



EXHIBITOR OVERVIEW

Wednesday, September 21, 2022




ISM 2022
Annual Conference & Expo

Charting Technology Innovations at the Harbor 

Gaylord National Resort & Convention Center | National Harbor, MD

 @APHSA1 #ISMDCA22

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Agenda

- Introductions
- Goals and Objectives
- Things to Consider
- Getting Prepared
- Deadlines
- Getting Materials to Show Site
- Registration
- What's New and Technology for a Cause
- Meeting Safely
- Update on ISM Hotels
- Questions

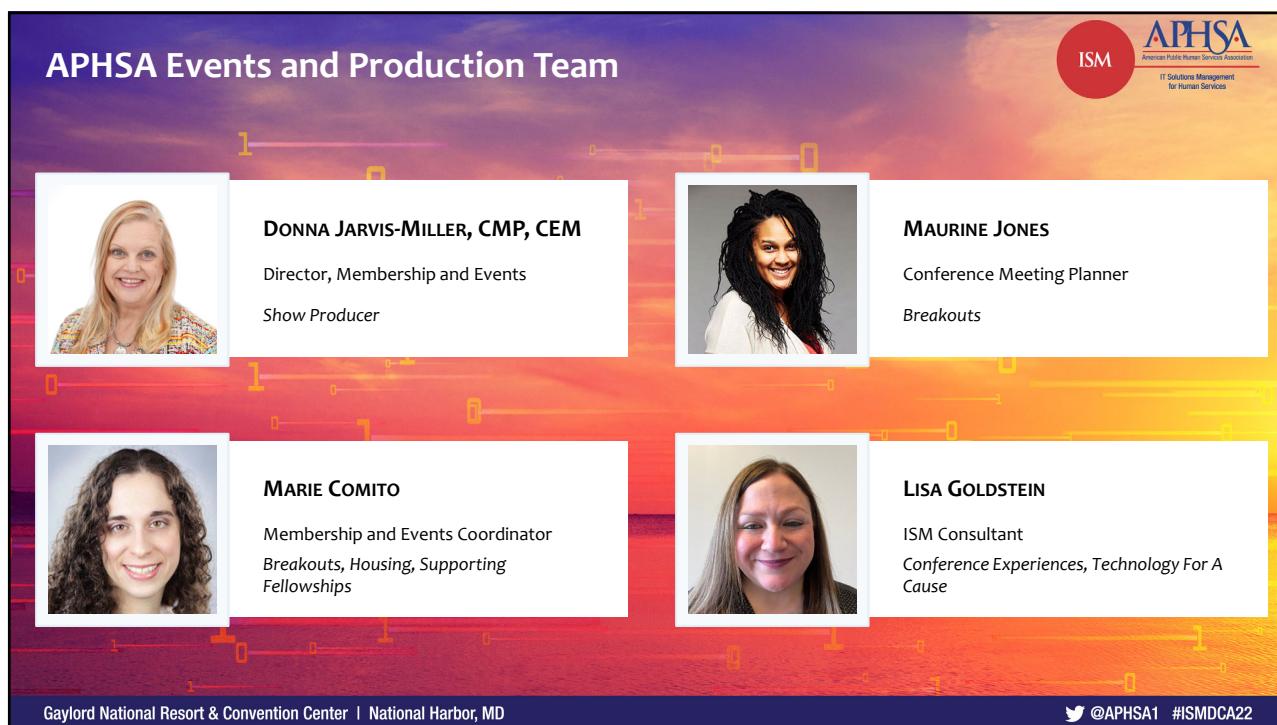



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APHSA Events and Production Team



