

'24

# METALCON

OCTOBER 30 - NOVEMBER 1

*Georgia World Congress Center*

THE ONLY GLOBAL EVENT DEDICATED TO THE APPLICATION OF METAL IN CONSTRUCTION AND DESIGN



EXHIBITOR  
WELCOME KIT

LAST UPDATED APRIL 2024

[WWW.METALCON.COM](http://WWW.METALCON.COM)

Dear METALCON 2024 Exhibitor,

Welcome to METALCON 2024! We are delighted that you will be joining us this year in Atlanta, Georgia! My name is Amanda Carlow, Sales and Marketing Coordinator for METALCON.

As you know, METALCON is the only global event devoted exclusively to the use of metal in the construction and design industry. METALCON presents an unparalleled opportunity to introduce new products, write on-site orders and develop long-term relationships.

The METALCON team is committed to working with you to ensure that this year's event is a great one. To assist you in preparing for the show, we have included the 2024 Exhibitor Kit where you will find crucial information such as submitting your company profile, connecting with potential customers, settling your bill, leveraging marketing resources, and so much more!

I am your point of contact throughout this process and here to help answer any questions or concerns.

Again, welcome to METALCON 2024, I look forward to working with you!

Sincerely,

*Amanda Carlow*

Amanda Carlow  
Sales and Marketing Coordinator  
[amanda@metalcon.com](mailto:amanda@metalcon.com)  
857-255-3342

## **Table of contents**

03	Show Information
04	Important Dates and Deadlines
05	Exhibitor and Booth Information
07	Exhibitor Resources
08	Exhibitor Dashboard and Event Portal
09	Exhibitor Registration and Lead Retrieval Center
10	The Expo Group Show Services

## METALCON 2024 SHOW INFORMATION

**Show Dates:** October 30<sup>th</sup> - November 1<sup>st</sup>, 2024

**Location:** Georgia World Congress Center

### SHOW FLOOR HOURS

Wednesday, October 30: 10:00 am - 5:00 pm

Thursday, October 31: 10:00 am - 5:00 pm

Friday, November 1: 10:00 am - 1:00 pm

**\*Please note:** The exhibit floor opens FOLLOWING the keynote. Keynotes will take place from 9:00 AM - 10:00 AM at the METALCON Main Theater inside the exhibit hall.

### EXHIBITOR REGISTRATION HOURS

Monday, October 28: 12:00 pm - 5:00 pm (*Stickers will be provided to access the exhibit hall*)

Tuesday, October 29: 8:00 am - 5:00 pm (*Badge printing available - no stickers access allowed*)

Wednesday, October 30: 7:30 am - 5:00 pm

Thursday, October 31: 7:30 am - 5:00 pm

Friday, November 1: 9:30 am - 1:00 pm

### MOVE-IN HOURS

Sunday, October 27: By Appointment Only

Monday, October 28: 8:00 am - 1:00 pm (400 Sq. ft. and above) 1:00 pm - 5:00 pm (All Exhibitors)

Tuesday, October 29: 8:00 am - 5:00 pm

### MOVE OUT HOURS

Friday, November 1: 3:00 pm - 8:00 pm

Saturday, November 2: 8:00 am - 12:00 pm

### Hotel Reservations

[Book your hotel room](#) through Globetrotter! Room block is open!!

**Special discounted rates have been negotiated exclusively for METALCON. These rates are available only through Globetrotter Travel.**

To make reservations by phone, contact Globetrotter Travel directly at 877-904-6835 or 301-570-0800 (International) Monday – Friday between 9:00 am - 5:30 pm (EST)

*Globetrotter is the ONLY housing provider for METALCON. Be aware of fraudulent housing companies pretending to be in partnership with METALCON. Additionally, please be aware of companies trying to sell you the "official" METALCON attendee list. We DO NOT sell or barter our attendee data!*

## Important Dates and Deadlines

### December

29 No refunds after this date

### April

05 Remaining 40% deposit due for all contracted exhibitors

06 Any booth booked after today, requires 100% payment upon receipt of invoice

### June

10 Exhibitor Show Services are available

### July

01 Last day to review, update or edit your PRINT profile for accurate inclusion on the onsite METALCON Show Guide, Mobile App and Digital Floorplan. Go to the Exhibitor Hub to make any changes. (Dates subject to change based on print publication date)

