



SAME
Joint
Engineer
Training
Conference
& Expo

MAY
19-21
2026

PORTLAND
OREGON

INNOVATE
FORWARD

SAMEJETC.ORG

2026 JETC

Exhibitor Orientation & Training Webinar

Ann McLeod, CEM, CAE – Senior Director, Engagement
Kennedy Gillie – Exhibit & Sponsorship Manager



This webinar will be recorded

It will be posted on the JETC website



A copy of the presentation can be downloaded

Use the “Handouts” tab



You can ask questions at any time

Use the “Q&A” tab



Engage with others!

Use the “Chat” tab



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Meet today's presenters



Ann McLeod, CEM, CAE
SAME National Office
Senior Director, Engagement

Get to Know Me

GREW UP IN:

- Brooklyn NY & Westfield NJ

CURRENTLY BINGE-WATCHING:

- THE PITT

PROUDEST ACCOMPLISHMENT:

- Somewhat maintaining my sanity

BIGGEST FEAR:

- Not having enough money in retirement





Kennedy Gillie
SAME National Office
Exhibit & Sponsorship Manager



Get to Know Me

GREW UP IN:

- Danville, VA

**CURRENTLY
BINGE-READING:**

- Heartwood!

**PROUDEST
ACCOMPLISHMENT:**

- Joining the SAME team
😊

BIGGEST FEAR:

- FAILURE

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 2025 was my first time
- c) Two or three times
- d) Four or more - I love JETC!

Today's Agenda

1

Acronyms You Need to Know

2

Keys to A Successful Experience

3

Logistics of Exhibiting

4

Rules, Regulations, and Resources

5

Your To-Do List & Other Reminders

6

Conference at a Glance

7

Any other questions!

Acronym Guide

- Exhibitor Service Center – the online tool provided by SAME to help you manage your booth.

ESC



- Attendee Service Center – the online tool provided by SAME to help you manage your individual registration for the event.

ASC



- Exhibitor Service Manual – the information needed to plan the logistics of your booth, order things like carpet padding, etc.

ESM



- Oregon Convention Center – where JETC is taking place!

OCC





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Keys to a Successful Experience

READ information sent to you from:

:

SAME

exhibit@same.org:
Exhibitor Related

registration@same.org:
Registration Related

The Expo Group

General Service Contractor:
carpet, furniture, etc.

Expogistics: Official freight
services provider

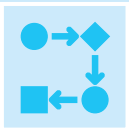
Other Vendors

AVFX: AV services

eShow: Lead Retrieval

OCC Vendors: Edlen Electric,
SmartCity Wi-fi, vacuuming
services

Then...



PRE-PLAN your participation

→ What is your objective? Determine this in advance!



ADHERE to DEADLINES

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



SHARE information with your team

→ Exhibitor Newsletters, Attendee lists



USE the TOOLS provided

→ ESC, ESM, ASC, website, event app



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Logistics of Exhibiting

#1 Thing to Do!

REVIEW & USE THE ESM: ExpoPortal

- 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 in the ESC on the “ESC – Exhibitor Service Manual (ESM)” page

