

2025 JETC

Exhibitor Orientation & Training Webinar

Ann McLeod, CEM, CAE – Director of Meetings, Membership, & Business Development,
SAME National Office

Kennedy Gillie – Exhibit & Sponsorship Manager, SAME National Office

Sophea Ouk – Customer Service Manager, The Expo Group

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 ["SOCIETY OF AMERICAN MILITARY ENGINEERS"](https://www.linkedin.com/company/society-of-american-military-engineers)

This webinar is being recorded.

Download a copy of the presentation from the “handouts” tab on your control panel.

Use the Q&A tab to submit a question at any time during this webinar.

Use the Chat tab to engage with others.





2025 JOINT
ENGINEER
TRAINING
CONFERENCE
& EXPO

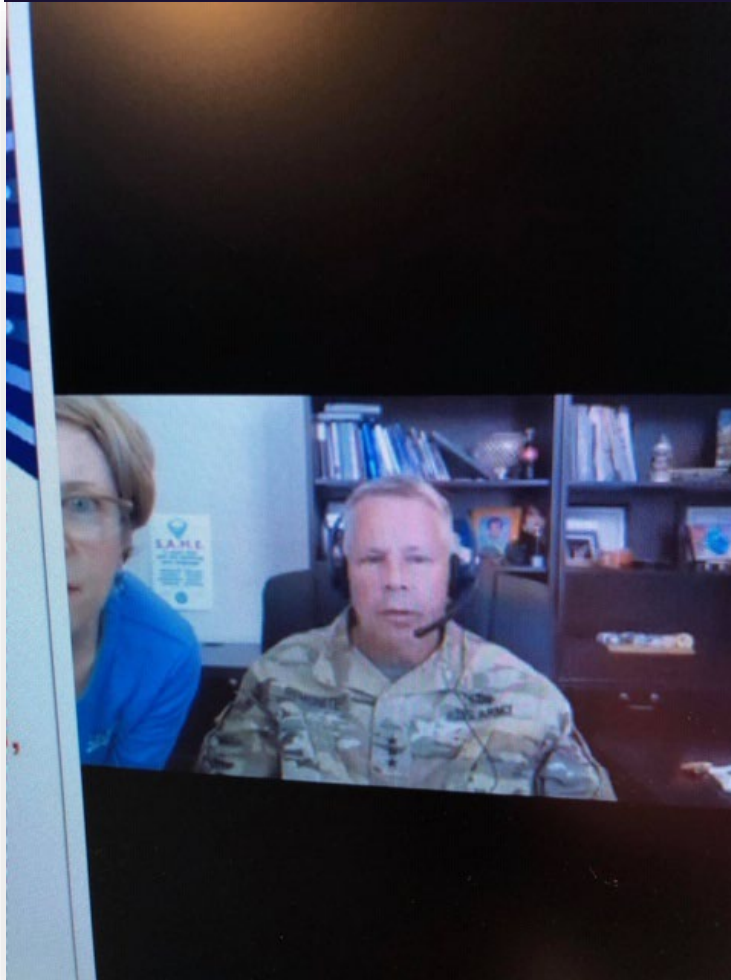
IGNITING IDEAS!

MAY 13-15
Louisville, KY



samejetc.org

SPEAKER



Ann McLeod, CEM, CAE

SAME National Office

Director of Meetings, Membership & Business
Development

Fun Facts

- <<<< Fave photo from JETC 2020
- The disco ball was invented in Louisville
- “Running” the Cherry Blossom 10-miler this Sunday April 6!

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SPEAKER



Kennedy Gillie
SAME National Office
Exhibit & Sponsorship Manager

Fun Facts

- 978-day Duolingo streak in Spanish
- Go to karaoke song: How You Remind Me x Nickelback
- Dog mom to a Frenchie named Herbie



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SPEAKER



Sophea Ouk
The Expo Group
Customer Service Manager

Fun Facts

- Dog mom to a 13-month-old Dobie, Titus!
- Likes working out and long walks
- Scared of heights

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JETC IS PROCEEDING AS SCHEDULED

SAME is working continuously with contacts at the uniformed services and government agencies to maximize attendance at JETC.