### August

25 Early discount deadline to order Lead Retrieval Systems through CDS. Contact Xpress Leads directly at 800-746-9734 or [xpressleadpro@cdsreg.com](mailto:xpressleadpro@cdsreg.com)

30 Deadline to submit catering forms

### September

15 Advance deadline for Lead Retrieval Systems through CDS. Contact Xpress Leads directly at 800-746-9734 or [xpressleadpro@cdsreg.com](mailto:xpressleadpro@cdsreg.com)

30 The Expo Group show services discount deadline

### October

09 Early bird internet and Wi-Fi discount ends

18 Advance shipments due at warehouse

23 Regular pricing for internet and Wi-Fi ends

27 Direct shipping begins

27 For exhibitors by appointment only

28 Move-In begins for 400 sq foot booths and above by appointment

29 All exhibits must be fully installed, empty containers removed and moved to storage by 5:00 PM

### November

01 Exhibitor Move-Out begins NO EARLIER than 3:00 PM.

02 Move out between 8:00 AM-12:00 PM

## Exhibitor and Booth Information

### Outside Events During Exhibit Hall Hours

No exhibitor may schedule any outside activity, such as an open house, networking event, etc. away from the exhibit hall if it is occurring during exhibit hall hours. Any company found hosting an event during exhibit hall hours risks forfeiting their booth space and priority points for the following year.

### Distribution of Souvenirs and Samples

Exhibitors wishing to incorporate an 'audience gathering' demonstration as part of their display must submit their plan in writing to Show Management by **August 30, 2024**. Exhibitors are free to distribute souvenirs, samples, or prizes. Management asks that this be done within the confines of your designated booth space.

Booth activities must be contained within the allotted exhibit space. Please allow sufficient room so that attendees watching demonstrations do not disturb another exhibit. In general, audience gathering activities via a narrator, performer or the use of mobile robots will be allowed only in peninsula or island configurations. Distribution of literature, posters or signs in the aisles, restaurants, lounges, or registration areas is prohibited. Material placed in these areas will be discarded.

### Booth Personnel

#### Essential Exhibitor Badge Guidelines:

- Badges will **NOT** be mailed. You may *pick up your badge onsite at METALCON Registration*.
- All booth personnel must be an employee of the exhibiting company. Exhibitor badges will only be provided to employees with exhibiting company business cards. No editing or manipulation of badge information is allowed. Badges above and beyond the complimentary allotted amount will be limited according to the size of your booth. These exhibitor badge overages are available at a fee of \$50.00 per badge.
- Once a company has reached their allotment, they will have to register as an attendee and will not be permitted into the exhibit hall during non-exhibit hall hours.
- Show badges must be always worn (except move-in & move-out days; stickers will be provided to gain entry to the exhibit hall)
- Lost or forgotten badges will be subject to a \$50 reprint fee and are **ONLY** provided with proof of identification.

### Sound in Exhibits

Sound systems may be used in booths, provided they have met applicable safety regulations, are installed in a workmanlike manner, and do not create a distraction in adjacent and opposite booths. All exhibitors utilizing sound amplification may not exceed 75 decibels as to not interfere with the activities of neighboring booths. In the event of a dispute, METALCON Show Management reserves the right to make the final determination of acceptability. Failure by an exhibitor to comply with a request to reduce or eliminate sound amplification shall result in the loss of all booth assignment points accumulated in 2024 and/or refusal to allow sound amplification in the booth for the duration of the show. Use of a

compressor-limiter in public address equipment is encouraged to assure continuous adherence to this rule. Some sound systems may require an electrical operator.