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

Understanding Material Handling vs. Shipping

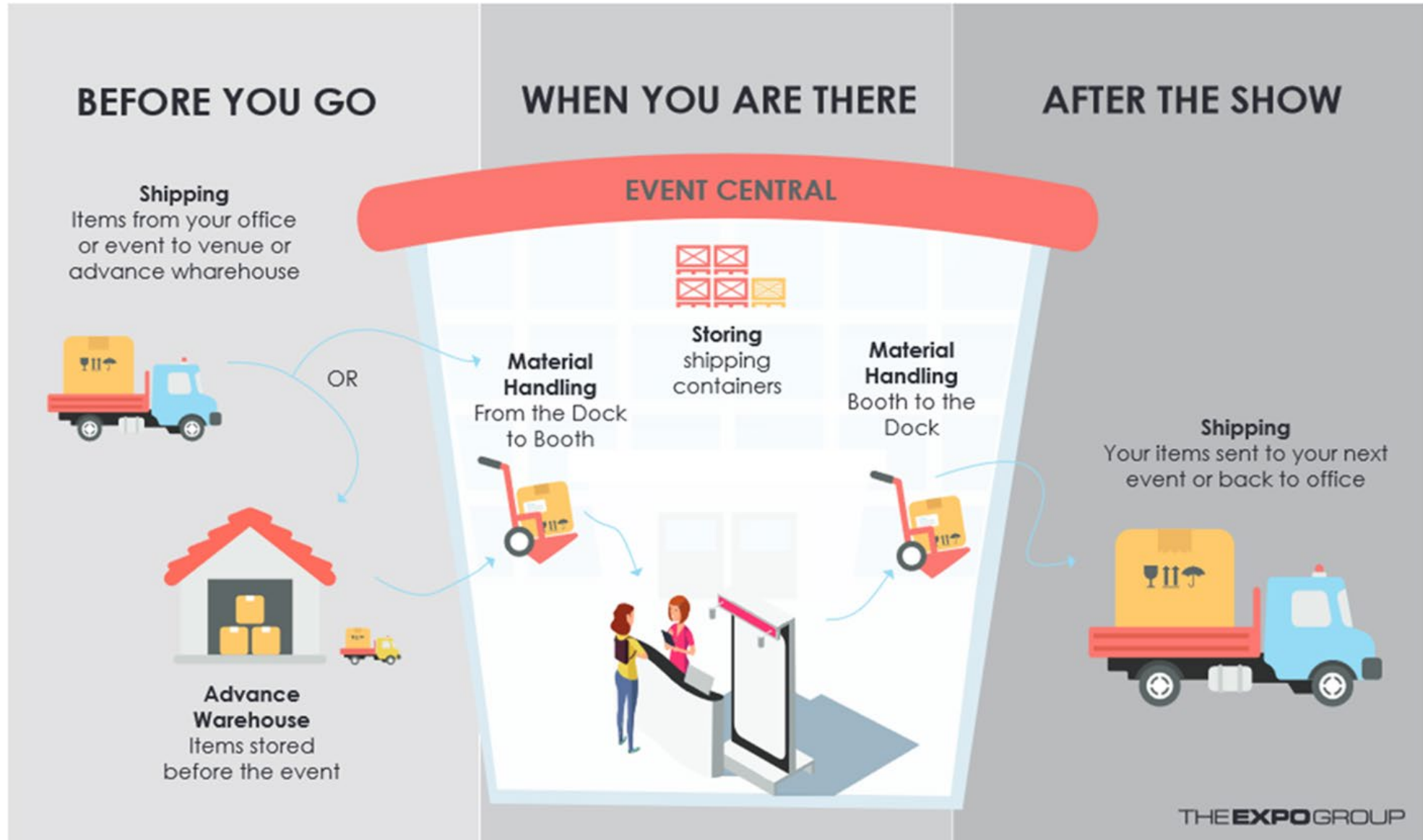


Material Handling is the process of getting your materials from your chosen carrier to and from your booth space. Material Handling charges cover the unloading of your items and the delivery to your booth space, storing your empty crates or boxes, and the re-loading of your materials with your carrier during move-out



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

Fun graphic to understand Material Handling



Single-Rate Billing Method for Material Handling

- ❑ The Expo Group has updated its material handling fees.
- ❑ Single charge per pound
- ❑ 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 \$3.05 per pound Material Handling Fee.
 - Materials sent to the Advanced Warehouse AFTER MAY 8 will be charged a \$3.80 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!!

PLAN YOUR SHIPMENT NOW

Shipping labels **MUST** include your **booth number and your company name**

FedEx and UPS are not the preferred way to ship your items due to the lack of preferred tracking paperwork

Please have your shipment tracking info with you – you might need it!

Sign and submit the Material Handling Agreement

- 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

Where should I ship?

TWO CHOICES!

1. Advance Warehouse – Best option!!
 - Benefit: PEACE OF MIND!
 - Verify your shipment has arrived!
 - Begins receiving shipments on April 22, Items should arrive by May 14
 - **Late fee applies to items received after May 8** – but only if you aren't using Expogistics!
2. Direct to OCC
 - Benefit: More time to get your things together!
 - Items cannot arrive prior to Monday, May 18





USE THE PROVIDED LABELS 😊

Download from the **ESC/ESM!**

Advance Warehouse

THE **EXPO** GROUP
ADVANCE WAREHOUSE SHIPMENT
EXHIBIT MATERIAL

To: _____
(Exhibitor)

(Booth Number)

c/o The Expo Group & Airport Drayage Company
6331 NE 112th Ave
Portland, OR 97220

2026 Joint Engineer Training Conference (JETC)
Freight Accepted Starting: April 22, 2026
Late fees apply after May 8, 2026

Carrier: _____ # Pieces: ____ of ____

DIRECT TO OCC

THE **EXPO** GROUP
Direct to Show Site Shipments
EXHIBIT MATERIAL

To: _____
(Exhibitor)

(Booth Number)

Oregon Convention Center - Halls B, C & D
c/o The Expo Group
777 NE Martin Luther King Jr Blvd
Portland, OR 97232

Name of Convention:
2026 Joint Engineer Training Conference (JETC)
Do Not Deliver Prior to May 18, 2026

Carrier: _____ # Pieces: ____ of ____

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 you 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 is dependable.
- Make sure your carrier can:
 - Pick up shipments at 12:31 p.m. or after
 - Check-in at the freight desk by 3:00 pm on Thursday, May 21.
- 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 related fees.

Local and not planning to ship?

- Exhibitors may hand-carry their materials into the exhibit facility.
- The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted.
- The Expo Group will control access to the loading docks to provide a safe and orderly move-in/out.
- Only full-time employees of the exhibiting company are allowed to hand-carry items.
- Unloading or reloading at the dock of all contracted carriers will be handled by The Expo Group.



What does my booth include, and what do I need to order, and from where do I order?

