

**2025 SAME**

**INDO-PACIFIC  
REGIONAL SUMMIT**

BRIDGING THE DISTANCE, **TOGETHER**



# Exhibitor Orientation Webinar & Training

**Tuesday, July 29, 2025**  
**9 a.m. Hawaiian/3 p.m. Eastern**

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

**Kennedy Gillie** – Exhibit & Sponsorship Manager

# Housekeeping Notes

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.

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# SPEAKER



**Ann McLeod, CEM,  
CAE  
SAME**  
Senior Director, Engagement

## Fun Facts

- Been with SAME for 15 years
- Just came back from Ireland and Northern Ireland and went to The Open
- Been to Hawaii 2x and looking forward to the 3<sup>rd</sup>... BELLOWS, the most beautiful beach ever!





# SPEAKER



**Kennedy Gillie**  
**SAME**  
Exhibit & Sponsorship Manager

## Fun Facts

- Go Hokies! Class of 2020
- Mom to a Frenchie named Herbie
- IPRS will be my first time in Hawaii!

# 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](mailto:registration@same.org)

# Which Pacific region events have you participated in? Choose all that apply.

- A. Honolulu Post Pacific Industry Forum
- B. Japan Post Industry Day
- C. Guam Post Industry Forum
- D. This will be my first!

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# 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.

**HCC = Hawaii Convention Center** – where IPRS is taking place!

# IPRS by the Numbers as of...today!

536

- Individuals Registered

71

- Companies exhibiting / sponsoring



# The Key to a Successful Exhibiting Experience

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

- SAME
  - Exhibitor related: [Exhibit@same.org](mailto:Exhibit@same.org)
  - Registration related: [Registration@same.org](mailto:Registration@same.org)
- Official Vendors:
  - General Service Contractor: [International Convention Services \(ICS\)](#)
  - Freight Carriers: [Air Freight, Inland Trucking & Ocean](#)
  - Audio Visual: [ICS](#)
  - Electrical Orders: [ICS](#)
  - Wi-Fi Orders: [SmartCity](#)
  - Lead Retrieval: [eShow](#)
  - Catering: [Levy](#)

# 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

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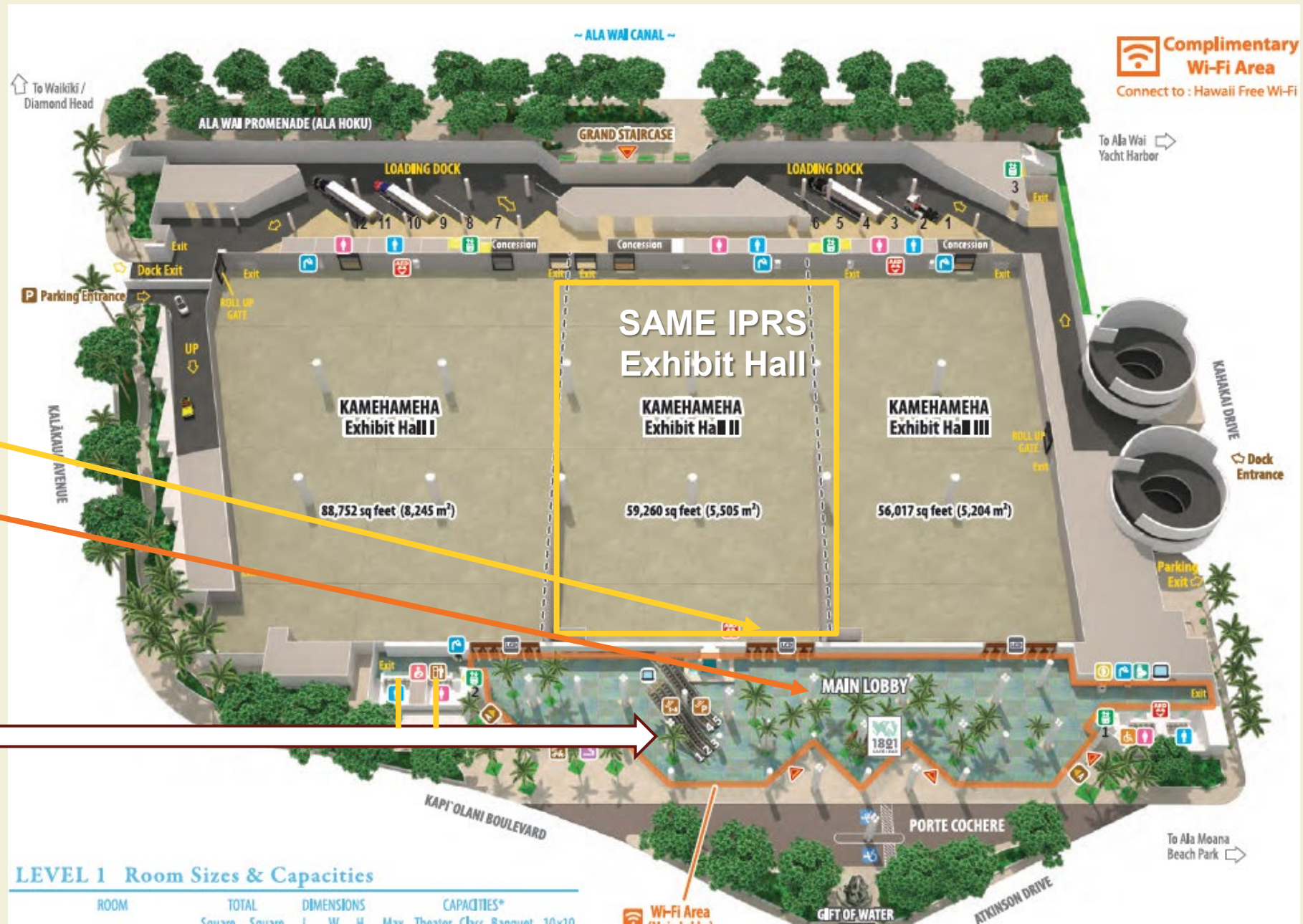