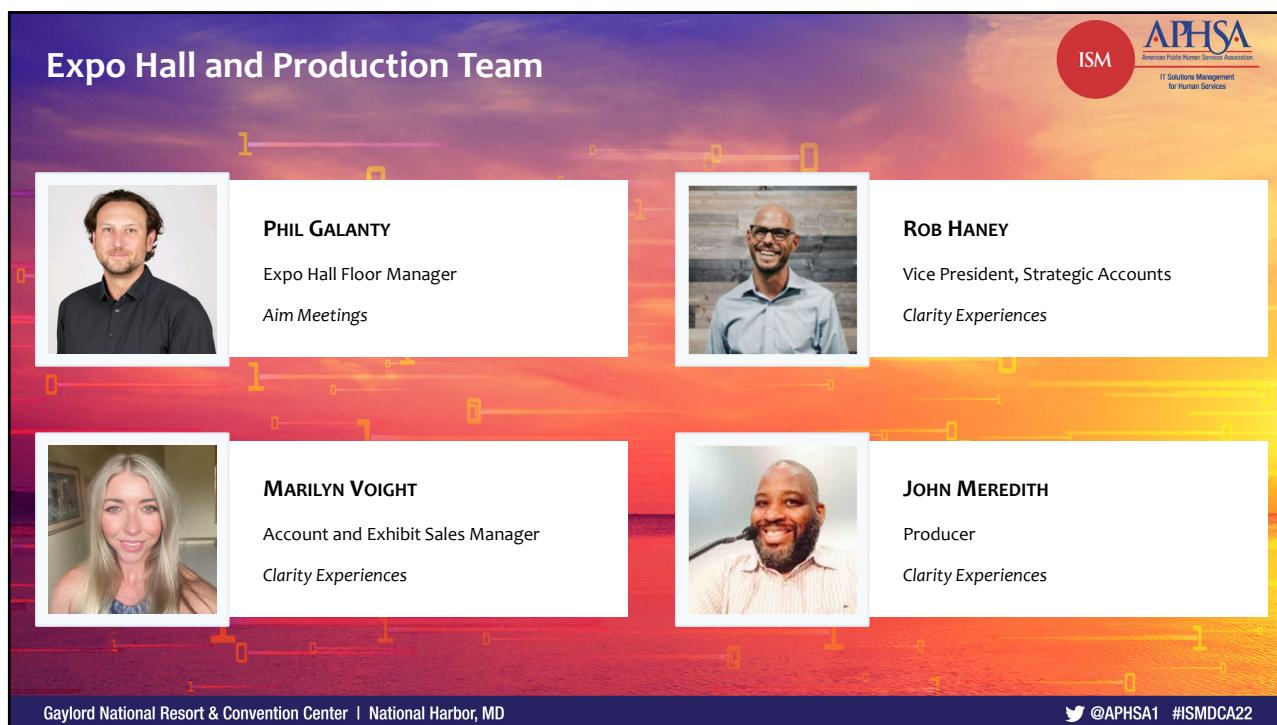
The slide features a purple and orange gradient background with a decorative pattern of yellow and white shapes. It displays four team members in white-bordered boxes:

- DONNA JARVIS-MILLER, CMP, CEM**
Director, Membership and Events
Show Producer
- MAURINE JONES**
Conference Meeting Planner
Breakouts
- MARIE COMITO**
Membership and Events Coordinator
Breakouts, Housing, Supporting Fellowships
- LISA GOLDSTEIN**
ISM Consultant
Conference Experiences, Technology For A Cause

Logos for APHSA (American Public Human Services Association) and ISM (IT Solutions Management for Human Services) are in the top right. The bottom left shows the location: Gaylord National Resort & Convention Center | National Harbor, MD. The bottom right has a Twitter icon and the handle @APHSA1 #SMDCA22.

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Expo Hall and Production Team



The slide features a purple and orange gradient background with a decorative pattern of yellow and white shapes. It displays four team members in white-bordered boxes:

- PHIL GALANTY**
Expo Hall Floor Manager
Aim Meetings
- ROB HANEY**
Vice President, Strategic Accounts
Clarity Experiences
- MARILYN VOIGHT**
Account and Exhibit Sales Manager
Clarity Experiences
- JOHN MEREDITH**
Producer
Clarity Experiences

Logos for APHSA (American Public Human Services Association) and ISM (IT Solutions Management for Human Services) are in the top right. The bottom left shows the location: Gaylord National Resort & Convention Center | National Harbor, MD. The bottom right has a Twitter icon and the handle @APHSA1 #SMDCA22.

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Goals and Objectives



At the ISM Conference & Expo, we're bringing together opportunities to advance solutions within and across the public, human serving, and for-profit sectors to strengthen families and communities.

We aim to form new, generative partnerships, elevate promising practices and leverage converging opportunities for systems change.

Goal	Create and develop high quality content which elevates the work of our members
Objective	Forward looking and action-oriented content that moves beyond COVID with thought-leaders, federal
Goal	Produce an in-person conference that creates engagement for members and partners
Objective	Utilize gamification to engage attendees both with each other and sponsors
Goal	Identify allied audiences with health and human services to increase government attendees
Objective	Using digital retargeting, segmented and targeted message, and advertising campaigns to reach new government attendees

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Marketing and Spreading the Word

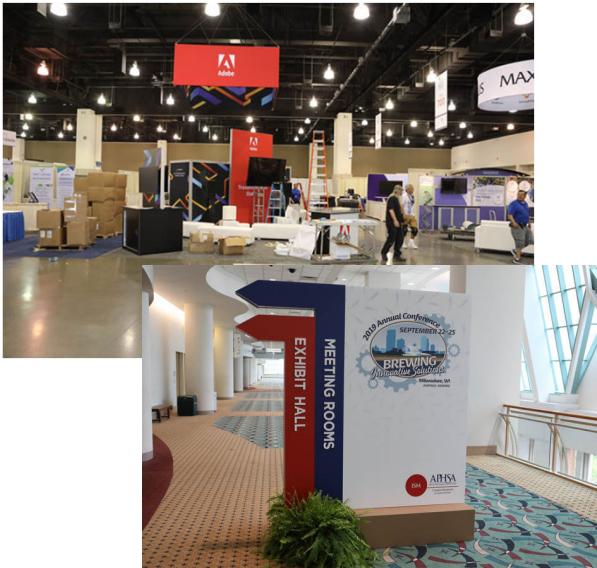


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Getting Prepared



Gaylord National Resort & Convention Center | National Harbor, MD



1. Follow the Critical Path
2. Place orders early
3. Create a strategy for the on-site team
4. Come prepared to be engaged

