5211 x1 – [barbie@multifamilypro.com](mailto:barbie@multifamilypro.com)

Tami Siewruk – 727.480.5425 – [tami@multifamilypro.com](mailto:tami@multifamilypro.com)

### **Encore Productions:**

Allison Adams – 702.697.2533 – [Allison.klein@encore-us.com](mailto:Allison.klein@encore-us.com)

### **Harrah’s FedEx Store – Items Shipped to Vegas**

3475 S. Las Vegas Blvd., Las Vegas, NV 89109

702.693.6268 – [usa5751@fedex.com](mailto:usa5751@fedex.com)

# **EXHIBIT GUIDELINES**

## **8 x 8' Exhibit Areas:**

**The height of display for exhibits shall be limited to the height of 8'. Exhibitors shall confine their exhibits and materials within their 8x8' area. Management must approve in writing any display that exceeds these specifications. (Maximum of 2 company representatives per exhibit)**

**Exhibit items may not extend beyond the area that you've reserved. Failure to comply will result in the removal of any unauthorized items from the Exhibit floor and will not be cause for a refund.**

**Please understand that tear-down BEGINS at 5:30 pm on Thursday, November 15<sup>th</sup>. Exhibitors are prohibited from tearing down prior to 5:30 pm as a courtesy to our attendees and your fellow exhibitors that may still be conducting business. Failure to comply with tear-down time may result in your company being banned from participation in future Brainstorming Events.**

**BE SURE TO ADVISE YOUR ON-SITE TEAM MEMBERS OF THESE GUIDELINES!**

## INTRODUCTION

Welcome to the Brainstorming Sessions! We're delighted to have you play a part in our favorite annual event!

***Please read this guide carefully, even if you're a veteran Brainstorming Exhibitor as changes may have been made to this year's event. It's the only way that we can ensure that you have ALL of the information that you need to receive every possible benefit of your participation!***

In reviewing the contents of this guide, you'll find several online forms that must be completed and submitted to their appropriate contacts **before** the event. Most forms are self-explanatory. If you need additional information, please feel free to call or e-mail anytime. Barbie Figueroa is available to help you with your Brainstorming plans and needs before, during and after the event and with questions relative to your partnership or exhibitor benefits. You can reach Barbie at our corporate office by: [email Barbie](#) or call 727.940.5211x1. No question is too trivial to ask! Please understand that it is your responsibility to confirm receipt of all items due to us which can be done by calling our corporate office at 727.940.5211x1. Thanks again for joining us. We look forward to seeing you in Las Vegas!

Best regards,  
Team Multifamilypro

## GET TO KNOW YOUR PART IN THE EVENT

Brainstorming is a multi-day event, beginning late afternoon-before opening day (Tuesday, November 13<sup>th</sup>) with early event check-in for attendees, followed by two full days of Brainstorming/Education on "Days One & Two" Wednesday, November 14<sup>th</sup> and Thursday, November 15<sup>th</sup>); and ending on the afternoon of "Day Three" (Friday, November 16<sup>th</sup>).

For more information about the entire event, please feel free to visit our web site at <https://www.multifamilypro.com/brainstorming-sessions/>

## EXHIBITOR'S AGENDA

Schedule Subject to Change Without Notification

### DAY'S ONE & TWO – WEDNESDAY AND THURSDAY

**As a Sponsor, your company**, is entitled to present a "commercial" message to our Brainstorming audience on either Wednesday or Thursday. You will be asked to identify your company's spokesperson prior to the event, and once we've received that information, a presentation time will be assigned for that individual, along with instructions that will include a request for them to come to their specified event session room before the assigned time, and remain close to the stage until called. Each commercial message will be accompanied by that company's logo projected on several large screens

in the session area. Your spokesperson should be beside the stage and prepared to take the podium immediately when your company's logo appears on screen, and exit the stage immediately when the next logo appears. Each company is allotted one minute, unless additional time is included as a benefit of a particular sponsorship option. Presenters are asked to please respect the time allotted, and understand that any presenter who goes beyond his or her time limit will encroach upon the period allotted to the next presenter.

## **DAY ONE - WEDNESDAY**

**6:00 pm**

### **Wednesday Set-up for THURSDAY Exhibits**

We'll begin with Exhibitor check-in at the event check-in desk. At least one representative from your company must be present at check-in in order to sign for and receive an envelope containing the following:

- ★ Nametags for your Exhibitor Only (non-Brainstorming) representatives (required for all event participants).
- ★ Exhibit location.
- ★ Exhibitor's agenda.
- ★ Exhibiting Guidelines.