# Logistics of Exhibiting

# Exhibit Hall Hours & Activities - We are in Exhibit Hall II!

Time	Activity
<b>Monday, September 8</b>	
9 a.m. – 5 p.m.	Exhibitor Set-Up
<b>Tuesday, September 9</b>	
9:45 a.m. – 6 p.m.	Exhibit Hall Open
9:45 – 10:45 a.m.	Networking Break
11:30 a.m. – 1:00 p.m.	Networking Lunch
2:15 – 3 p.m.	Networking Break
4 – 6 p.m.	Networking Reception
<b>Wednesday, September 10</b>	
7:30 a.m. – 2:30 p.m.	Exhibit Hall Open
7:30 – 8:30 a.m.	Networking Breakfast
10 – 10:30 a.m.	Networking Break
11:30 a.m. – 1 p.m.	Networking Lunch
2 – 2:30 p.m.	Networking Break
2:31 – 7 p.m.	Exhibitor Tear-Down

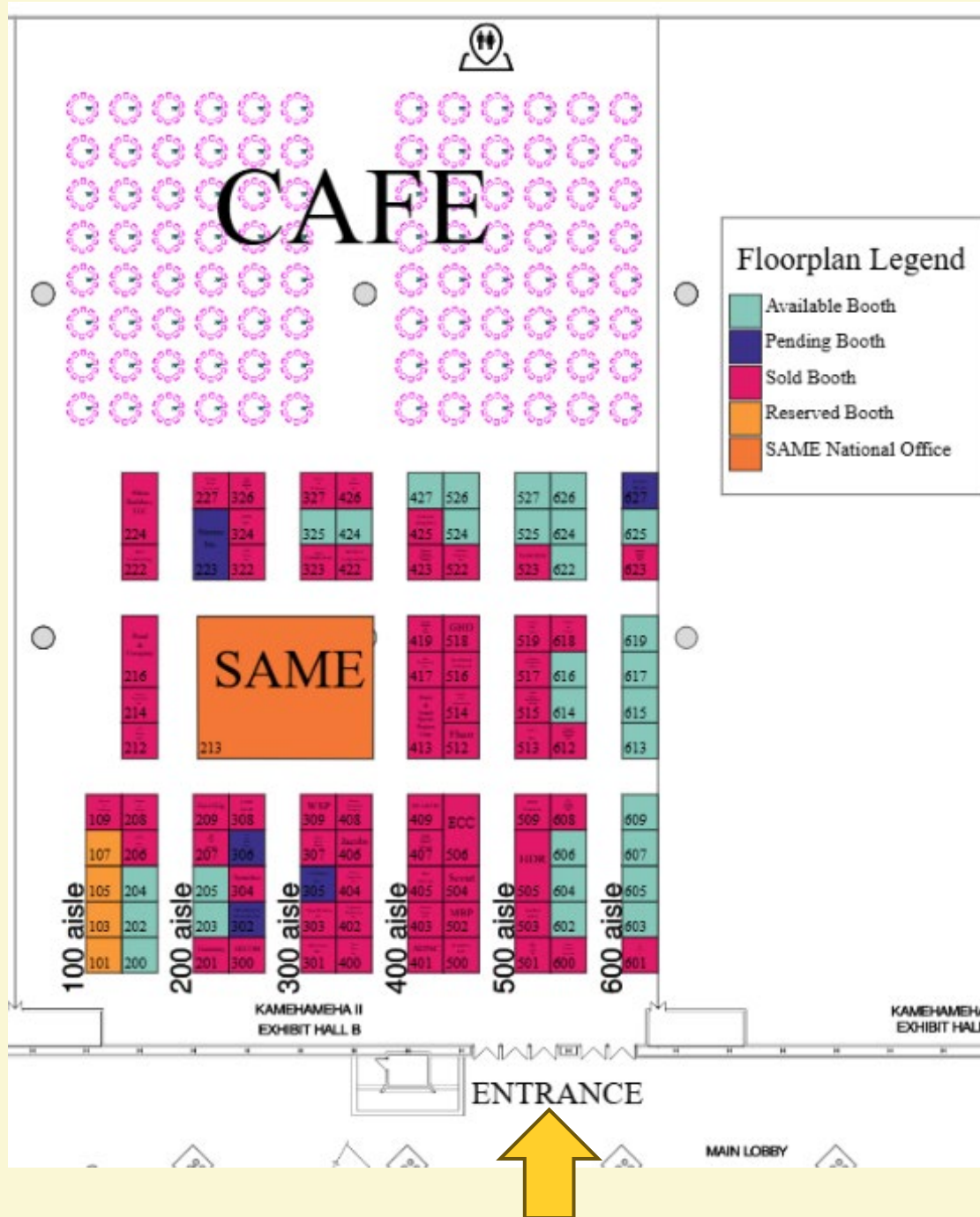
# Exhibit Hall – Level 1



Escalator to:

- Meeting Rooms
- General Sessions
- Mega Sessions





# Exhibit Hall Map

# Your Booth Includes:

- (2) Full-Conference Registration (additional booth personnel pay registration fee)
- 8-ft- high draped back wall, 3-ft- high draped side walls, and company ID sign
- 6-ft draped table, two chairs, and a wastebasket
- Standard Carpet
- Daily vacuuming
- Company listing on the event website and in the conference app
- Company listing in the printed program (booths purchased after July 15, 2025, may not be listed due to press deadlines)
- One-time use of the pre-registered attendee list for the sole purpose of promoting exhibitor's participation in the event
- Electricity, AV, carpet padding, upgraded furniture, etc. must be ordered separately. Shipping and material handling are also at the exhibitor's expense.