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Exhibitor Tips & Reminders

Due Now, if you haven't done so

- Logo and company description is updated in the Exhibitor Harvester
- Complimentary registrations are completed
- Balances are paid or in process of being paid
- Ad for the AAAG/Exhibit Hall Map has been submitted – Platinum sponsors or if you purchased at another level
- Artwork is due for the Traffic Stopper – Silver level only

Due or Starts Friday, September 23

- Early registration rates end for additional personnel

Due or Starts Friday, September 23

- Advance Warehouse begins accepting freight
- Exhibitor Appointed Contractor (EAC) forms are due
- Early deadlines for
 - Booth rentals and custom rental accessories
 - Audio Visual orders are due

Due or Starts Monday, October 3

- Standard furniture orders

Due or starts Friday, October 7

- Lead Retrieval
- Internet for hardline
- Electric orders
- Rigging orders
- Photography
- Advance freight orders (North Star Express)

Due or starts Friday, October 7

- 1,200 printed insets – Platinum only
- Resource wall materials – Platinum only

Due or Starts Friday, October 14

- Last day Advance Warehouse accepts exhibitor freight

Due Thursday, October 20

- Last day for any warehouse deliveries

Saturday, October 22 | 8:00 AM EDT

- First day freight is accepted at the Gaylord National Resort and Convention Center
- Move-in starts

Sunday, October 23 | 6:30 PM EDT

- Show Time – Expo Hall Opens

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ISM 2022
Annual Conference & Expo
October 23-26

Charting Technology Innovations at the Harbor

GETTING YOUR MATERIALS TO SHOW SITE

Amanda Sparkman, Account Manager

Gaylord National Resort & Convention Center | National Harbor, MD

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AMANDA SPARKMAN

Account Manager
Shepard Expositions

Gaylord National Resort & Convention Center | National Harbor, MD

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ISM Annual Conference
October 23 - 26, 2022
Gaylord National Resort & Convention Center

PLANNING STARTS HERE.

Hello AMANDA

Shepard Exposition Services is pleased to serve you as the general services contractor for ISM Annual Conference.

Please take a few moments to login and familiarize yourself with the Exhibitor Service Manual. This tool contains all the information you need to plan and execute a flawless event.

If you are not the correct contact for this information, please forward this email to the proper person so that your team doesn't miss important planning information or cost-saving discounts.

Want a Custom Exhibit Experience?
Our Exhibits team can help! Our in-house team of exhibit experience design and planning experts are ready to jump in and assist you. Offering a full range of turnkey and custom services, we promise an easy, seamless, and successful experience. [Contact an Exhibits Team Member.](#)

Questions?
Contact our Customer Service Team with questions about the Exhibitor Service Manual or Online Ordering.
1-866-366-7428 | clientservices@shepardes.com



Username: asparkman@shepardes.com
Booth Number: TBD
Company Name: SHEPARD EXPOSITION SERVICES

[Order Online](#)
[Prefer a paper copy?](#)
[Download PDF](#)
[Need help with your login?](#)
[Login Help](#)

You should have received an email that looks like this in your inbox. This is your access to the online exhibitor portal. Follow the instructions in the email to gain access to our ordering system.

Any questions can be sent to our Customer Service Team – clientservices@shepardes.com

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ISM Annual Conference
October 23 - 26, 2022
Gaylord National Resort & Convention Center
National Harbor, MD

[EVENT INFORMATION](#) [IMPORTANT INFO & DOWNLOADS](#) [CUSTOM EXHIBITS RENTALS](#) [FLOORING](#) [STANDARD FURNISHINGS AND PACKAGES](#) [CUSTOM FURNISHINGS](#)
[LABOR & FORKLIFT](#) [SHIPPING/MATERIAL HANDLING](#) [CLEANING SERVICES](#) [UTILITY & AUXILIARY VENDORS / FACILITY INFO](#)

Welcome!
We are pleased to offer online services for your convenience.