Code of Conduct

SAME is committed to providing a safe and welcoming experience for all participants. Unacceptable behavior includes, but is not limited to intimidating, harassing, abusive, discriminatory, derogatory, or demeaning conduct; disruptive, incessant and unwelcomed instant messaging; or other unprofessional behavior be it written, verbal, or otherwise as determined by SAME and its representatives, in their sole discretion. Anyone engaged in unacceptable behavior is subject to expulsion from the event, at SAME's sole discretion, without refund. Unacceptable behavior will not be tolerated and should be reported to registration@same.org.



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How many times have you personally exhibited at JETC?

- a) This will be my first time!
- b) JETC 2024 was my first time
- c) Two or three times
- d) Four or more - I love JETC!

Acronym Guide

- **ESC = Exhibitor Service Center** – the online tool provided by SAME to help you manage your booth.
- **ASC = Attendee Service Center** – the online tool provided by SAME to help you manage your individual registration for the event.
- **ESM = Exhibitor Service Manual** – the information needed to plan the logistics of your booth, order things like carpet padding, etc.
- **KICC = Kentucky International Convention Center** – where JETC is taking place!



The Key to a Successful Exhibiting Experience

1. **READING** information sent to you from:

- SAME
 - Exhibitor related: Exhibit@same.org
 - Registration related: Registration@same.org
- Official Vendors:
 - General Service Contractor: The Expo Group
 - Small freight carrier: TTS
 - Audio Visual: KICC
 - Electrical Orders: KICC
 - Wi-Fi Orders: KICC
 - Lead Retrieval: eShow

All info is on one
form in the ESC/ESM!



Additional Ways to Ensure Success!

2. PRE-PLANNING your participation

- You get out of it what you put into it...don't just show up and expect results.

3. ADHERING to DEADLINES

- Registration, hotel reservations, shipping, ordering additional support items, etc.

4. SHARING information with your team

5. USING the TOOLS provided



Logistics of Exhibiting

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Get Ready for the Logistics of Exhibiting

REVIEW & USE THE EXHIBITOR SERVICE MANUAL (ESM)

- Contains all the logistical information you need to know – rules, shipping, material handling, etc.
- Order any extra items you need (carpet padding, electricity, etc.) here

Direct link to the ESM can be found on the Welcome page of the Exhibitor Service Center (ESC)

- If you have issues logging into the ESM site or have not received your log-in information, please email ExhibitorService@theexpogroup.com!