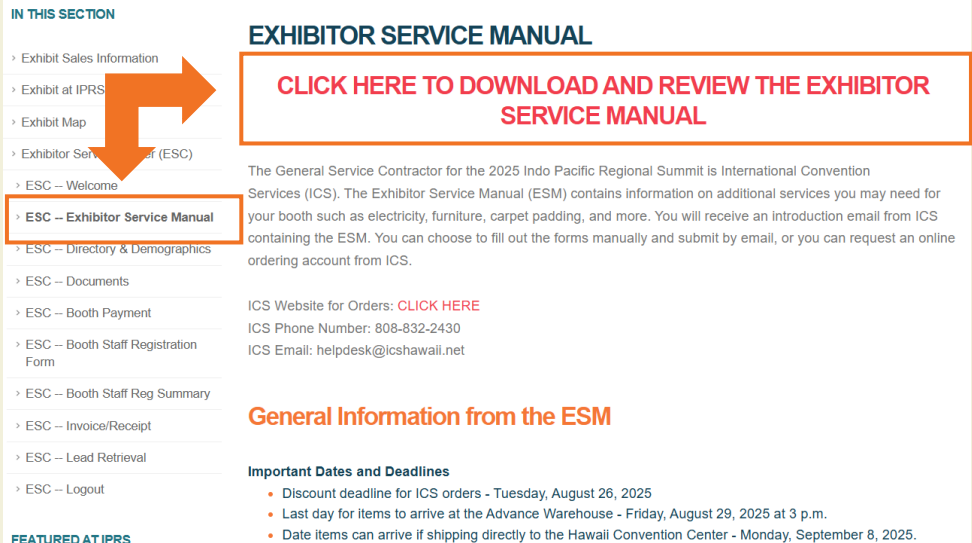
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# Exhibitor Service Manual (ESM)

- This is a page in the ESC and specifically refers to the downloadable packet at the top of the page
- International Convention Services (ICS) is our General Service Contractor
- This is your guide to ordering items for your booth such as padded carpet, additional furniture



**IN THIS SECTION**

- > Exhibit Sales Information
- > Exhibit at IPRS
- > Exhibit Map
- > Exhibitor Service Manual (ESM)
- > ESC – Welcome
- > **ESC – Exhibitor Service Manual**
- > ESC – Directory & Demographics
- > ESC – Documents
- > ESC – Booth Payment
- > ESC – Booth Staff Registration Form
- > ESC – Booth Staff Reg Summary
- > ESC – Invoice/Receipt
- > ESC – Lead Retrieval
- > ESC – Logout

**EXHIBITOR SERVICE MANUAL**

**CLICK HERE TO DOWNLOAD AND REVIEW THE EXHIBITOR SERVICE MANUAL**

The General Service Contractor for the 2025 Indo Pacific Regional Summit is International Convention Services (ICS). The Exhibitor Service Manual (ESM) contains information on additional services you may need for your booth such as electricity, furniture, carpet padding, and more. You will receive an introduction email from ICS containing the ESM. You can choose to fill out the forms manually and submit by email, or you can request an online ordering account from ICS.

ICS Website for Orders: [CLICK HERE](#)  
ICS Phone Number: 808-832-2430  
ICS Email: [helpdesk@icshawaii.net](mailto:helpdesk@icshawaii.net)

**General Information from the ESM**

**Important Dates and Deadlines**

- Discount deadline for ICS orders - Tuesday, August 26, 2025
- Last day for items to arrive at the Advance Warehouse - Friday, August 29, 2025 at 3 p.m.
- Date items can arrive if shipping directly to the Hawaii Convention Center - Monday, September 8, 2025.