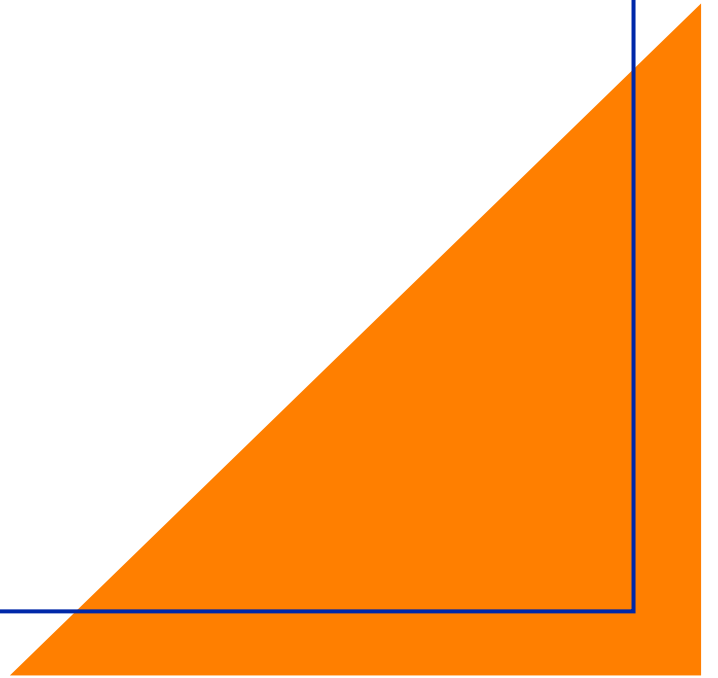
Each 10x10 booth includes:

- Standard carpet – black
- (1) 6 ft. black skirted table
- (2) Standard Chairs
- Wastebasket, emptied at the end of the day
- ID Sign

What else would I need?

- Carpet padding
- Electricity
- Booth-dedicated Wi-fi
- Additional furniture
- Daily booth vacuuming
- ORDER from the ESM!

**Let's look at
the ESM
together!**



Pausing for your questions...

Up Next: Rules, Regulations, and Resources



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Rules, Regulations, and Resources

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 – booths over 12' need approval

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

Closing Time: 12:30 p.m. 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 2027 booth lottery, and charged a \$550 early tear-down fee.

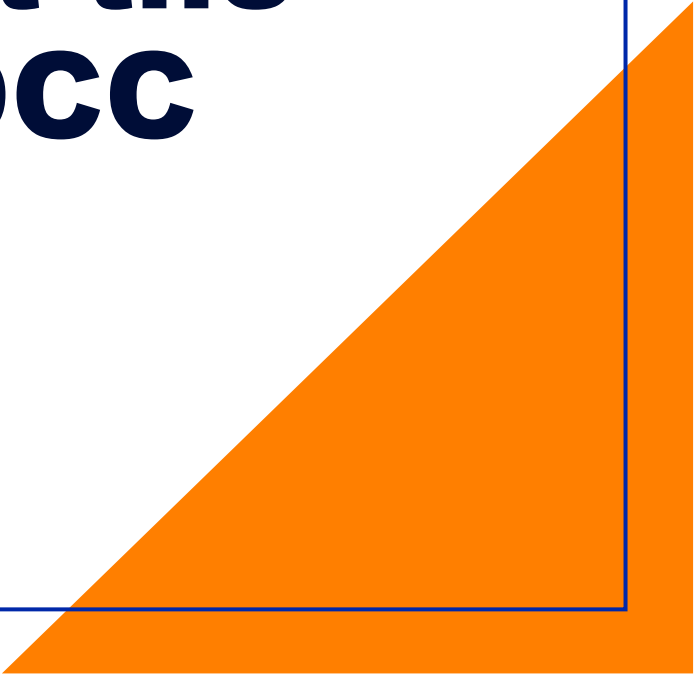
Breaking down early is disrespectful to attendees and fellow exhibitors and is in violation of exhibit rules & regulations.

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.

PROHIBITED ITEMS	DO NOT LEAVE BEHIND	PLACE IN CORRECT RECEPTACLE
 <p>Foam core signage Hazardous substances Helium balloons Single-use plastic bags</p>	 <p>Electronics, furniture, or equipment Carpet, carpet scraps, or carpet padding Crates, plywood, particle board, and painted or treated wood Items that are unable to be donated Non-recyclable signage Pallets Vinyl banners</p>	 <p>Cardboard Food scraps Glass containers Metal Mixed recycling (aluminum bottles and cans, paper, plastic bottles) Plastic containers, pots, and buckets Plastic film and shrink wrap REUSABLE beverage cups and black food baskets Styrofoam Vinyl tablecloths Wood (unpainted, clean dimension lumber only) Yard debris, plants, trees</p>

Waste Diversion at the OCC



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!

