

# FAQs for Exhibitors

## How is this show different than a typical trade show?

This is a Room Show. Each exhibitor has their own meeting room set up with their display and about 20 chairs. The hotel provides one or two 5" tables. UMAPP places the distributor attendees into 11 groups of approximately 10 – 15 per group. These groups stay together during the day as they rotate from room to room for presentations. There is a five-minute break between presentations for you to reset the room (if needed) and for distributors to move to their next meeting room presentation.

## How are the exhibitors chosen for this show?

Each supplier company applies to be on the Room Show ballot and UMAPP's distributor members choose the exhibitors they would like to see at the show. The 10 suppliers who receive the most votes from distributors are invited to the show and the room show committee chooses the 11<sup>th</sup> supplier based on product variety and history of exhibiting at the show.

## Will we receive the attendee list? How many distributors do you expect? Is this an end-buyer show?

- Yes, you will receive a post-show attendee list via email
- We expect approximately 130-150 distributors from typically 55-60 different companies
- This is NOT an end-buyer show

## About Your Giveaways and Presentations

Our event aims to redefine the traditional trade show experience by providing attendees with more than just random products and sales pitches. We are striving to create an unparalleled learning environment where distributors can gain valuable knowledge, forge meaningful connections, and leave feeling empowered to elevate their businesses.

***To achieve this ambitious goal, we are calling upon our valued supplier partners to deliver presentations that go beyond the ordinary. We envision sessions filled with compelling case studies, innovative projects, and creative strategies that showcase the versatility and effectiveness of your products across various industries. We encourage you to share success stories, highlight out-of-the-box solutions, and provide actionable insights on selling your products and overcoming common objections.***

Moreover, we believe that incorporating **high-quality samples** into your presentation is key to leaving a lasting impression on our attendees. These samples should not only showcase the breadth of your product range but also serve as tangible examples of the concepts and strategies discussed during your session.

By going above and beyond the standard presentation format, you have the opportunity to truly stand out and make a lasting impact on our audience. Your contribution will not only enhance the overall quality of the Room Show experience but also position you as a thought leader in the promotional product industry.

We are confident that with your expertise and dedication, our event will exceed expectations and provide immense value to all participants. ***And keep them talking about your presentation and the valuable samples they received at this event.***

## Schedule

7:00 – 8:30 | Buffet breakfast in lobby

8:45 | Required exhibitors meeting (specific spot at the hotel to be announced)

9:00 – 10:55 | Exhibitor presentations (25-minutes each with 5 minutes in between)

10:55 – 11:05 | Break

11:05 – 12:30 | Exhibitor presentations

12:35 – 1:20 | Buffet lunch | Annual Meeting of Members and Awards Celebration (open to all members)  
*Each supplier company is allotted up to TWO lunches. Additional lunches may be ordered through UMAPP (\$35).*

1:30 – 3:25 | Exhibitor Presentations

3:30 – 5:00 | Reception/door prizes drawing/cash bar (optional)