**FEATURED AT IPRS**

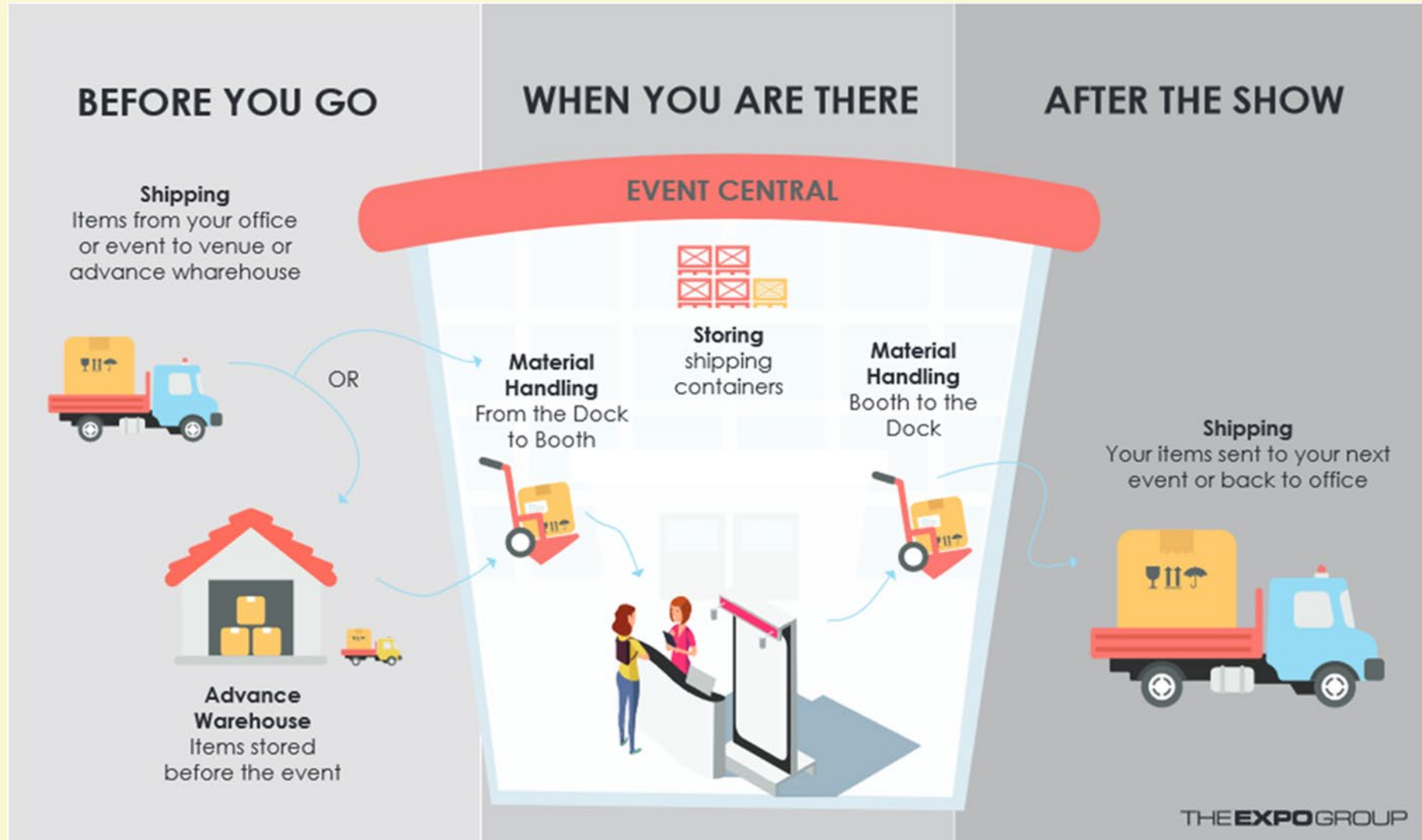
# Shipping & Material Handling

- **Shipping** is the process of getting your materials to and from the show. These charges are handled between you and your chosen freight carrier.
  - If you are local, you likely do not need to ship.
- **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 Hawaii Convention Center, you should expect to pay material handling charges.

# What is Material Handling?

A fun chart to help explain 😊

If you plan to ship, you should download and complete the Material Handling Agreement (MHA) BEFORE arriving on-site! This can be found in the ESM!






# I do need to ship – how do I do that??

- SAME highly recommends you use one of our preferred shipping companies:
  - Air Freight
  - Inland Trucking & Ocean
- These companies work with the convention center and ICS often; they will be more reliable than FedEx, UPS, etc.
  - Please reach out to ICS for contact information at [helpdesk@icshawaii.net](mailto:helpdesk@icshawaii.net) or by phone at 808-832-2430
- PLEASE use the provided shipping labels and be sure to include your exhibitor (company) name and booth number to ensure that these items are delivered to your booth!!
- Adhere to all deadlines regarding when your shipment can arrive – they are notated on the labels in the next slide!
- You need to ship earlier than you think!


# Shipping Labels

## Downloadable from the ESM!

### Advance Warehouse

ADVANCE WAREHOUSE	EXHIBIT MATERIAL	 <b>I.C.S.</b>
	RUSH TO:	<b>1004 MAKEPONO STREET HONOLULU, HI 96819</b>
	<div>2025 SAME Indo-Pacific Regional Summit (IPRS)</div>	
	EXHIBITOR	<div></div>
	BOOTH #	<div></div> OF
# OF PIECES		
Receiving shipments between Aug 18 - Aug 29		Freight received after this date will incur an additional late fee: <b>AFTER 3PM ON AUG 29, 2025</b>
Honolulu Warehouse Hours: 8AM-12PM & 1PM-3PM (MON - FRI)		