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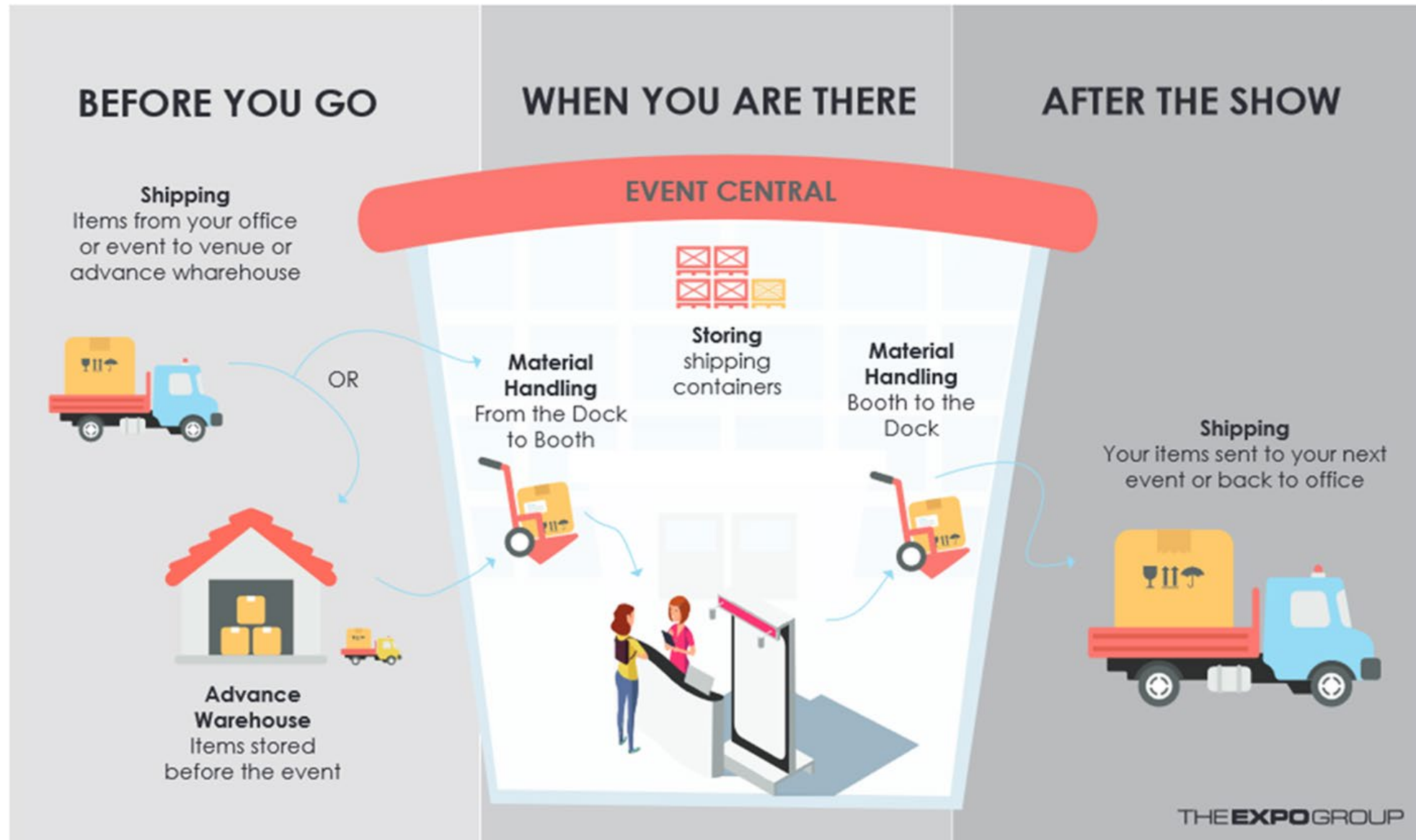
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What the HECK is “Material Handling”?!



Shipping vs. Material Handling

Shipping is the process of getting your materials to and from the show. These charges are handled between you and your chosen freight carrier.

Material Handling is the process of getting your materials from your chosen carrier to and from your booth space. Material Handling charges cover the unloading of your items and the delivery to your booth space, storing your empty crates or boxes, and the re-loading of your materials with your carrier during move-out. If you ship items to the warehouse or the KICC, you should expect to pay material handling charges.



Plan appropriately for SHIPPING!

Make sure your shipping label includes your **booth number and the company name on the booth!** Usually when boxes go missing, it's due to incorrect labeling.

Even if an order is being shipped via Amazon, please make sure you provide the exact shipping information (see label slides).

FedEx and UPS are not the preferred way to ship your items due to the lack of preferred tracking paperwork. SAME recommends that you use our preferred shipping vendors.

Please bring your shipment tracking information with you on-site! This will save you time if a package goes missing.

Sign and submit the Material Handling Agreement via the ESM

- Expedite move-out and save time onsite by completing this agreement now!
- Not completing this form causes long lines at the Service Center Desk during move-out!
- You can do this now on your phone or iPad.

Where to Ship? Your Choices!

- **Advanced warehouse:**

- Benefit: PEACE OF MIND! You can verify whether your items were received. They will be delivered directly to your booth
- Shipments accepted from April 16th until May 9th
- Materials received after May 2nd are subject to a surcharge

- **Direct to KICC:**

- Benefit: You have more time to get things together
- Accepted starting Monday, May 12th



Recommended!!