## **LIABILITY**

Show management is not responsible, nor liable for injury to the person or property of exhibitors, their guests, invitees, employees, or agents. The exhibitor agrees to indemnify and hold harmless Show Management, its director, employees and agents from any-and-all liability of personal injury and loss or damage to property. Exhibitors must insure against such contingencies. All property of an exhibitor is understood to remain in their care and control in transit to or from or within the confines of the exhibit hall. If the display fails to arrive, the exhibitor is responsible for the booth rental. It is advisable to contact your insurance company regarding an "extra territorial" rider to your regular policy to protect your exhibit from loss by fire, flood, explosion, damage or loss. Exhibitors must be on hand to supervise during set up and dismantling of equipment and other items of high value. Small items of great value should be placed in a locked enclosure during hours when exhibits are not supervised by company personnel.

## **SECURITY**

- METALCON provides 24-hour perimeter security to prevent entry into the exhibit hall by anyone not authorized by the facility or METALCON Show Management. Access to exhibit space is strictly prohibited once the hall is closed for the night by Show Management.
- METALCON reserves the right to inspect packages, boxes, bags or backpacks leaving or entering the show at any time.
- The security service does not guarantee exhibitors against loss, nor does it assume liability of show management for exhibitor's property. Any exhibitor wanting to stay in the hall after the exhibits close or prior to their opening must hire a security guard. To order additional security, please contact The Expo Group Service Center.

## **GUIDELINES FOR PHOTOGRAPHY AND AUDIO/VIDEO RECORDING**

Due to the sensitive nature of new products and the unique exhibit displays at METALCON, photography and audio/video recording of any kind by exhibitors and attendees are strictly prohibited with the exception of event managements official photographer and videographer without written permission from show management. Please contact Amanda Carlow at [amanda@metalcon.com](mailto:amanda@metalcon.com) directly if you plan to record/broadcast any video from the on-site event.

Qualified press and exhibitors who wish to film within the confines of their own booth are required to get prior approval from Event Management by contacting [amanda@metalcon.com](mailto:amanda@metalcon.com).

## Exhibitor Resources

As an exhibiting company, you have access to a multitude of resources and company pages through the [“For Current Exhibitors”](#) tab on metalcon.com. Here you can find the necessary links to view and pay invoices, update company information, register your booth staff, connect with potential customers and METALCON attendees, and more!

### [Exhibitor Dashboard](#)

- **Designated password provided by METALCON**
- View financial summary/statement
- Pay your invoice
- Update contact information

### [Event Portal](#)

- **Designated password provided by METALCON in your booth confirmation letter.**
- Upload your company profile picture
- Add a company description
- Add company categories
- Upload your products for a chance to be nominated in the METALCON Top Product Awards
- Upload press releases, videos and show specials
- View recommended attendees
- Schedule meetings and communicate with prospects and attendees
- Stay up to date on tasks and important deadlines
- [View step-by-step set up](#)

### [Exhibitor Registration Center](#)

- **Login will be done through the Event Portal using the email and password sent to you via email with the subject line "METALCON 2024 Exhibitor Registration Access"**
- Register booth staff
- Order lead retrieval
- Access your discount/comp codes

### [Lead Retrieval Center](#)

- **Username and password will be created by the exhibitor**
- Access scanned leads from the show
- View your Digital Backpack

### [Show Services](#)

- **Designated password provided by METALCON in your booth confirmation letter.**
- Order show services
- Shipping and handling information
- Move In/Move Out hours
- Upload Certificate of Liability Insurance



## Exhibitor Dashboard

Log into your [Exhibitor Dashboard](#) and use the secure company *password included in your booth confirmation email*. If you are having trouble locating the password, please email Amanda Carlow at [amanda@metalcon.com](mailto:amanda@metalcon.com) for assistance.

- **View financial statement/pay bill:** This gives you the ability to download your financial statement for review and to stay on top of payment deadlines to avoid additional fees.
- **Update contact information:** This will ensure each contact person is receiving the appropriate content so no important information, updates, and deadlines are missed.

Providing this information only needs to be done once (if no information changes) and should only take a short amount of time to complete.

## Event Portal

The [Event Portal](#) is a new resource created to enhance exhibitor and attendee experiences. As an exhibitor, the Event Portal offers an abundance of services to take advantage of.