### Direct to Show Site (HCC)

DIRECT TO SHOW SITE	EXHIBIT MATERIAL	 <b>I.C.S. C/O HAWAII CONVENTION CENTER</b>
	RUSH TO:	<b>1801 KALAKAUA AVENUE HONOLULU, HI 96815</b>
	<div>2025 SAME Indo-Pacific Regional Summit (IPRS)</div>	
	EXHIBITOR	<div></div>
	BOOTH #	<div></div> OF
# OF PIECES		
RECEIVING HOURS FOR DIRECT SHIPMENTS: <b>SEPT 8 BETWEEN 8:00 AM - 5:00 PM (HST)</b>		DO NOT DELIVER PRIOR TO: <b>SEPTEMBER 8, 2025 BEFORE 9:00AM</b>

# I'm not shipping – how can I bring in my booth items?

- The Loading Dock is for commercial vehicles **ONLY!**
- You **CANNOT** offload at the front entrance of the Exhibit Hall
- If you are hand-carrying in your items:
  - Enter the parking garage from **Kalakaua Avenue** and drive to **level 2** (where the garage is located)
  - Park in **Row F** – this is reserved for passenger vehicles to load and unload
  - Use the service elevator to bring your items through the back of the Exhibit Hall
  - You can use a wagon to bring in materials, but keep in mind that this is a public elevator, so space is limited
  - You can also hire labor to assist in bringing in your items – visit the ICS Service Desk in the Exhibit Hall

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# We talked about the ESM... now let's discuss the ESC!

**What does ESC stand for?**

- A. Electronic Stability Control**
- B. Enterprise Services Center**
- C. Exhibitor Service Center**
- D. Everyone Seems Cool**

# Top Tools in the EXHIBITOR SERVICE CENTER

- ESM – Everything we've talked about so far can be found in the ESC! (shipping, material handling, ordering services)
- Register your booth staff
  - Also, see who has registered on the Booth Staff form from your team
- Update your directory information
- View past Exhibitor Newsletters
- Pay your booth balance and download your invoice
- Access the Attendee List (two weeks before the show)
- Order Lead Retrieval

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# Let's take a look at the ESC!

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# Registering Your Attendees

- As an exhibiting company, all of your representatives should register on the Booth Staff Registration form here:  
[https://www.sameindopacific.org/booth\\_staff\\_registration.cfm](https://www.sameindopacific.org/booth_staff_registration.cfm)
- You can also access this when you are logged into the ESC
- You cannot register booth staff until your booth balance is \$0.00
- If you have already registered your attendees on the Attendee form, please email [registration@same.org](mailto:registration@same.org) to adjust their registration
  - You can view who has registered on the Booth Staff form from your team by visiting the “Booth Staff Reg Summary” page in the ESC
- Each 10x10 booth includes (2) full-conference passes and if you are a sponsor, you may have more. If you need to purchase additional passes, please reference the registration fees here:  
[https://www.sameindopacific.org/registration\\_info.cfm](https://www.sameindopacific.org/registration_info.cfm)
- Only exhibiting companies can purchase an Exhibit Hall ONLY pass for \$350
  - This pass can only be purchased on the Booth Staff form
  - This pass only gives access to the Exhibit Hall, meals, and receptions. You will not be able to attend sessions with this pass

# Lead Retrieval

- The official Lead Retrieval provider is **eShow**
- What is Lead Retrieval?
  - An easy way to collect contact information from attendees who visit your booth...by scanning their badge!
  - There are multiple options including renting a device or downloading an app on your phone
- Visit the “ESC – Lead Retrieval” tab to place your order

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# Attendee List

- Posted in the ASC and ESC (2) weeks before the start of the show
- Exhibiting and sponsoring companies are permitted to send (1) marketing email promoting their booth
- Do not subscribe attendees to any mailing lists
- Attendees opt-in to be listed
  - If you know someone is attending but they are not on the list, do not add them to your email