Advanced Warehouse

THE **EXPO** GROUP

ADVANCE WAREHOUSE SHIPMENT

EXHIBIT MATERIAL

To:

(Exhibitor)

(Booth Number)

c/o The Expo Group & BTX & Hapadvic Trucking
7635 National Turnpike, Ste 190
Louisville, KY 40214

Name of Convention:

2025 Joint Engineer Training Conference (JETC)

Must arrive by May 9, 2025

Carrier: _____ # Pieces: _____

Materials arriving at the warehouse after May 2, 2025 will
be subject to a surcharge.

Direct Ship

THE **EXPO** GROUP

Direct to Show Site Shipments

EXHIBIT MATERIAL

To:

(Exhibitor)

(Booth Number)

Kentucky International Convention Center -
Halls C, D & E
c/o The Expo Group
221 South Fourth Street
Louisville, KY 40202

Name of Convention:

2025 Joint Engineer Training Conference (JETC)

Do Not Deliver Prior to May 12, 2025

Carrier: _____ # Pieces: _____

Tips: Inbound Shipping (aka TO JETC)



Download shipping labels and addresses from the ESM



Use the correct label based on your item's arrival date.



Just listing your company name will cause delays. Include your booth number!!



Do not list your personal name. It is easier to track your company name on a package



You must provide a credit card for material handling services to receive empty crate stickers.



Purchase insurance on your freight!



Not going to the show? Provide your on-site team all tracking and shipping information

Outbound Shipping (aka back home)

SAME provides ground and airfreight carriers to help make your outbound shipping experience easy.

- Fill out the Material Handling Agreement, label your boxes, and TEG will pick up your items from your booth!
- If you want to use FedEx/UPS, bring your items to the FedEx/UPS office. Do not depend on FedEx/UPS to pick up your items!

Understand carrier requirements and know the carrier you've selected for your freight.

- If your carrier can't perform the service that the show times require, save yourself the headache and pre-book with either the onsite carrier or a carrier that can perform and that you can depend on.
- Make sure your carrier can pickup after the show closes (12:31 pm) and before move-out is complete (5:00 pm).
- Carriers cannot pick up shipments before 12:31 pm.
- All carriers must be checked-in at the freight desk by 3:00 pm on Thursday, May 15th.
- If your shipment is not picked-up by an outside carrier OR your carrier has not checked-in by 3:00 pm, your freight will be forced to one of the carriers SAME provides. Your company is responsible for any fees related to this service.





Local and Don't Need to Ship?

“Hand-Carrying” your materials is allowed!

- You must do it **yourself**
 - You **can't** use a bell-person, day laborer, and you cannot use a wagon, dolly, or suitcase)
 - You **can't** drive up to the docks and unload – must use laborer services
 - Follow the "Union Rules and Jurisdictions" in the ESM
-

Single-Rate Billing Method for Material Handling

- ❑ The Expo Group has updated its billing process for charging material handling fees.
- ❑ This update makes it easier to calculate material handling charges in advance by charging a single weight per pound.
- ❑ You can estimate your material handling charges by multiplying your shipment's estimated weight by the per-pound charge.
 - Materials sent to the advance warehouse or direct to the show site will be charged a \$2.50 per pound Material Handling Fee.
 - Materials sent to the Advanced Warehouse AFTER MAY 2nd will be charged a \$3.25 per pound Material Handling Fee.
 - Shipments weighing 10 lbs or less will not be charged a Material Handling Fee, compliments of The Expo Group! Thanks TEG!!



Your Booth Space

- Each 10x10 booth includes:
 - standard carpet
 - one 6-foot skirted table
 - two chairs
 - a wastebasket
 - ID sign
- Don't like the above? Want padding under your carpet? You are free to order other stuff!
- Electricity and enhanced internet are NOT included in your booth – this needs to be ordered separately

Let's show you how to order these items via the ESM!



DEMO OF THE ON- LINE ESM

**Let's pause for your
questions!**

**Next Up: The Exhibitor
Service Center**

Setting Up Your Booth: Display Rules

Just follow the
golden rule:

Don't obstruct
sightlines!

You must abide by the guidelines stated in the JETC Rules and Regulations.