Other Services

- 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

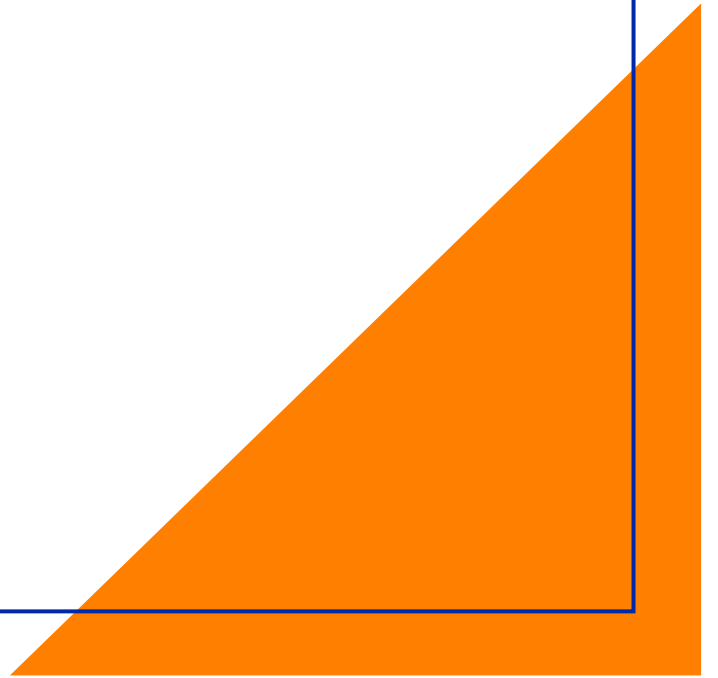
- Downloadable Marketing & Social Media Toolkits

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 May 5
2. Link to the Exhibitor Service Manual
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 look at
the ESC
together!**



Pausing for your questions...

Up Next: Your To-Do List and Other Reminders!



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Your To-Do List & Other Reminders

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 APRIL 20, 2026!

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. Best practice: register all your attendees on the Booth Staff form!

- 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.

Drive Traffic to Your Booth!

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...
 - *Please note all food and alcohol must be purchased through the OCC*
- A cool activity: caricatures, golf putting, shoe-shine, palm readers...

Social Media!

- 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 May 5
- You may send ONE marketing email prior to JETC

Create a LinkedIn post using our Marketing Tools



Jacob Hilton, PE, PMP, LEED AP  • 2nd
Civil Engineer | Client-Focused Project/Contract Manager | SAME...
1mo • 

I'm looking forward to heading to Portland, OR in May to attend JETC 2026. To join me click here https://lnkd.in/eH_6ds5i , and stop by the Dewberry booth to explore ... more

Explore Solutions at our Booth!

 **SAME** MAY 19-21 2026
Joint Engineer Training Conference & Expo PORTLAND OREGON



Jacob Hilton, PE, PMP, LEED AP
Dewberry

REGISTER NOW!

Links to create a customizable post:

- *Booth:* <https://app.ingo.me/q/8aplr>
- *Attendee:* <https://app.ingo.me/q/lcplr>
- *Speaker:* <https://app.ingo.me/q/mbplr>
- Or find on the [JETC Marketing Tools](#) web page

Exhibit Hall Hours

(all activities listed take place inside the Exhibit Hall)

Date/Time

Activity

Monday, May 18

9:00 AM – 5:00 PM Exhibitor Set-up

Tuesday, May 19

8:00 – 9:30 AM Exhibitor Touch-ups (Booths must be in place by 9:30 AM)

