

EXHIBITOR SET-UP & EVENT INFORMATION



TO: Exhibitors – CEE Trade Show

FROM: Electric Association

Thank you for your registration in the Annual Consulting Electrical Engineers (CEE) Division technical forum and table top tradeshow – **Monday, May 6, 2019** at the Union League Club of Chicago. **Please take some time to read through this entire memo as some things have changed this year.**

Event Schedule and Set Up:

3:00 - 5:30p.m.	Set Up: Exhibitor Table displays (2 nd floor lounge) Set Up: New Product Exhibit Tables (5th Floor – Crystal Rm)
5:40p.m.	Table Top Tradeshow, Open Bar & Hors D'oeuvres
7:00pm	Raffle Prize Drawing at your Table – Please bring a prize and bowl or container to obtain business cards from attendees.
8:00p.m.	Event Conclusion

During the set-up period, the engineers will attend a technical forum on the fifth floor of the Union League Club. **Each engineer receives 1 Professional Development hour towards their Professional Engineers License renewal for participation in the technical forum and tradeshow.** If you have not already done so, please pass along the event invitation to your customers.... Invite them to the Show!

LOCATION: The Union League Club is located at 65 W. Jackson Blvd., in Chicago. (Marked in yellow) A parking garage is located next to the ULC on Federal Street (OR) you can valet park at the Union League Club.



DRESS CODE: Business Attire is required. Union League Club Policy States: The following are NOT considered Business Casual Attire and are specifically PROHIBITED: T-shirt, sweatshirt, or other shirt without a collar; trading jacket and other work clothes/uniform; sweat suit and other athletic attire; jean jacket, overalls, cutoffs, shorts and jeans.

NEW PRODUCT DISPLAY SET-UP: If you are participating in the New Product Showcase, **please set up your exhibit table in the Crystal Room on the 5th floor before 3:30pm.** Engineers begin arriving at 3:30pm, so you want to have your product on display upon their arrival. Have a member of your team stay at your table to answer questions and interact with the attendees. Please set up the new product display before your main table in the 2nd floor tradeshow area.

MAIN BALLROOM EXHIBITOR SET-UP: Please plan to set up your table between 3:00 and 5:30pm.....be ready to exhibit at 5:30pm. The table top tradeshow will be held on the 2nd floor, in the main lounge.

Each vendor receives a 6' skirted table for their use. A sign displaying your company name will be on your table upon arrival. If you are participating with a Manufacturer's Representative, your table will be grouped together with other manufacturers represented by that Agent. We will do our best to arrange competitors in a way so they are not adjacent to each other, but please let us know if you have a special request.

Booths / Back-drops / and other large free standing exhibits are prohibited.

Please utilize the table top to display new products / technology, literature, and small easel signage. All displays must stand on your table and must not interfere with the space or visibility of the other exhibitors in your area. Exhibits larger than these guidelines will not be allowed, and you will be asked to remove them at the event. ***We appreciate everyone's cooperation on this!*** (The banquet space houses one of the largest private art collections in the nation, so items must not lean on walls or touch the artwork in any way.)

NAME BADGES FOR EXHIBITORS: Please make sure that you have signed up every company representative that plan to attend and work the exhibit. If the contact person listed on your registration form is not actually attending the show, please contact Amy Kasser to ensure the correct people are listed in our files for name badge printing purposes. There is no limit to the number of your company representative that may attend, but every person beyond the first two will incur a \$30 per person registration fee. **Every person that plans to attend must pre-register (contact Amy Kasser: akasser@eachicago.org / 630-305-3050)**

RAFFLE FORMAT FOR 2019: Please make sure that you bring a raffle prize valued at a minimum \$40-50 to give away that evening. **Every exhibitor will hold a raffle drawing at their own table! Here is how it works:** The engineers in attendance will bring a stack of business cards. They must visit your table and learn about your product/company in order to gain entry into your raffle. Once the engineer stops for a visit, ask them to drop their business card in your drawing. Once the winner is drawn, they will be announced at the podium. If they didn't stay until the end, then you have the opportunity to set up an appointment with that engineer to bring him/her his prize. If you have any questions on this please don't hesitate to contact the EA.

BRING YOUR CUSTOMERS: Engineers do not have to be members of the CEE to participate... Invite your customers to this event. Provide them with an opportunity to gain important Continuing Education Units towards their professional license renewal.

SHIPPING: Items may be shipped to the Union League Club for your exhibit.

All items to be shipped should have the following info:

Company Name

Main Contact Person (who will be onsite that day)

CEE Tradeshow

05/06/2019

Shipping Address:

Union League Club of Chicago

312 South Federal Street

Chicago, IL 60604

FOLLOW UP: Each exhibitor will receive a copy of the attendance database – including each Engineers Company and contact information. This shall be distributed after the show via email in Excel format.

QUESTIONS: Please contact me at your convenience with questions regarding this event. I can be reached at the Electric Association office by the information listed below.

*** DAY OF EVENT CONTACT: Amy Kasser (847) 602-6026**

Again, thank you for your participation in the annual CEE Tradeshow and for your support of the electrical engineering community.

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