

NRA 2022 SHOW PLAN

Version #2



DATE OF ISSUE:	22-Feb-22	
THE SHOW:	Booth #XYZ, SOUTH HALL	This is the hall on the right side when you come up the large escalators from the main entrance at McCormick.
	Show Hours:	May 21 - 9:00 am - 5:00 pm May 22 - 9:00 am - 5:00 pm May 23 - 9:00 am - 5:00 pm May 24 - 9:00 am - 3:00 pm
	Exhibit Installation	May 19th-20th - INSTALLATION WILL OCCUR FROM 8:30-4:30 PM May 19 - AV, electrical layout, hanging sign May 19 - Carpet in the morning, exhibit build begins in the afternoon May 20 - Exhibit build, equipment delivery, equipment powered May 20 - Finishing touches, team to bring in props, items, and test presentations May 21st - 8:00 AM - Lead retrieval training sessions with Betsy. Please see Betsy or XYZ for this training.
	Kick-Off Dinner:	Friday, May 17th Location: TBD
	Pre-Show Events:	TBD
	Essential Contacts:	Shipping - Mayflower/Airways/All State (examples) Flooring Supplier - AV Supplier - SmartSource
ACCOMODATIONS:	Team Accomodations	Hyatt Regency 151 East Wacker Drive Chicago, IL 60601 +1 312 565 1234 http://chicagoregency.hyatt.com/en/hotel/home.html
STRATEGY:	TARGET MARKET:	Current clients Prospective clients, including colleges & universities, hotels, restaurants, corporate multi-units.
	PRE-SHOW PROMOTION:	e-Blast distributed to pre-registered NRA attendees to a total of 5000 email addresses. e-Blast marketing offer - Print e-mail and bring to Booth for a booth tour and a chance to win an XYZ Direct mail piece sent on May 6th to attract attendees to come to the booth
	AT-SHOW PROMOTION:	ACTIVATION #1 : Description ACTIVATION #2: Description Guests must print pre-show eBlast and bring to the booth to enter the contest. Printed eBlasts to be collected at the reception counter in the front left corner of the booth. Meeting Space: There are two available conference rooms for team to have internal meetings. Team can bring their own laptop and plug in via HDMI or VGA/audio to present on the monitor
LOGISTICS:	POST-SHOW FOLLOW-UP:	All guests who have their badges scanned will receive a follow-up email, as well as a collateral mailing post-show Leads will be distributed to each Department within 7 days of close of show
	Shipping Addresses (for small items only):	Doubletree Chicago Downtown Attn: Hotel Guest Betsy Earle 300 E. Ohio Street, Chicago, IL 60611 NOTE: Please do not ship anything directly to the convention center without notifying Betsy.
	On-Site Contact Information:	Please contact one of us rather than contacting GES directly: Event Driven Solutions Betsy Earle - xxx.xxx.xxxx betsy@eventdrivensolutions.com May 18th-20th only EDS Team Member #2 - xxx.xxx.xxxx