10:00 AM – 5:30 PM Exhibit Hall Open

12:00 – 1:30 PM Networking Lunch

4:00 – 4:30 PM Snack Break

Wednesday, May 20

10:00 AM – 6:30 PM Exhibit Hall Open

12:00 – 1:30 PM Networking Lunch

4:00 – 4:30 PM Snack Break

5:30 – 6:30 PM Networking Reception

Thursday, May 21

8:30 AM – 12:30 PM Exhibit Hall Open

12:31 – 5:00 PM Exhibitor Move-out

12:45 PM Aisle carpet roll-up & Empty crate return begins

3:00 PM Deadline for all freight carriers other than Expogistics to check-in

5:00 PM All Clear in the hall

Exhibit Hall Activations



Interactive Floorplans



Charging stations



Headshot Lounge



Relaxation Station



SAME Foundation Silent Auction,
with the SAME Book Corner



The Playground

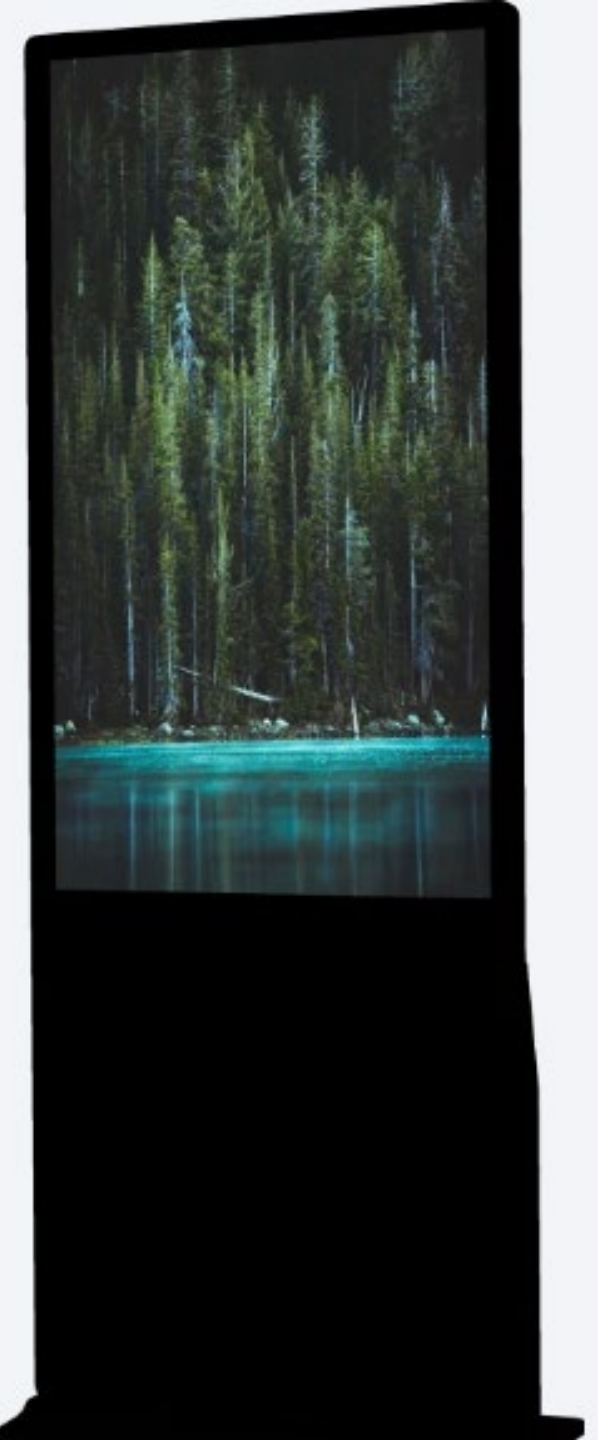
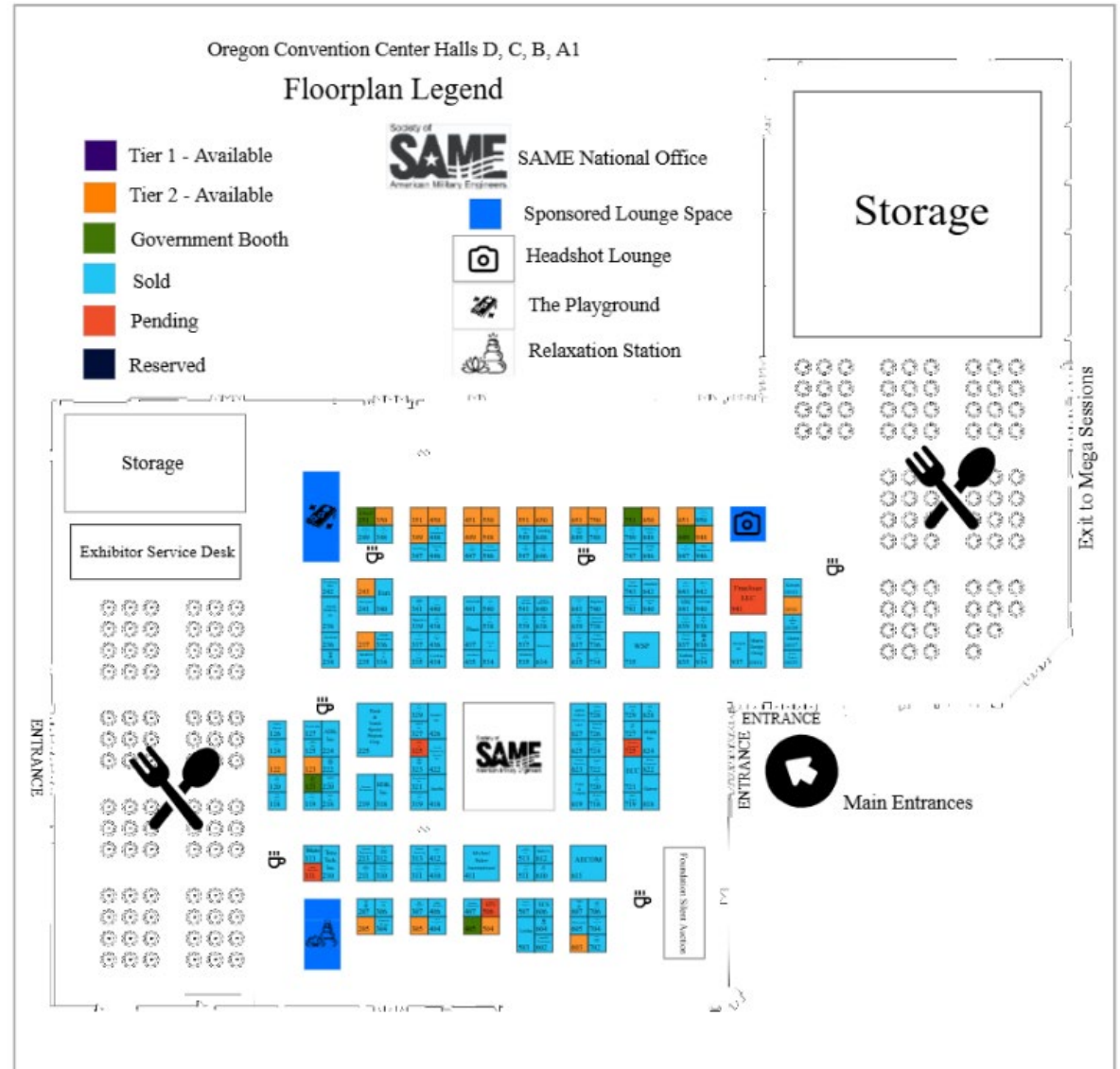
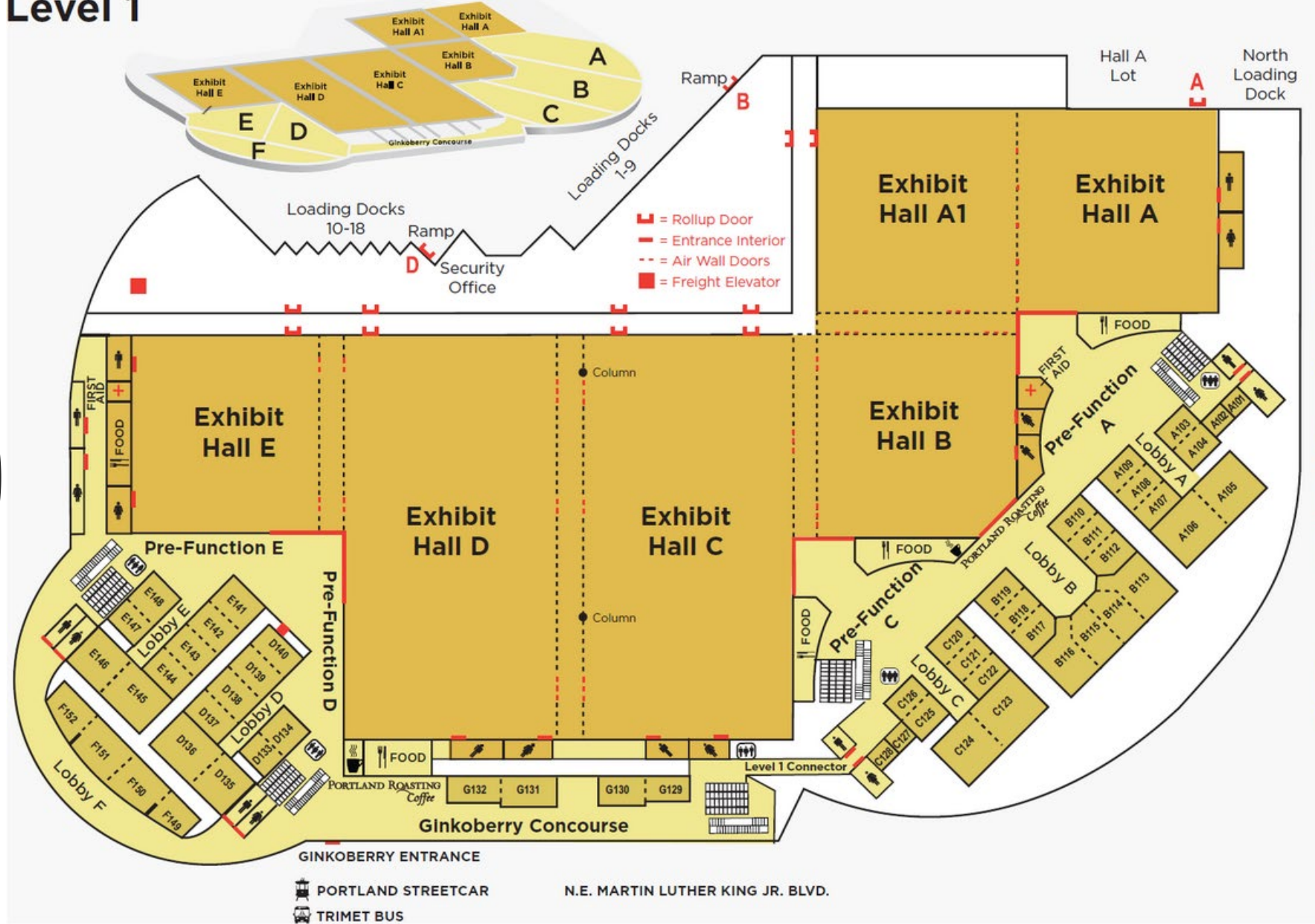