# Want to host a bar, coffee station or other activation/giveaway at your booth?

- Levy is the exclusive food and beverage provider
- You are not allowed to bring any alcohol in the building. If you would like to host a bar or giveaway any food or beverage, you must order from Levy
- Please reach out to [exhibit@same.org](mailto:exhibit@same.org) for approval before placing your order
- Contact Shannon Kilbride for more information on what Levy offers
  - 808-909-6353
  - [Skilbride@levyrestaurants.com](mailto:Skilbride@levyrestaurants.com)



# What do I need to do ASAP?

- Make sure your attendees are registered on the Booth Staff form
  - Registration fees increase on September 1<sup>st</sup>!
  - Check the “Booth Staff Reg Summary” in the ESC
- Review and update your demographic information
  - While the printed program has been finalized, you can still update your information that shows on the website and in the mobile app!
- Download the SAME Events app
- Book your hotel (if you haven't already!) here:  
<https://www.sameindopacific.org/travel.cfm>
  - Be sure to plan travel accordingly. The Exhibit Hall closes at 2:30 p.m. on Wednesday, September 10. Any company who does not occupy or tears down their booth prior to 2:31 p.m. will be charged a \$550 EARLY TEARDOWN FEE and be removed from any future SAME Booth lotteries.
- Review all deadlines and order any needed services (ESM!!)
  - ICS's deadline to order services at a discounted rate is Tuesday, August 26

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# Additional Conference Information

[sameindopacific.org](https://sameindopacific.org)

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[X @SAME\\_National](https://twitter.com/SAME_National)

[in "Society of American Military Engineers"](https://www.linkedin.com/company/society-of-american-military-engineers)

# SAME Events App V7

Search “**SAME Events**” in your app store

Click on “Events”

Select IPRS 2025

## Features:

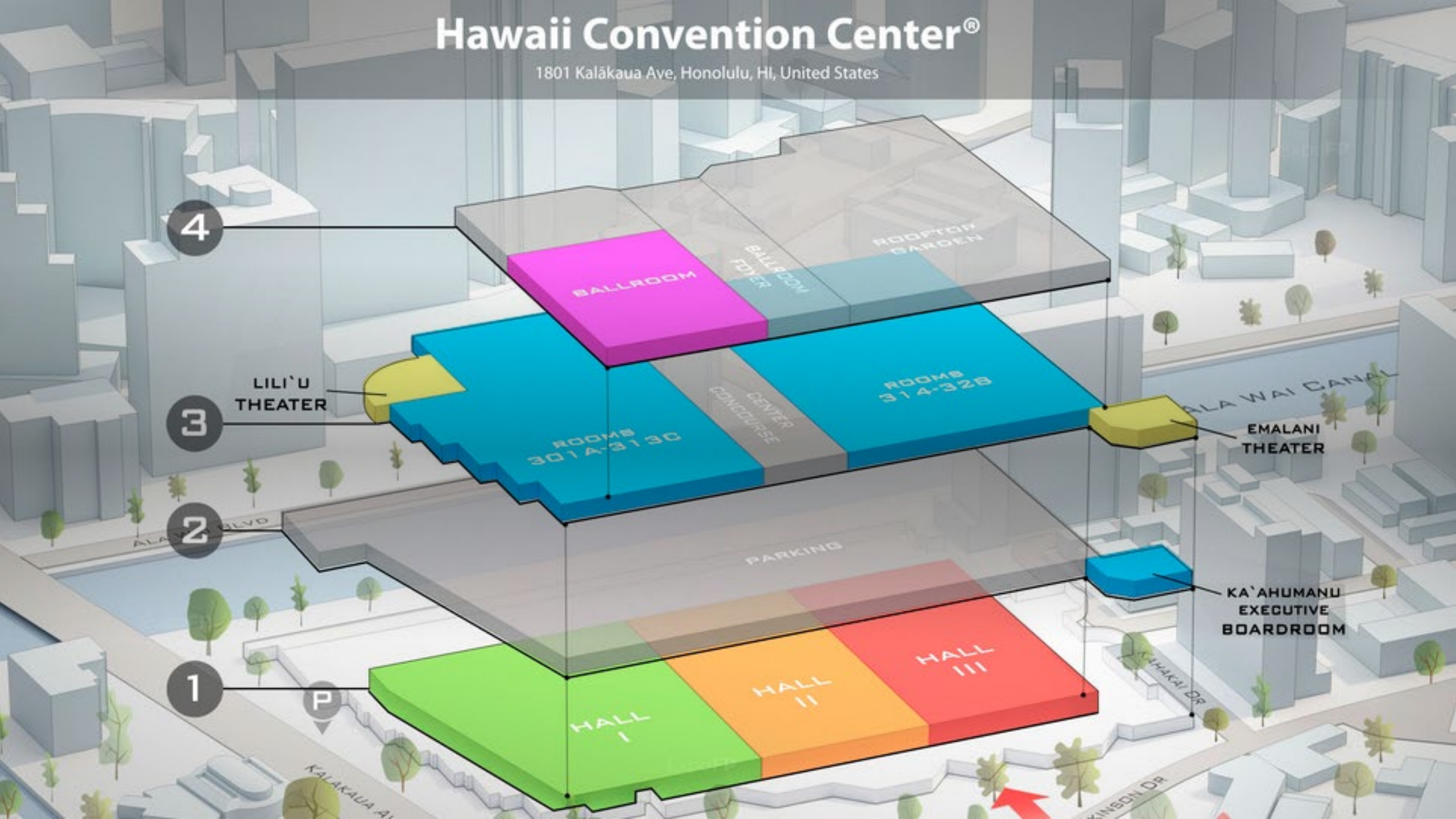
- Search exhibitors, sessions and speakers
- Create a personal schedule
- Email speakers and exhibitors
- Learn about any schedule changes