Welcome back Amanda Sparkman
Connect Account to register as an Exhibitor, as a Third Party for an existing exhibiting company, or as an Exhibitor Appointed Contractor for this event.
[Connect Account to Exhibiting Company](#)

Your Exhibitor/Booth Information:
Company: SHERPARD EXPOSITION SERVICES
Booth Package to Include:
Items provided in your booth, per exhibitor:
8' High Backwall Drape with 3' High Sidewall Drape
7' x 44" Cardstock Identification Sign

Booth: TBD
Show Colors:
Show Drape Color(s): Black, Red
Aisle Carpet Color: Cayenne

Contact us for help
Have questions? Contact us for assistance.
[Send An Email](#) [404-720-8600](#)

Shipping Information
Advance Warehouse Address
ISM Annual Conference
(Exhibiting Company Name, Booth #)
C/O Shepard Exposition Services
7079 Oakland Mills Rd
Columbia, MD 21046

Direct to Show Facility Address
ISM Annual Conference
(Exhibiting Company Name, Booth #)
C/O Shepard Exposition Services
Gaylord National Resort & Convention Center
701 Waterfront Street
National Harbor, MD 20745

Shepard Help Desk
[Send An Email](#) [404-720-8600](#)



Important Shepard Deadlines are on the homepage of the online ordering portal. Please make sure you review these when placing orders, shipping items for the show, etc.

Important Dates
Click the  icon to add items to your calendar!
*All times are in facility time zone - America/New_York

Exhibitor Appointed Contractor notification deadline
 [Friday, September 23, 2022](#)

Discount price deadline for standard Shepard orders
 [Monday, October 3, 2022](#)

Discount price deadline for custom Shepard rentals
 [Friday, September 23, 2022](#)

First day for warehouse deliveries without an additional surcharge
 [Friday, September 23, 2022](#)

Last day for warehouse deliveries without an additional surcharge
 [Friday, October 14, 2022](#)

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Move-In looks different this year. General move in begins on Saturday, October 22nd at 12PM. If you received a target information email and your booth is highlighted in PINK, you are permitted to move in starting at 8AM on Saturday, October 22nd.

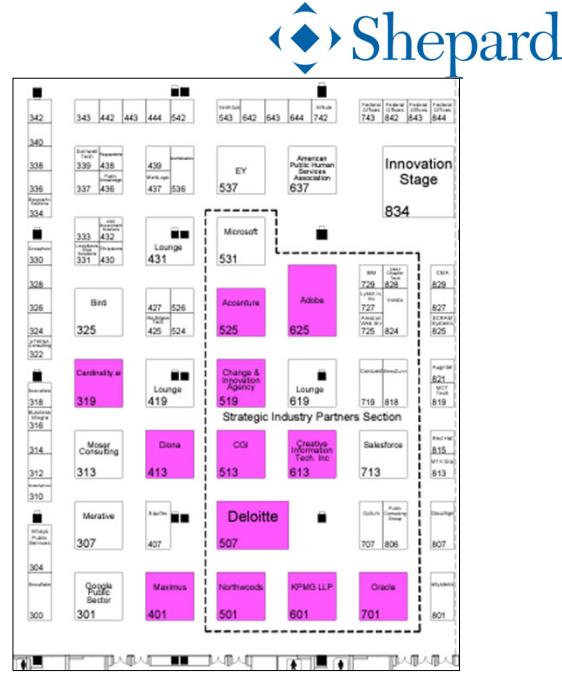
Important Updated Target Information ISM Annual Conference



Hi AMANDA,

In order to facilitate a smooth and organized setup for all exhibitors, ISM Annual Conference will utilize a Targeted Move-In schedule. Please see the box on the right for the target date and time for SHEPARD EXPOSITION SERVICES TBD.