Exhibit Hall Map

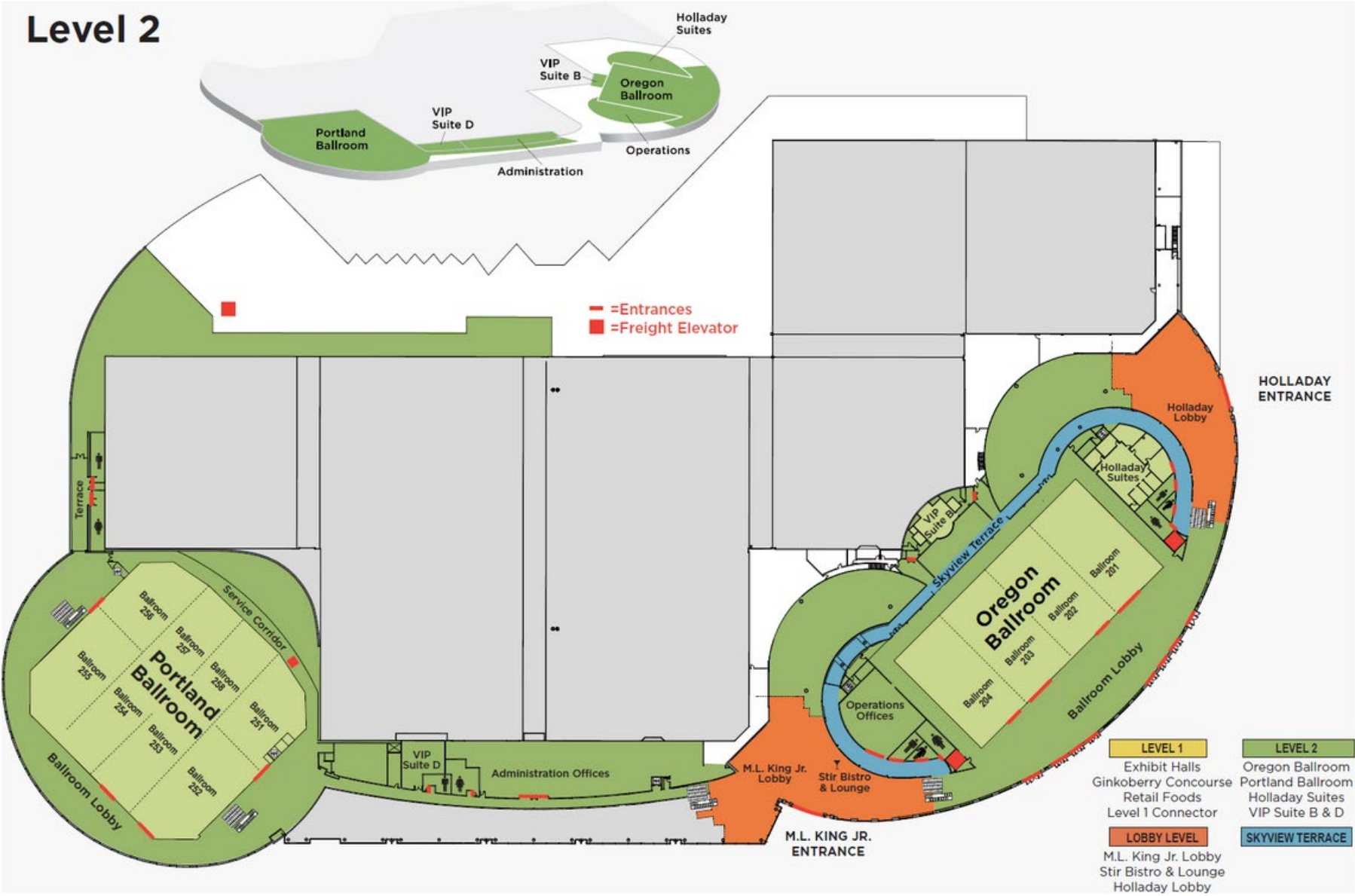


OCC Map

Level 1



OCC Map



**Pausing for your
questions...**

Up Next: JETC General Conference Info



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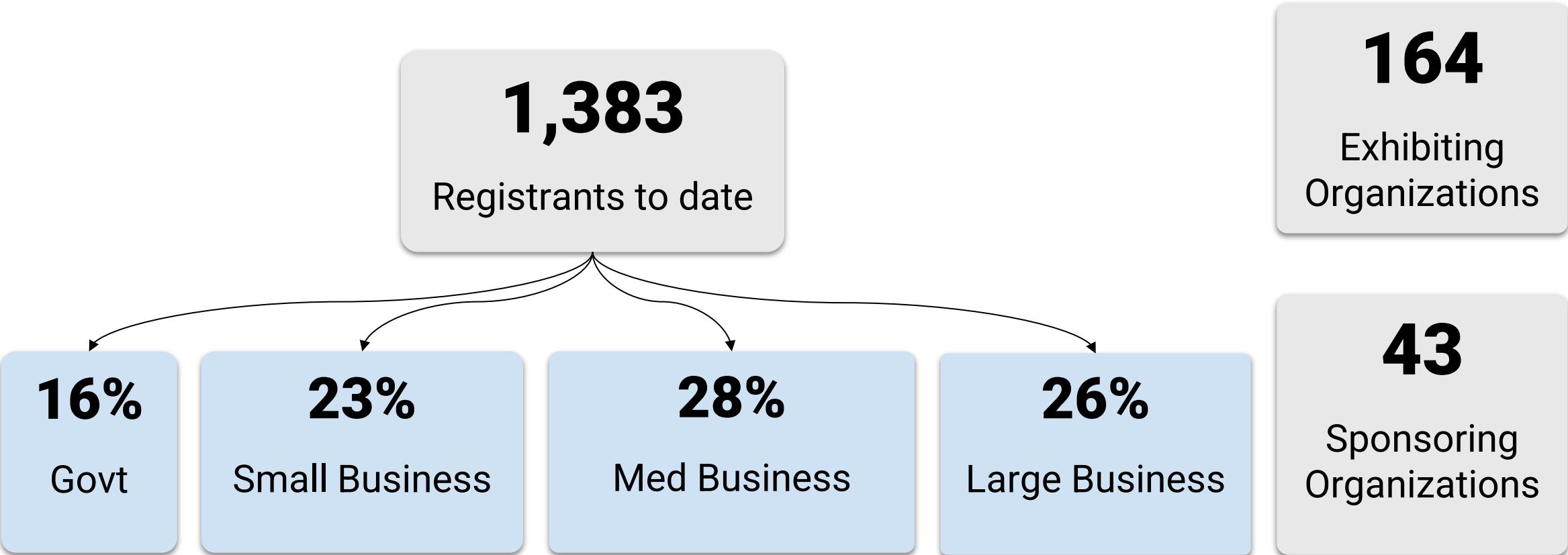
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Conference Need-to-Knows

Current Facts and Figures

We are on the path to surpass 2,000 attendees



General Sessions

OPENING GENERAL SESSION!

8:30 - 10:00 a.m.

- Executive Leaders Panel
- LDP Graduation

Tuesday, May 19

Wednesday, May 20

8:30 - 10:00 a.m.

- Keynote Presentation – The Gardiner Brothers
- National President Transition

Networking Activities

Opening Reception: Tuesday, May 19 | 6:00 – 8:30 p.m.

- RSVP Required, bring NAME BADGE with drink tickets
- Providence Park – Will be provided MAX Light Rail passes to take to location
- Lots of fun activations like field games, custom hats/scarves, s'mores station, therapy llamas
- Dress in your soccer or other sports jersey and wear comfy shoes!

Networking Reception in Hall: Wed., May 20 | 5:30 – 6:30 p.m.

- One area dedicated to Young Professionals & Fellows!

Lunch Daily in Hall

- Tuesday & Wednesday: 12:00 – 1:30 p.m.
- Thursday: 11:30 a.m. – 12:30 p.m.

Afternoon Snack Breaks in Hall

- Tuesday & Wednesday: 4:00 – 4:30 p.m.



Ticketed Events

Young Professionals Breakfast | Tuesday, May 19 | 7:30 – 8:30 a.m.

- Meet, mix, and mingle with other YPs
- RSVP required

Fellows Investiture | Thursday, May 21 | 12 noon – 2:00 p.m.

- Support the 31 individuals being invested into the Academy of Fellows
- Applaud the recipient of the Mentoring Award
- \$35 / person