RULES FOR IN-LINE BOOTHS:

- Anything taller than 3' must be in the rear half of the booth. That means tables, signs, and banners that are taller than the side drape cannot be put in the front of the booth.
- NOTHING can be taller than 8' high (the height of the back drape) regardless of where it is placed.

RULES FOR ISLANDS (20x20 and larger):

- All booth items must stay within your designated booth space. Banners, tables, or any other items cannot be placed in the aisle.
- NOTHING can be taller than 16' high.

SAME Staff will ask you to move or take down anything not following these guidelines!

Closing Time: 12:30 p.m. on Thursday

All booths must remain open until the close of the show!

Breaking down early means:

- Taking down items such as banners, structures, or tablecloths before closing time.
- Clearing off tables or putting away give-a-ways or brochures before closing time.

Packing items or tearing down your booth and STILL staffing your booth is considered tearing down early.

Exhibitors who tear down prior to closing time will be penalized, removed from the 2025 booth lottery, and charged a \$550 early tear-down fee.

Breaking down early is disrespectful to attendees and fellow exhibitors and is in violation of exhibit rules & regulations.

Please be sure that all those staffing your booth are aware of the requirement to remain open during official hall hours.

The Expo Group can tear down your booth if your team is unable to stay until 12:31 p.m. on Thursday – just order TEG-supervised labor through the ESM.



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Your Top-Needed Resources are Available via the ESC

https://www.samejetc.org//esc_login.cfm

1. The pre-conference attendee list

- Available via the ESC on April 29

2. Link to the Exhibitor Service Manual

- A username and password was sent to you from The Expo Group. Check your spam/junk folders or send an email to ExhibitorService@TheExpoGroup.com if you cannot locate your log in information.
- Key forms from the ESM are available for download on the ESC welcome page

3. Tracking your company's registrations

- See a list of everyone registered via the booth staff reg form
- Link available to register through the Booth Staff Registration Form.
- Any unused complimentary registrations are attached to your company account.

Let's do a demo now!

Tools in the ESC...

Profile

- Review and update your company's profile

Register

- Register Booth Staff

Receipts

- Find Invoices and Receipts

ESM

- Access the ESM and ordering page
- Download and review the manual and quick facts!

Order

- Lead Retrieval, Wi-Fi & Electrical, AV
- Important! These services are not submitted through The Expo Group!

Newsletters

- Access past Exhibitor Newsletters

Contact Attendees

- Download pre- and post-show attendee lists

Promotional Tools

- Downloadable Marketing & Social Media Toolkits

Exhibitor Checklist... TO DO NOW!



Review and update directory & demographic information in the ESC: Attendees view this information on the website's interactive floor plan and in our conference app



Register all company representatives through the Booth Staff Registration Form in the ESC



Plan travel according to the exhibit hall schedule: remember, flights should allow you to tear down AFTER the hall closes + accommodate travel to the airport



Review shipping deadlines and information...and plan accordingly



Order additional items needed from the Exhibitor Service Manual



The Expo Group Discount Deadline is MONDAY, APRIL 14th, 2025!



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Registration Reminders

ONE complimentary Full-Conference Registration is included per 10x10 booth.

Additional registrations may be purchased:

- Full Conference for those wanting to attend education sessions
- Exhibit Hall Only for those only working in the booth / attending networking activities

NO ONE is automatically registered!!

Those who need to access the hall during move-in, move-out, or pre- and post-show hours must register as Booth Staff.

- Those who registered using the wrong form can contact us to make changes. Just email us at exhibit@same.org and we will correct your attendee account.

Register by April 29th to be on the pre-show attendee list.

Best Practice: If you are attending the conference and your company is exhibiting, register via the Booth Staff Registration Form. This gives recognition as an exhibiting company representative!

Promoting Your Participation

Make a plan to drive traffic to your booth. Some ideas that work:

- Drawings for fun things! Gift cards, sports tickets, smart watches, iPads...
- Fun food & beverage: popcorn, ice cream, cappuccino, margaritas...
- A cool activity: caricatures, golf putting, shoe shine...