**6:15 pm**

Following Exhibitor Check-In, your representative(s) will be directed to their exhibit area. Any additional equipment ordered from Encore for your exhibit will be at your exhibit area. Set-up will continue until approximately 8:00 pm, and we'll do our best to ensure that all equipment and connections are in place as soon as possible. Please ensure that one representative from your company is present at your exhibit until everything is in place and ready for the next day. Members of the Multifamilypro Staff will be present to assist or advise you throughout the set-up period.

If there are components of your exhibit that you don't wish to leave unattended, please secure them in your hotel room overnight or contact a member of the Multifamilypro team to show you the exhibitor storage room. Please ensure that your exhibit is completely ready (minus any items that will be in safekeeping overnight) before you leave on Wednesday evening.

We understand that some exhibitors will be registering representatives as full Brainstorming participants, and as such, may want to participate in outings on Wednesday evening; however, please understand that at least one representative from your company must be assigned to take responsibility for exhibit set-up, including checking in for your company at 6:00 pm on Wednesday, remaining present until all services have been connected and ensuring that you're ready for the next day's business before leaving the floor.

This year's theme is "Superheroes" - the theme will be evident in the décor and activities throughout the event. Please feel free to decorate your display and dress to the theme. If you'd like a little help decorating your display, we'll be happy to get you in touch with an event decorator upon request. You may also call the Oriental Trading Company for a free catalog at (800) 228-0122, or visit [www.orientaltrading.com](http://www.orientaltrading.com) and [www.shindigz.com](http://www.shindigz.com), two of our favorite resources for inexpensive theme props.

## DAY TWO - THURSDAY

**9:15-9:40 am** Please make all last-minute adjustments and have your exhibit staffed and ready for Brainstormers to start perusing at 9:45 am.

### THURSDAY'S AGENDA, NOVEMBER 15, 2018

#### 9:45 am – 5:30 pm – Exhibits

**8:30 am – 9:45 am – Keynote Presentation:** (*Reno Ballroom*)

**10:00 am – 12:30 pm** – Education & Brainstorming Sessions

- Executive Brainstorming Sessions™/*Education & Brainstorming (Elko Room)*
- Main Event Brainstorming Sessions – Marketing (Copper Room)  
Management (Silver Room) Leasing (Laughlin Room)
- Google Analytics – Beginner (Tonopah Room)

**12:30 pm – 1:45 pm** – *Optional Experience Hot Topics Luncheon (Reno Ballroom)*

**1:45 pm – 3:00 pm** – Open for attendees to browse exhibits

**3:00 pm – 5:30 pm** – Education & Brainstorming Sessions

- Executive Brainstorming Sessions™/*Education & Brainstorming (Elko Room)*
- Main Event Brainstorming Sessions – Marketing (Copper Room)  
Management (Silver Room) Leasing (Laughlin Room)
- Google Analytics – Intermediate (Tonopah Room)
- Google Analytics – Advanced (Tonopah Room)

**5:30 – 6:00 pm** **Tear Down**

**Please understand that tear-down begins at 5:30 pm.** Your commitment as an Exhibitor ends when all materials have been removed from your exhibit area. Representatives from Multifamilypro will be on hand to help you arrange return shipping. At the end of the tear-down period, *all* items that are left unattended and have not been labeled for shipping will be disposed of.

Understand that beginning tear-down prior to 5:30 pm may result in your company being banned from participation in future Brainstorming events. We ask also that you conduct tear-down of your exhibit in a courteous manner as exhibitors around you may still be conducting business at the end of the day.

## YOUR RESPONSIBILITIES PRIOR TO THE EVENT

Please understand that it is your responsibility to confirm receipt of all items shipped and all forms faxed, whether to us at Multifamilypro, Encore, Harrah's Hotel & Casino or other agents affiliated with Brainstorming. A few seconds to call and confirm after submitting or faxing can save you hours in Las Vegas!

## DECIDE HOW YOUR REPRESENTATIVES WILL PARTICIPATE

### COMPANY REPRESENTATIVE(S) FORM

Every representative from your company must have an official name badge in order to participate in any portion of the event, and there are two levels of participation for you to choose from for each of your team members.

1. Representative(s) who are only attending in order to represent your company at your Exhibit are participating in an "Exhibitor Only" capacity. This entitles them to be in the event area only during exhibit set-up through tear-down on your exhibit day. Tickets may be purchased for "Exhibitor Only" participants to attend Wednesday's Trends Luncheon or Thursday's Hot Topics Luncheon (\$55 per person but only by submitting the online Ticket Order form no later than **October 15<sup>th</sup>**. **Tickets will not be sold at the event.**

**Please Note:** The number of your company's "Exhibitor Only" representatives who will be allowed at your exhibit is limited to **two** representatives per exhibit area (**not** including your full event registered attendees).