Assigned Target
TEST DATE
TEST TIME



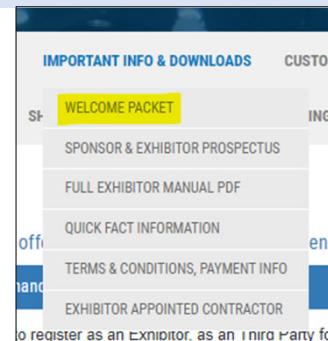
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Critical Path	
2022 ISM Annual Conference & Expo National Harbor, MD	
Action Item	Due Day and Date
Upload Logo to Online Exhibit Profile in Exhibitor Harvester	Immediately
Update Exhibit Description in Exhibitor Harvester	Immediately
Complete Complimentary Registrations	Immediately
Ad (2.3" x 1") for AAAG/Exhibit Hall Map (Platinum – included)	Friday, 9/2/2022
Final balance due: ALL exhibit fees, without a PO on file	Monday, 9/12/2022
Last day to update online Exhibitor Profile	Monday, 9/12/2022
Silver Sponsor: Artwork Due for Traffic Stopper (Floor Sticker) 3' x 4' – See Insert	Friday, 9/16/2022
First day for Advance Warehouse to accept deliveries from exhibitors (without a surcharge)	Friday, 9/23/2022
Exhibitor Appointed Contractor (EAC) Notification Deadline	Friday, 9/23/2022
DISCOUNT DEADLINES: The dates listed are the last day to receive discounts from our partners.	
Booth rentals and custom rental accessories (Shepard)	Friday, 9/23/2022
Audio Visual orders (Clarity Experiences)	Friday, 9/30/2022
Florals for exhibits	Contact Shepard to confirm
Standard orders for furniture, carpet, etc. (Shepard)	Friday, 10/3/2022
Lead retrieval orders (SmartSource)	Friday, 10/7/2022
Internet (hard lines) (Gaylord)	Friday, 10/7/2022
Electric orders (Gaylord)	Friday, 10/7/2022
Rigging orders (Gaylord)	Friday, 10/7/2022
Photography (Robb Cohen Photography)	Friday, 10/7/2022
Advance freight orders (North Star Express)	Friday, 10/7/2022
Labor orders (Shepard)	Friday, 10/14/2022
Materials Deadlines and Labels	
1,200 Printed Inserts (postcards, flyers, nothing larger than 8 1/2 x 11, less than 3 oz.) – Platinum only, unless purchased – <i>Shipping Label included</i>	Friday, 10/7/2022
Resource Wall materials – Platinum only, unless purchased – <i>Shipping Label included</i>	Friday, 10/7/2022
Last day for Advance Warehouse to accept deliveries from exhibitors (without a surcharge)	Friday, 10/14/2022
Last day for warehouse deliveries* <i>freight received after this day/date is not guaranteed to be delivered to booth for move-in</i>	Thursday, 10/20/2022
First day freight accepted at Convention Center	Saturday, 10/22/2022 – 8:00 AM EDT
Move-in Day	Saturday, 10/22/2022
Opening Reception – Exhibit Hall, 6:30 PM	Sunday, 10/23/2022

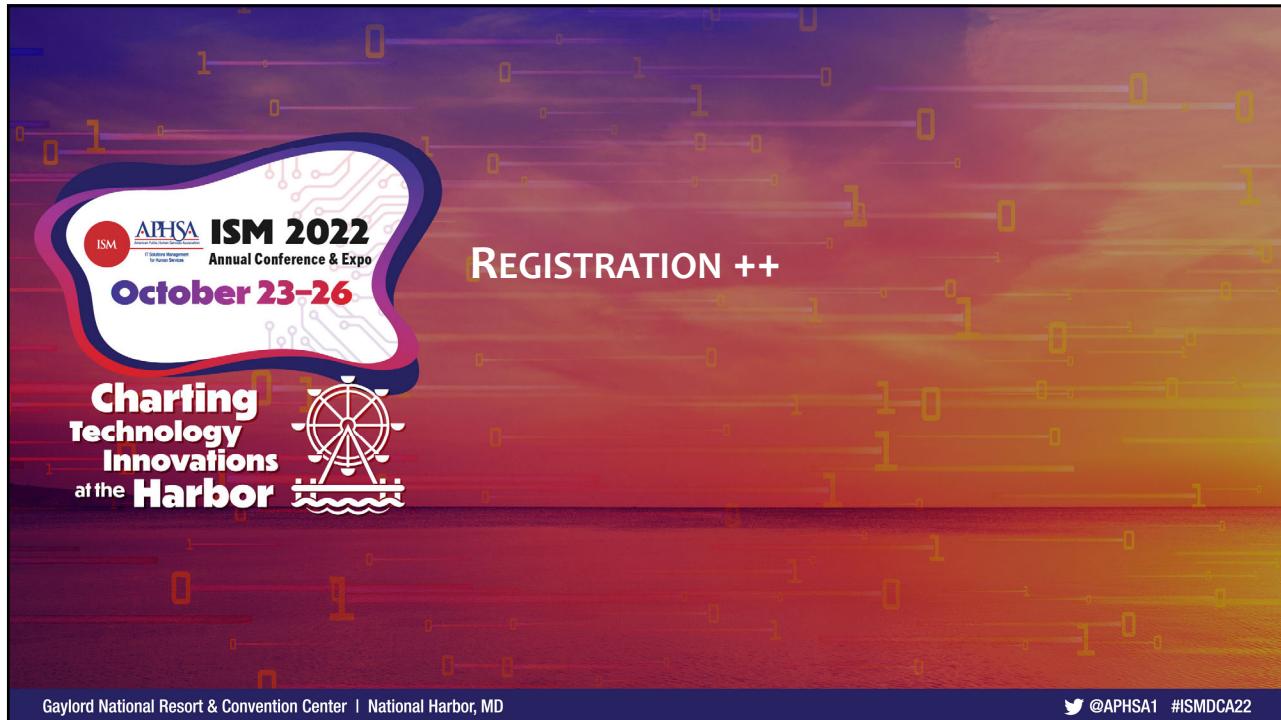


The Critical Path contains important deadlines for all things related to ISM. Please ensure you have reviewed these deadlines and are staying on top of these requirements.