Social Media!

- New tool provided by SAME - InGo
- Your personal feed, company feed, professional groups

Use the pre-conference attendee list to promote your participation.

- The list will be posted to the ESC on April 30th.
- You may send ONE marketing email prior to JETC.

Notes

- All food must be ordered through KICC catering, Levy.
- All alcohol must be purchased through the official convention center catering team. This includes bottles to raffle, unless explicit permission is received in advance.
- If you would like to host a bar or food at your booth, please email Stevie Stevenson at stevie.stevenson@levyrestaurants.com

Exhibit Hall Hours

Day, Date	Activity	Start Time	End Time
Monday, May 12	Exhibitor Move-In/Set-Up	8:00 am	5:00 pm
Tuesday, May 13	Final Prep	7:30 am	9:30 am
	Exhibit Hall Open	10:00 am	5:30 pm
	Networking Lunch	11:30 am	1:00 pm
Wednesday, May 14	Exhibit Hall Open	10:00 am	7:00 pm
	Networking Lunch	11:30 am	1:00 pm
	Networking Reception	5:30 pm	7:00 pm
Thursday, May 15	Exhibit Hall Open	8:30 am	1:00 pm
	Continental Breakfast	8:30 am	9:00 am
	Networking Lunch	11:30 am	12:30 pm
	Exhibitor Move-Out	12:31 pm	5:00 pm



Exhibit Hall Map

← Loading Docks

CAFE

Escalator to M Session Rooms

ENTRANCE

To Help Desk,
General Sessions,
L Level Rooms
and Mega
Sessions

ENTRANCE

Floorplan Legend

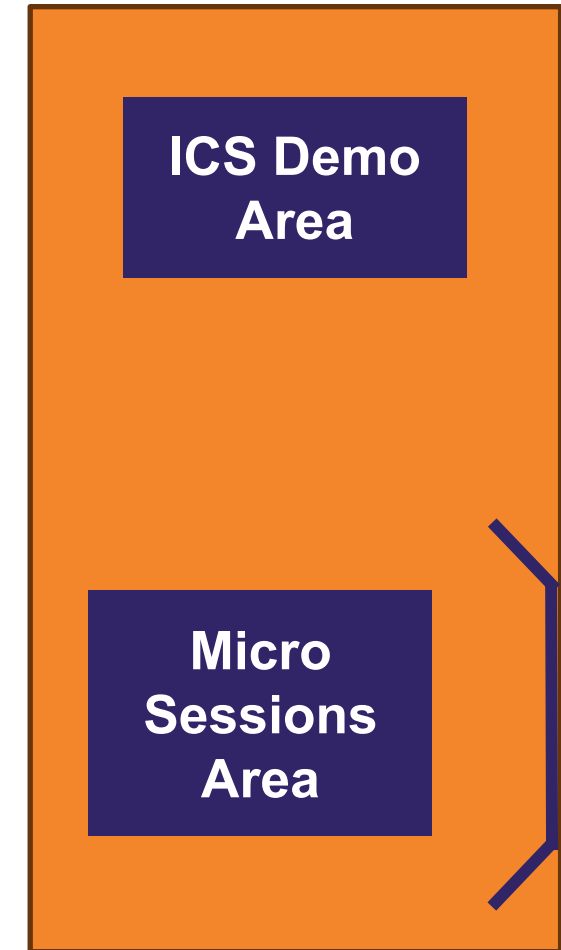
- Tier 1 - Available
- Tier 2 - Available
- Government Booth
- Sold
- Pending
- Reserved

-  SAME Booth
-  Relaxation Station
-  Headshot Lounge
-  The Playground
-  Column
-  Restroom