2. To register your representative(s) as full-fledged Brainstorming attendees, sign them up online via the [Register Now!](https://www.multifamilypro.com/register-now/) link on our web site <https://www.multifamilypro.com/brainstorming-sessions/> at the regular rate of \$769. per person.

Your full-fledged registered Brainstorming attendees are entitled to all benefits of Brainstorming as detailed at <https://www.multifamilypro.com/brainstorming-sessions/> Registration includes all portions of the event from early event check-in beginning on Tuesday, November 13<sup>th</sup> through the end of the event on Friday, November 16<sup>th</sup>. Registration is subject to our approval, as we limit the number of vendor participants in accordance with the number of property management professionals registered so that we can bring you as many potential customers as possible. Representatives from industry supporting vendors and service providers may register only after their company has first registered to exhibit or partner, to ensure that you will not have to share a single second of our attendees' attention with other companies that have not paid for the privilege of exposure to our audience. Like all other Brainstorming attendees, fully-registered members of your team are eligible to purchase tickets to our attendee-optional programs on Wednesday to the Trends Luncheon at \$55 per person and on Thursday to the Hot Topics Luncheon at \$55. per person, during the online registration process.

## INTERNET ACCESS & ELECTRICAL CONNECTION

If you require Internet access or and electrical connection(s) you may arrange for **Wireless** or **Hardwired** Internet access and/or electric at your exhibit via Encore's Services Order Forms.

**NOTE:** For exhibitors staying at the hotel – you will automatically **get low bandwidth** Wi-Fi that will extend to the exhibit/meeting space.

**Submit your order forms via email to: [Allison.klein@encore.us.com](mailto:Allison.klein@encore.us.com) or via fax to 702.967.3844**

Questions regarding these services will need to be addressed with Encore directly; our contact at Encore is Allison Adams can be reached by emailing [Allison.klein@encore.us.com](mailto:Allison.klein@encore.us.com) or by calling 702.697.2533.

Be sure to arrange the Internet Access and electrical connections that you order through Encore to coincide with Exhibit set-up and tear-down.

Remember, it is your responsibility to confirm receipt of items ordered through Encore and to arrange payment for any services that you request.

## PERIPHERAL EQUIPMENT RENTAL

To arrange for rental of computer equipment, including monitors, printers, speakers, lighting, etc., please complete via Encore's Services Order Form.

**Submit your order forms via email to: [Allison.klein@encore.us.com](mailto:Allison.klein@encore.us.com) or via fax to 702.967.3844**

Questions regarding these services will need to be addressed with Encore directly; our contact at Encore is Allison Adams can be reached by emailing [Allison.klein@encore.us.com](mailto:Allison.klein@encore.us.com) or by calling 702.697.2533.

Be sure to arrange any equipment or services that you order through Encore to coincide with Exhibit set-up and tear-down.

Remember, it is your responsibility to confirm receipt of items ordered through Encore and to arrange payment for any services that you request.

## SHIPPING YOUR STUFF TO LAS VEGAS, NEVADA

You will be shipping directly to the FedEx Store in Harrah's Hotel & Casino. **The FedEx Stores will accept shipments no earlier than 3 days prior to November 13<sup>th</sup>.** Your shipments must be labeled **EXACTLY** as the sample label on the next page to ensure there are no delays in retrieving them.

**Sample Label on next page**

**Sample Shipping Label:**

**Hold For Guest: Guests' Name and cell number  
c/o FedEx Office at Harrah's Las Vegas  
3475 South Las Vegas Blvd.  
Las Vegas, NV 89109  
Multifamilypro Event  
Box \_\_\_\_\_ of \_\_\_\_\_**

Note: Guests' Name should be the name of the representative that will be picking up your shipment(s) from the hotel's FedEx store.

**BE SURE THAT YOUR COMPANY'S REPRESENTATIVE KNOWS TO PICK UP SHIPMENTS AT THE HOTEL'S FEDEX STORE PRIOR TO 7PM ON WEDNESDAY, NOVEMBER 14<sup>TH</sup>.**

Please understand that the Multifamilypro Staff is not responsible for tracking or picking up your shipments. You will save yourself a great deal of anxiety and limit the chances of not having your items by ensuring that your items are properly labeled and receipt is confirmed by the FedEx store.

Contact the FedEx store by email at [usa5751@fedex.com](mailto:usa5751@fedex.com) or by calling 702.693.6268 to confirm receipt of shipments.

**NOTE: If you are planning to have items shipped by a 3<sup>rd</sup> party, be sure to provide them with the above shipping information. Request the tracking numbers from your 3<sup>rd</sup> party shipper so that you can easily verify receipt of your packages at the hotel's FedEx store.**

A representative from the FedEx store will check in with each exhibitor to make arrangements for your outbound shipments during the day on Thursday.