This Critical Path is found in the Exhibitor Manual and on the online ordering system under the tab "Welcome Packet" under Important Info & Downloads.



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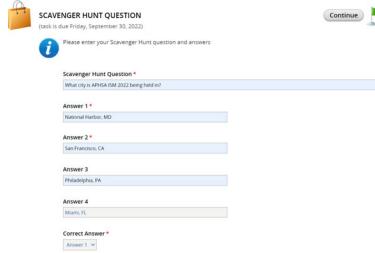
Technology & Treasure Hunt – Gamification!



The logo for the Technology & Treasure Hunt features a circular badge with the ISM 2022 logo and text. To the right, the text 'Charting Technology Innovations at the Harbor' is displayed next to a Ferris wheel icon.

- Location Questions - Ask companies to add trivia based on the location of the meeting. Ex: when was the National Harbor Ferris Wheel opened?
- Company Questions - Where is X company headquartered? What company did X company recently acquire?
- Product Questions - What is the newest product from X company? When will the Fancy 2.0 product launch?
- Event Questions - where was the annual meeting in 2019? What year was the first annual meeting?
- Presentation Questions - who is the keynote speaker on day 1? How many presentations are in the ABC track?
- Themed Questions - Trivia fact about US presidents, Food trivia, music trivia sports trivia.

APHSA
American Public Human Services Association
IT Solutions Management for Human Services



The form is titled 'SCAVENGER HUNT QUESTION' with a note that it's due Friday, September 30, 2022. It asks for a question and four possible answers. The correct answer is marked as 'Answer 1'.

Scavenger Hunt Question *	What city is APHSA ISM 2022 being held in?
Answer 1 *	National Harbor, MD
Answer 2 *	San Francisco, CA
Answer 3	Philadelphia, PA
Answer 4	Moore, PA
Correct Answer *	Answer 1 ✓

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Technology For A Cause – United Community



United Community is a Northern Virginia non-profit and we have partnered with them to raise \$20,000 in cash plus provide the following items.

- Weekend Food Packs
- Toiletry Packages
- Snack Packs for Daycare
- Food and/or gift cards for Thanksgiving package

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You can participate by

- [Donate directly](#) to United Community and the funds will be counted toward the \$20,000 cash goal
- Purchase Items for the engagement activities
 - Thanksgiving [Wish List](#)
 - Snack Packs and Toiletry Items [Wish List](#)
- All donations will be acknowledged during the event
- Support the Silent Auction with your bids



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I3 Area – Innovation, Ideation, and Inspiration



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Gaylord National Resort & Convention Center
National Harbor, MD | 100000 sq ft

Charlottesville Technology Innovations at the Harbor

Innovation, Ideation & Inspiration – I3 Area

Throughout the ISM Conference & Expo, attendees are being encouraged to play the networking game through the expo floor where attendees can be found on their resumes. LinkedIn profiles and messaging personal will be offered on Monday and Tuesday on the expo floor as part of the I3 Area. LinkedIn profiles and messaging personal will be offered on Monday and Tuesday afternoon where local non-profit organizations will do a pitch to win a consulting hour. Attendees will be associated with the importance of continuing to work on while advancing your career. Branding on the I3 Area will be given to the overall sponsor.

Inspiration: (Re)Brand You Bar
ISM will be offering personal branding sessions to help attendees to "fresher" on their resumes. LinkedIn profiles and messaging personal will be offered on Monday and Tuesday on the expo floor as part of the I3 Area. LinkedIn profiles and messaging personal will be offered on Monday and Tuesday afternoon where local non-profit organizations will do a pitch to win a consulting hour. Attendees will be associated with the importance of continuing to work on while advancing your career. Branding on the I3 Area will be given to the overall sponsor.

**Investment Opportunity: \$12,500 net investment
\$10,000 in revenue**

**Interested in Both? I3 Area + Inspiration: (Re)Brand You Bar
\$25,000 net investment
\$18,000 in revenue**

For more information, please contact the ISM Team: Phil Salter or Anna Aguirre at 703-540-5001 or www.aphsa.org

www.ISMconference.com

ISM 2022 Annual Conference & Expo
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Gaylord National Resort & Convention Center
National Harbor, MD | 100000 sq ft

Charlottesville Technology Innovations at the Harbor

Innovation, Ideation & Inspiration – I3 Area

Professional Headshots
Take advantage of an amazing opportunity to engage conference attendees and professionals with professional headshots. EAPHOTO provides a high volume of headshots allowing many people to have their portraits taken and get their best poses in just a few minutes of time.

Instant Photo Studio
This amazing technology makes your photos available almost instantly. The photos transfer to the EAPHOTO server and then using a tablet mounted on a stand, attendees will be able to view their photo and send to themselves via email, text or social media. The owner of the tablet will have a custom title related to the event.