Innovation Pavillion

Innovation Pavillion

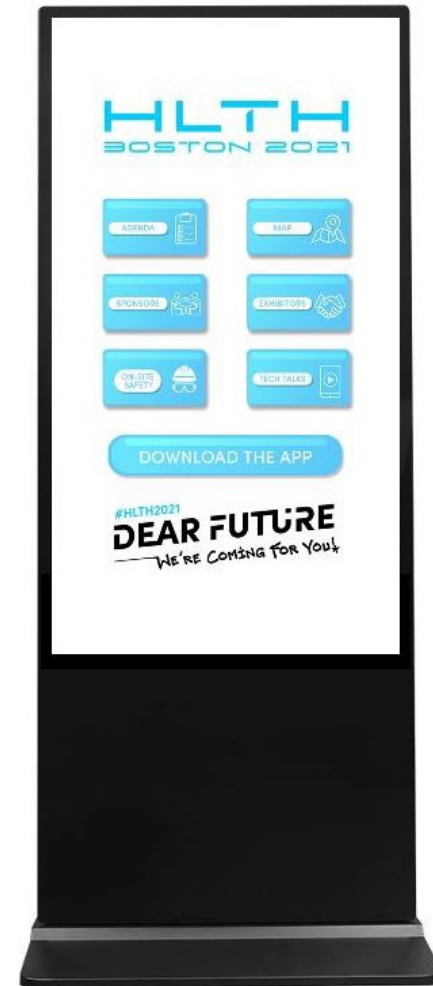
- Lounge #602 in the bottom right of the Exhibit Hall
- ICS Village
 - Live, interactive demos of real-world situations
- Micro Sessions
 - Quick, 20- minute educational sessions



Interactive Floorplan Maps in the Exhibit Hall!

- ☐ View the floorplan – new and improved Waygo maps!
- ☐ Search for exhibitors
- ☐ One placed by each Exhibit Hall entrance

Mobile device charging lockers and phone charging banks will be placed throughout the Exhibit Hall, mostly in lounge spaces



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**Let's pause for your
questions!**

**Next Up: JETC General
Info**

Current Facts & Figures

Total registrants: 1,403

Total Exhibiting Companies: 175

Total Sponsors: 45



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Get The Big Picture

General Session 1: Tues, May 13 | 8:30 - 10:00 a.m.

- Fireside chat with:
 - Robert Irvine – world-class chef, entrepreneur, and philanthropist; *Restaurant: Impossible*
 - Keynote by Jo Bass – 19th Chief Master Sergeant of the Air Force & First Woman Chief Enlisted!
- Leader Development Program Graduation

General Session 2: Wed, May 14 | 8:30 - 10:00 a.m.

- Executive Leaders Panel
- Swearing-In of 2025-2026 National President



Networking Activities

Opening Reception: Tuesday, May 13 | 6:00 – 8:30 p.m.

- RSVP Required, bring NAME BADGE with drink tickets
- 4th Street Live! - A fun block party atmosphere!
- Walking distance from KICC

Networking Reception in Hall: Wed., May 14 | 5:30 – 7:00 p.m.

Lunch Daily in Hall: 11:30 a.m. – 1:00 p.m.

Society Ball & Awards Gala: Thursday, May 15 | 6:00 – 11:30 p.m.

- Celebrate the Uniformed Services and SAME National Awardees
- Dancing to a great band
- Ticketed Event

Education Session Tracks

Architecture

Cybersecurity

Energy
Security

Engineering &
Construction

Environmental

Facility & Infrastructure
Asset Management

IGE
Roundtables

Leadership

Mega-
Sessions

Resilience

Warfighter
Engineering

Other Preparation Tools/Opportunities

- Exhibitor e-newsletters
- Attendee e-newsletters
- Market your attendance with InGo here:
https://www.samejetc.org/promote_your_jetc_attendance.cfm
- Attendee Orientation Webinar
 - Tuesday, April 22, 3:00 p.m. ET
- First-Time Attendee Meet & Greet
 - Monday, May 12 (at JETC), 4:00 – 5:00 p.m.
 - RSVP required – add to your registration if you haven't

Do you feel prepared and ready to exhibit?

- A. YES!
- B. I think so...I'll check out the ESC and ESM and then I'll feel good
- C. NO, I better get to work!



Time for a quick drawing!

Additional questions?

Please email exhibit@same.org

or call

703-549-3800

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We look forward to seeing you in Louisville!

Additional questions?

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or call
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