If you already have the **SAME EVENTS** app downloaded, please take a minute to delete it and redownload it!

# Hawaii Convention Center®

1801 Kalākaua Ave, Honolulu, HI, United States





# What's where in the Convention Center?

# Exhibit Hall – Level 1



# What's where in the Convention Center?

## Meeting Rooms – Level 3





# What's where in the Convention Center?

## Level 4



# Sessions by the Numbers

9

- Education Sessions

5

- General Sessions

4

- Mega Sessions
- Warfighter Sessions

# PDH and AIA Credit

General & Mega Sessions carry 1 PDH each. Due to size, we will not scan badges for these; please use the self-tracking form.

Education & Warfighter sessions carry 1.0 PDH credit each. For credits to appear on your conference PDH record, SCAN your badge as you enter the session.

- Credits attainable in-person: 4 PDHs

AIA accredited sessions carry LU or HSW credit. To obtain these credits:

- Complete the AIA Form in the ASC & include your AIA membership # and signature
- Submit form to [sessions@same.org](mailto:sessions@same.org) within 2 weeks of the end IPRS

# Insider Information

- You CANNOT bring outside food or drinks into the convention center...this INCLUDES a cup of coffee!
- Make setting up your booth early on Monday a priority so you can enjoy the Ice Breaker reception to the fullest! We'll have live music and a lot of fun!
- Want to bring more of your team but it's just not in the budget...we have space for volunteers! Volunteers get free registration if they "work" at least 8 hours over the conference. Check it out:
  - <https://sameindopacific.org/volunteers.cfm>
  - Individuals MUST be SAME members to volunteer

# Other Upcoming Webinars

- **Speaker Orientation Webinar**
  - Tuesday, August 12 at 9 a.m. HST (3 p.m. ET)
- **Attendee Orientation Webinar**
  - Tuesday, August 19 at 9 a.m. HST (3 p.m. ET)
- **Volunteer Orientation & Training**
  - Tuesday, August 26 at 9 a.m. HST (3 p.m. ET)

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# Specialized Networking Opportunities

## Honolulu Post Golf Tournament

- Thursday | 9:00 a.m.– 4:00 p.m.
- RSVP required
- For more information and to register for the Golf Tournament to support the Honolulu Post Scholarship Fund, please visit <https://www.eventcreate.com/e/iprsgolftournament>



# Do you feel ready to exhibit?

- A. Fully prepared and super excited!
- B. I need to review some more things, but I got this!
- C. Yikes... time to get to work!

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**Thanks for attending!**  
**We look forward to seeing you in  
beautiful Honolulu.**  
**Time for a quick drawing!**

**Do you have more questions? We're happy to help!**  
**Please email [exhibit@same.org](mailto:exhibit@same.org) or call 703-549-3800 for  
assistance.**