### Event Portal Features

- **Network BEFORE the show.**
  - Connect with potential customers and take communication one step further by scheduling on-site meetings!
- **Customize your company profile.**
  - Enhance your brand's visual appeal by uploading profile, cover, and feature photos.
  - Create a captivating company description to showcase your unique brand and attract customers.
  - Choose the category/categories that best represent your products to enhance discoverability for potential customers and prospects.
  - Add products, press releases, videos and show specials to be showcased on your profile and in the marketplace for easy viewing.
  - Upload your products for the chance to be nominated into the METALCON Top Product Awards
- **Don't miss deadlines.**
  - The task column will include any important tasks and deadlines that need to be completed. Keep track of what needs to be done to ensure you don't miss anything important.
- **Gain valuable insights into your profile's performance.**
  - Track the number of clicks, views, messages, and more. Discover the level of attention your company is attracting with ease.

**\*\*[Click here](#) to view step-by-step instructions on how to create, access and navigate the Event Portal.** Contact Amanda Carlow at [amanda@metalcon.com](mailto:amanda@metalcon.com) with any questions or concerns.

## Exhibitor Registration Center

You now have access to your [Exhibitor Registration](#). Just like the Dashboard, the Exhibitor Registration Center is a useful tool that provides and requires important booth information. The primary contact should have received an email with instructions and a password to help you login.

To log in, you will be redirected to the Event Portal. Here you can enter the same email and password you use to log into your Event Portal to access Exhibitor Registration. As always, if you have any trouble accessing the password, email Amanda Carlow at [amanda@metalcon.com](mailto:amanda@metalcon.com).

Within the center, there are 3 important tasks you will need to address:

- **Register your booth staff:** Each company is allotted a certain number of complimentary staff badges based on the square footage of exhibit space. Each company has the option to purchase 1 additional staff badge per 100 sf at the rate of \$60 per badge. Please refer to the chart to determine how many complimentary badges will be allotted.
  - Staff badges will be allocated based on exhibit space size for fair distribution of resources. Additional employees can register as attendees, **no exceptions**.

Total Square Feet	# Of Complimentary Staff Badges
100	8
200	8
300	8
400	10
500	12
600	14
700	16
800+	18

- **Give away your discount codes!:** You will be given unique discount codes to pass along to current and prospective customers. You will be allotted 10 FREE passes and an unlimited amount of \$30 off passes. Log into your registration center to retrieve your company's unique codes.
- **Order lead retrieval:** Ordering lead retrieval, which is not a requirement but an exhibitor perk, will be done through the Exhibitor Registration Center. Lead Retrieval is a simple and inexpensive way to make sure you get big returns from your exhibiting efforts.

## Lead Retrieval Center

Every attendee's badge will contain a QR code. This code can be scanned using your lead retrieval device or app, to gather attendees' information. This data will be uploaded to your lead retrieval center where you can access it in real-time.

Learn more about Lead Retrieval Services [here](#).

*\*\*Convention Data Services will send the primary contact an email with a link to login or you can contact Steve Barove directly at [sbarove@cdsreg.com](mailto:sbarove@cdsreg.com).*

## **The Expo Group Show Services**

METALCON partners with The Expo Group, an event and tradeshow design and management company, to provide show services for each exhibiting company.

**The Expo Group's Exhibitor Manual** contains a wide variety of important information, forms, and price guides to help in the process of ordering show services. Show services will range from shipping and handling, furniture, flooring/carpet, signage, electrical, and uploading your proof of liability insurance.

On June 10<sup>th</sup>, you will receive an email from The Expo Group with a link to order services, along with a password to place your orders.

### **Additional information:**

- Discounted show services will be offered until **September 30<sup>th</sup>**
- Carpeting is required for the entirety of your booth area
- Your booth does not come with internet access. Wi-Fi will need to be purchased separately.
- The Expo Group is required to move all large equipment that exceeds handheld size.
- [EXPOGISTICS](#) and [EAX Worldwide](#) are the official show carriers.

Note: Your Primary Contact will receive the show services link and password from The Expo Group. Please make sure contact information is updated accordingly through your [Exhibitor Dashboard](#) to avoid potential problems.

If you have any questions or concerns ordering show services, please contact Th Expo Group directly at [exhibitorservice@theexpogroup.com](mailto:exhibitorservice@theexpogroup.com) or 972.580.9000.