APHSA Benefits:

- A professional photo studio meets at the I3 Area on the convention floor
- Photo studio during and prior promotion by ISM APP push notification promoting sponsored headshots

APHSA Benefits:

- Logo placement within the platform – Prominently displayed on online bidding landing page, strategically in top right corner of the platform and on the bid page included in push notifications
- Photo studio during and prior promotion by ISM APP push notification promoting sponsored headshots

For more information, please contact the ISM Team: Phil Salter or Anna Aguirre at 703-540-5001 or www.aphsa.org

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Innovation, Ideation & Inspiration – I3 Area

Become the ISM 2022 Silent Auction Sponsor
Portion of the Proceeds Benefit the United Community of Alexandria, VA

ISM is excited to offer a streamlined Silent Auction experience.
Bidding will take place online through EAPHOTO's web-based platform that is mobile friendly and easy to use. Bidding will be done with a web-based platform and will be a new opportunity to engage attendees and promote your company's products and services. Online bidding will open two weeks prior to ISM and close on Tuesday, October 25, 2022.

Sponsor benefits include:

- Logo placement within the platform – Prominently displayed on online bidding landing page, strategically in top right corner of the platform and on the bid page included in push notifications
- Photo studio during and prior promotion by ISM APP push notification promoting sponsored headshots
- The list of online auction participants (including name, company, and email) to send a targeted communication/thank you for participation

APHSA Benefits:

- Logo placement within the platform – Prominently displayed on online bidding landing page, strategically in top right corner of the platform and on the bid page included in push notifications
- Photo studio during and prior promotion by ISM APP push notification promoting sponsored headshots

For more information, please contact the ISM Team: Phil Salter or Anna Aguirre at 703-540-5001 or www.aphsa.org

Cost: \$8,000

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The interface shows the APHSA Conference App and the 'Ask Abby' Chatbot. The app screen displays the conference agenda, speakers, attendees, and map. The chatbot interface shows a conversation with Abby, providing information about sponsors, the show floor map, and the agenda.

APHSA Conference App and “Ask Abby” Chatbot

Ask Abby

BROUGHT TO YOU BY
Change & Innovation Agency
CIA

ASK ABBY

map...
You can send: MAP

Who are the sponsors?
Connect with numerous vendors, suppliers, and more on the show floor on Aug 23 & 24 from 8am-5pm CDT! To see who's here:
Sponsors <https://r.42chat.com/2YONWN0G>

To check out the show floor map...
You can send: MAP

Check out what we've got

Agenda

Attendees

Map

My Schedule

Exhibitors

Technology & Treasure Hunt

CIA

Get Tickets Message Activity Feed Map Settings

APHSA
American Public Human Services Association
ISM
IT Solutions Management for Human Services

11:15 AM - 12:15 PM
★ Addressing Bias in Machine Learning
Brian D. Glass, Ph.D., Jennifer E. Purt, Ph.D., Darlene Bragg, Paula Hildebrand

★ Combating Substance Use Disorder Through
Coordinated Care and System Interoperability
Hannah Nettie, n/a, Gary Orms

★ Getting People the Help They Need, When They Need It
Pawel Wozniak, n/a

★ Incident or Accident, Do Tell
Christopher F. Brannen, Allison Lewis, Rachael Stewart, Mark Baner, Joc

★ Leveraging Data to Build Prevention Strategies
Andrea Dene, Ed Dally

1:45 PM - 2:45 PM
★ Beyond Role Play: Modernizing Workforce Development
Practices
Reichen R. Kendrick-Bruckner, MSW, Betsy Goulet, PhD, Amy Wheeler, LCSW

★ Championing Women Leaders: Conversations with
Women in Leadership
Kerrytta Powers-Rucker, n/a, Shemelle Crawford, n/a, Lisa Townsend, Ant

★ CXM Workshop: Humanizing Digital Experiences
Megan Atchley, n/a

★ Data Automation to Support Child Care
Heyley Young, n/a, Babita Sunkris, Rupam Chakrati

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Health & Safety at the ISM Conference



Pre-Conference

- All attendees will be required to provide proof of vaccination or a negative COVID test (*home tests are not acceptable for COVID test results*), 48-72 hours prior to arrival at host hotel, through the secure upload portal. No exceptions will be made for this requirement.
- Follow relevant guidance provided by the Centers for Disease Control and Prevention (CDC) or local health authority.
- Evaluate your own health and that of people you are in close contact with; contact the conference organizers if you have concerns.
- Stay home if you feel sick or have been with anyone who has tested positive, following the guidance issued by CDC.

