



Show date: Wednesday, May 15th from 1:00pm until 5:30pm

Location: Cobb Galleria Centre
Two Galleria Pkwy.
Atlanta, GA 30339

Booth Number: What is your booth number?

Arrival Time: When do you expect your team to arrive?

Dress Code: What is your team wearing?

Team / Post Show Dinner: Is your team meeting up after the show? When, where? Are clients invited?

Reminders for your team:

- **Your BADGE is required** to enter the show floor! (Are you leaving your team's badges at will call, or will one team member pick up and distribute all badges? Let your team know!)
- Attend the opening ceremony! You might win an award!
- Do not take other exhibitors' giveaways! It makes us look bad!
- Act professionally. Stay off your cell phone in the booth. Do not consume food or alcohol in the booth!
- Stay at the booth during the show! *If you'd like to explore, arrive prior to 12:30!* During the show, we need you to be receiving customers!
- Consider bringing a credit card in case clients want a drink. This is a great opportunity to build a relationship.
- **Include expectations that are specific to your company / brand!**

Additional items to consider:

- Appoint a team member to keep track of important items in the booth, such as business cards that have been collected! Better yet, sign up for lead retrieval service so your team does not have to keep up with all the little pieces of paper!
- Think about having a team member in charge of managing your give-a-ways.
- Do not have so much fun Wednesday that you forget **load-out is Thursday from 8am until noon.**