Society Ball & Awards Gala: Thursday, May 21 | 6:00 – 11:30 p.m.

- Celebrate the Uniformed Services and SAME National Awardees
- Dancing to a great band
- \$65 for full conference industry registrants; other rates vary

Education Session Tracks

Architecture &
Engineering

Construction

Cyber
Security

Energy
Security

Environmental

Facility &
Infrastructure Asset
Management

IGE Sessions

Mega
Sessions

Leadership

Resilience

Warfighter
Engineering

Other Preparation Tools/Opportunities

Attendee Orientation Webinar

TUESDAY, MAY 5
3:00 pm – 4:30 pm (ET)

JETC Newsletters

Exhibitor Newsletter
Attendee Newsletter

Sent via email

First-time Attendee Meet & Greet at JETC

MONDAY, MAY 18
5:30 pm – 6:30 pm

*RSVP when registering. If already
registered, email request to
registration@SAME.org*

JETC App

**Available soon on your mobile
device!**



Do you feel prepared and ready to exhibit?

- a) YES, see you soon Portland!
- b) I think so... I'll check out the ESC/ESM and then I'll feel ready!
- c) NO, time to get to work!



Time for a quick drawing!
Let's spin the wheel!



The image shows the exterior of the Oregon Convention Center at dusk. A large sign on the left reads "WE ARE FORWARD THINKING" with a profile of a man's head. A vertical sign above it says "OREGON". The building has large glass windows and a brick facade. Overlaid text in white reads: "Thank you for joining us and exhibiting at JETC!" and "We look forward to seeing you in Portland!".

Thank you for joining us and exhibiting at JETC!

We look forward to seeing you in Portland!

**Additional Questions?
(e) exhibit@same.org
(p) 703-549-3800**



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