

OCTOBER 18-20, 2023

# METALCON

LAS VEGAS CONVENTION CENTER

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



## EXHIBITOR MARKETING KIT

LAST UPDATED MARCH 2023

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

Dear Exhibitor,

Welcome to METALCON 2023! We are delighted that you will be joining us this year in Las Vegas! 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. That means making sure you are as prepared as possible for the show.

To that end, we have attached the 2023 Welcome Kit. Here you will find important information from submitting your company profile to updating company contacts, paying your bill, taking advantage of marketing resources and much more!

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

Again, welcome to METALCON 2023, I look forward to working with you!

Sincerely,

*Amanda Carlow*

Amanda Carlow

Sales and Marketing Coordinator

[amanda@metalcon.com](mailto:amanda@metalcon.com)

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## METALCON 2023 SHOW INFORMATION

**Show Dates:** October 18<sup>th</sup>-20<sup>th</sup>, 2023

**Location:** Las Vegas Convention Center, South Hall

### SHOW FLOOR HOURS

Wednesday, October 18: 11:00 am - 5:00 pm\*

Thursday, October 19: 11:00 am - 5:00 pm\*

Friday, October 20: 10:00 am - 1:00 pm

**\*Please note:** The exhibit floor opens FOLLOWING the keynote. Keynotes will take place from 10:00 AM -11:00 AM at the METALCON Main Theater inside the exhibit hall. **New for 2023! Attendees who register for the New Value Pass registration option will get early access to the exhibit hall starting at 10:00 AM on Wednesday, October 18<sup>th</sup>, and Thursday, October 19<sup>th</sup>.**

### EXHIBITOR REGISTRATION HOURS

Monday, October 16: 12:00 pm - 5:00 pm *(Stickers will be provided to access the exhibit hall)*

Tuesday, October 17: 9:00 am - 5:00 pm *(Badge printing available - no stickers access allowed)*

Wednesday, October 18: 7:30 am - 5:00 pm

Thursday, October 19: 7:30 am - 5:00 pm

Friday, October 20: 9:00 am - 12:00 pm

### MOVE-IN HOURS

Sunday, October 15: By Appointment Only

Monday, October 16: 8:00 am - 1:00 pm (400 Sq. ft. and above) 1:00 pm - 5:00 pm (All Exhibitors)

Tuesday, October 17: 8:00 am - 5:00 pm

### MOVE OUT HOURS

Friday, October 20: 1:00 pm - 8:00 pm

Saturday, October 21: 8:00 am - 12:00 pm

### Hotel Reservations

Book early to ensure you secure your preferred hotel option!

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

To make your reservations online visit <https://globetrottermgmt.com/metalcon-2023/>

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 official and ONLY housing agent for METALCON. If you are solicited by any other travel company, your reservation may not be guaranteed. Please know we do not share your company information with any outside vendors.*

## Important Dates and Deadlines

### April

- 03 METALCON 2023 attendee and exhibitor registration opens
- 06 Remaining 40% deposit due for all contracted exhibitors
- 06 Any booth booked after today, requires 100% payment upon receipt of invoice

### June

- 05 Exhibitor Services Manual will be sent via email from The Expo Group
- 17 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

- 09 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)*

### September

- 06 Advance deadline for Lead Retrieval Systems through CDS. *Contact Xpress Leads directly at 800-746-9734 or [xpressleadpro@cdsreg.com](mailto:xpressleadpro@cdsreg.com)*
- 18 The Expo Group show services discount deadline
- 18 Early bird internet and Wi-Fi discount ends
- 25 First day of advanced receiving

### October

- 11 Advance shipments due at Warehouse.
- 13 Regular pricing for internet and Wi-Fi ends
- 15 For exhibitors by appointment only
- 16 Move-In begins for 400 sq foot booths and above by appointment
- 17 All exhibits must be fully installed, empty containers removed and moved to storage by 5:00 PM
- 20 Exhibitor Move-Out begins NO EARLIER than 1:00 PM.
- 21 Move out between 8:00 AM-12:00 PM

### 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 may be subject to forfeit 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, 2023. 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's 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 located inside the South Hall of the Las Vegas Convention Center.*
- 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 2023 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, brief cases 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.