During the Conference

- All session rooms and common areas will be cleaned on a regular basis. There will be hand sanitation stations placed in all high-traffic areas.
- Masks are not required at the conference; however, organizers do encourage you to do what is best for your own safety and well-being.
- During the conference, if you test positive, please notify conference organizers. *Please do not send messages to other attendees. Show Management will manage communications based on a conversation with you.*

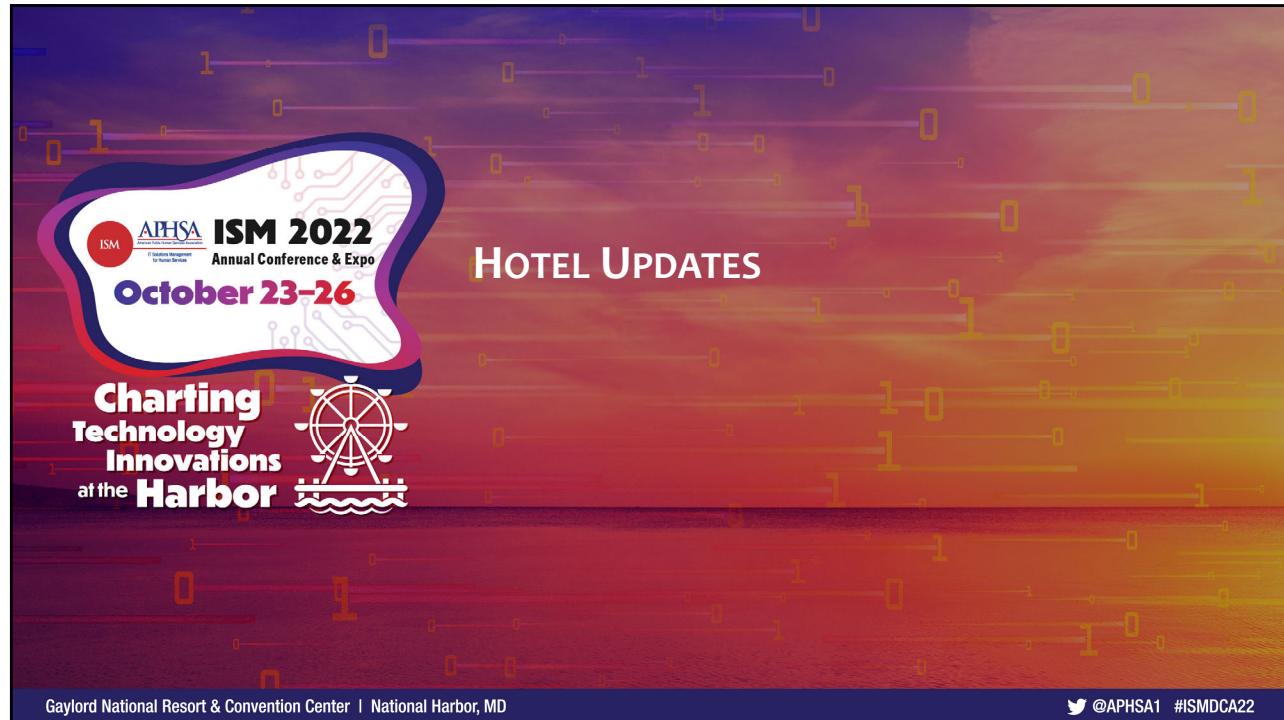
Post-Conference

- Based on current contact tracing advice from many health authorities, if you test positive for COVID-19 up to fourteen (14) days after returning home, please contact the conference organizers to advise them. If a significant number of notifications are received, organizers will notify the local public health authority.

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Update on ISM Hotels

- Gaylord National Resort & Convention Center
 - Limited availability, mostly single nights
 - Room rate: \$252 plus taxes and prevailing resort fee
 - No per diem rooms available
 - Block will close on September 29
- AC Hotel National Harbor Rooms
 - Room rate: \$279 plus applicable taxes
 - Block will close on September 29
- Residence Inn National Harbor
 - Room rate: \$289 plus applicable taxes
 - Block will close on September 29
- Hyatt Place National Harbor
 - Room rate: \$249 plus applicable taxes
 - Block will close on September 29



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Contacts – Approved Contractors and APHSA

- Shepard Expositions – clientservices@shepardes.com or call 866-366-7428
- Audio Visual Orders – Marilyn Voight, Marilyn.exhibits@clarityexperiences.com
- Exhibitor Harvester – Anna Nogueira or Phil Galanty, ads_exhibits@aphsa.org
- Technology for A Cause Project – Lisa Goldstein, ISM Contractor, lisa@lbgconsultingservices.com
- Freight Orders with North Star Express – shippingcoach@northstarexpres.com or 800-787-1800
- APHSA Team
 - **Donna Jarvis-Miller, Show Producer and Director, Membership and Events** - djarvis-miller@aphsa.org
 - **Maurine Jones, Meeting Planner** - mcjones@aphsa.org
 - **Marie Comito, Events and Membership Coordinator** - mcomito@aphsa.org



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