## **Exhibitor Resources**

As an exhibiting company, you have access to a multitude of resources and company pages through the EXHIBITOR TAB on metalcon.com. Here you can 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

### **NEW for 2023: Exhibitor Hub**

- **Primary contact email and password will be created by the exhibitor**
- Upload your company profile picture
- Add a company description
- Add company categories
- Upload press releases, products, and videos
- View recommended attendees
- Schedule meetings and communicate with prospects and attendees
- Stay up to date on tasks and important deadlines
- Track how much attention your company profile is receiving

### **Exhibitor Registration Center (Will go live beginning of April 2023)**

- **Designated password provided by METALCON**
- Register booth staff
- Order lead retrieval
- Access your discount/comp codes

### **Show Services (Will be available June 2023)**

- **Designated password provided by The Expo Group**
- Order show services
- Shipping and handling
- Information/labels
- Upload Certificate of Liability Insurance

### **Lead Retrieval Center**

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

## 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.

1. **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.
2. **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.

## Exhibitor Hub

NEW THIS YEAR is our [Exhibitor Hub](#). The Hub is a new portal created to enhance exhibitor and attendee experiences. As an exhibitor, the Exhibitor Hub offers an abundance of services to take advantage of.

### Exhibitor Hub Features

1. **Network BEFORE the show.**
  - a. Connect with potential customers and take the communication one step further by scheduling on-site meetings with them!
2. **Customize your company profile the way you want.**
  - a. Upload profile, cover, and feature photos to help viewers identify you.
  - b. Upload a company description that will tell visitors who you are.
  - c. Select the category/categories your products fall under to help customers/prospects easily find you.
  - d. Add products, press releases, and show specials to be showcased on your profile and marketplace for easy viewing.
3. **Track the attention your profile is getting.**
  - a. Your profile insights will show the number of clicks, views, messages, and more. This way you can see how much attention your company is receiving.
4. **Don't miss deadlines.**
  - a. 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.

**\*\*[Click here](#) to view step-by-step instructional videos on how to create, access and navigate the Exhibitor Hub.** We acknowledge this is new and we are all learning together. Please do not hesitate to reach out to Amanda Carlow at [amanda@metalcon.com](mailto:amanda@metalcon.com) with any questions or concerns.

### **How to login**

To set up your **Exhibitor Hub** profile, you will need to use the primary company contact email that is listed in your **Exhibitor Dashboard** and used to sign the booth contract. Next, go to the **Exhibitor Hub** and select "login" and "forgot password". A link will be sent to the primary contact's email to reset the password. Log in using that email and password and start exploring!

## Exhibitor Registration Center

As we approach the show, you will be given 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 will receive an email and password from CDS once registration has gone live.

To log in, you will select your company name from the drop-down menu and use your Exhibitor Dashboard password. 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:

1. **Register your booth staff:** Each exhibiting company is allotted complimentary badges depending on booth size. To register the booth staff that will be using the badges, the primary contact must log into the registration center and put in the designated information required for each staff member.
2. **Share 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.
3. **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.

## EXHIBITOR BADGES

### Important: Badge Allotments & Over Allotments for 2023

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 \$50 per badge. Please refer to the chart to determine how many complimentary badges will be allotted.

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

**\*\*Please note:** On Wednesday October 18<sup>th</sup> and Thursday October 19<sup>th</sup>, Value Pass holders will be able to walk the show floor one hour early. Please make sure you have staff in your booth by 10:00 AM to accommodate.

## Show Services

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

Show Services 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.

In early June, you will receive an email from The Expo Group will send you an email with a link to order services, along with a password (which will be the same as your Exhibit Dashboard password) to place your orders.

### Additional information:

- Discounted show services will be offered until September 18<sup>th</sup>
- Carpeting is required for the entirety of your booth area
- Shipments will be sent to the Las Vegas warehouse. See the transportation options below:
  - [ABF Freight](#)
  - [Airways Freight](#)
- Your booth does not come with internet access. Wi-Fi will need to be purchased separately through COX Business at the LVCC, [learn more](#). Click to download the [data](#), [hotspot](#), or [voice/video](#) order forms.
  - Internet services are now open and available for purchase. Early bird discount ends on 9/18 and the regular pricing deadline ends on 10/13. Please review the downloads and see what options work best for you!
- The Expo Group is required to move all large equipment that exceeds a handheld size.

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.

## Lead Retrieval Center

Lead Retrieval is a simple and inexpensive way to make sure you get big returns. Each person who visits your booth is a lead and their information can be captured and later used as a sales opportunity by using lead retrieval.

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.

To take advantage of the lead retrieval opportunity, you must order a lead retrieval device through your Exhibitor Registration Center by August 9<sup>th</sup>.