

SBC 2025

EXHIBITOR ORIENTATION & TRAINING

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



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 presentation.



Use the Chat tab to engage with others.

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.



Ann McLeod, CEM, CAE

Senior Director, Engagement

SAME



Years at SAME:

- 15

Grew up in:

- Brooklyn, NY & Westfield, NJ

Currently binge-watching:

- Chief of War (Apple TV)

Recently:

- Went to Waimea Canyon on Kauai



Kennedy Gillie

Exhibit & Sponsorship Manager
SAME

Years at
SAME:

- 3

First Concert:

- Creed

Duolingo
Streak:

- 1,145 days (Spanish)

Recently:

- Went surfing in Hawaii!

How many times have you personally been responsible for exhibiting at SBC?

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

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 handbook used to plan the logistics of your booth and order things like carpet padding, etc.

READING: The Key to a Successful Exhibiting Experience!

Thoroughly review information sent to you from:

- SAME
 - Exhibitor related: Exhibit@same.org
 - Attendance related: Registration@same.org
- Official Vendors:
 - General Service Contractor: The Expo Group
 - Small freight carrier: TTS or Expogistics (The Expo Group)
 - Audio Visual: AVFX
 - Electrical Orders: Commonwealth
 - Wi-Fi Orders: Smart City
 - Lead Retrieval: eShow
 - Catering: Aventura Catering

Additional ways to ensure success:

PRE-PLANNING your participation

- You get out of it what you put into it...determine your goals, make a plan to achieve them, and get results.

ADHERING to DEADLINES

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

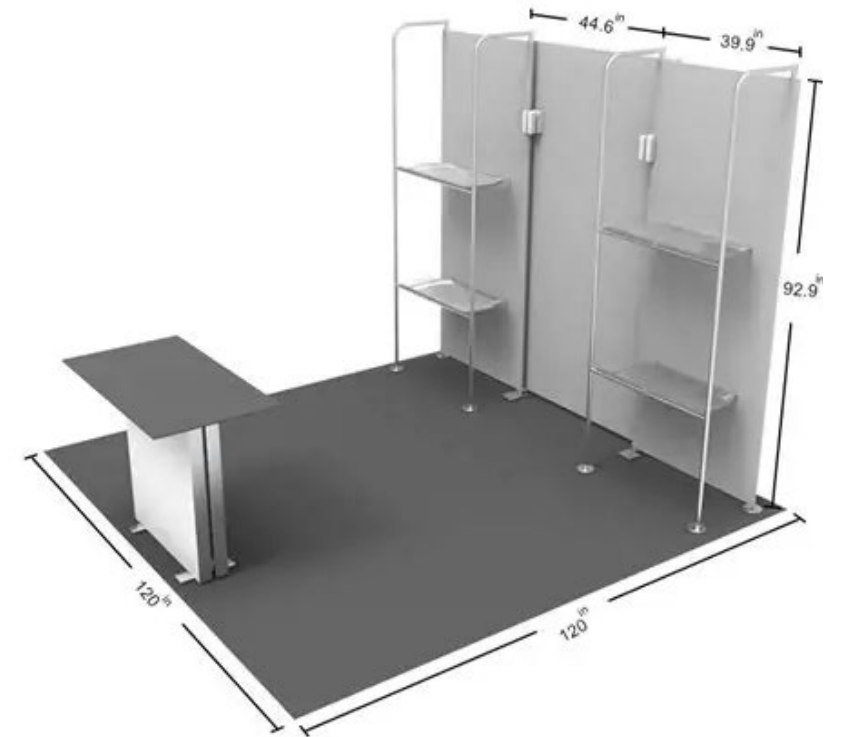
USING the TOOLS provided.

SHARING information with your team!

Logistics of Exhibiting

Your Booth Space

- Each 10x10 booth includes:
 - standard carpet
 - one 6-foot skirted table
 - two chairs
 - a wastebasket
 - ID sign
 - daily vacuuming
- 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



Get Ready for the Logistics of Exhibiting

Review the exhibit hall schedule and plan accordingly

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
- A direct link to the Landing Page of the ESM can be found on the ESC welcome page

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

Plan appropriately for SHIPPING!

Sign and submit the Material Handling Agreement via The Expo Group portal

The Expo Group – SAME's Official General Services Contractor (GSC)!

The company that provides SAME and exhibitors (you!) with services, including, but not limited to distributing the exhibitor manual, installation and dismantle of things such as pipe & drape, laying carpet, creating and hanging signage and banners, material handling, providing booth furniture, and more.

THE EXPO GROUP
Architects for connecting communities.

To-Do List & ESC

Exhibitor Checklist.....TO DO NOW!

-
- ☐ Review and update directory & demographic information in the ESC
 - Attendees view this information on the interactive floor plan and in our conference app
 - ☐ Register all company representatives through the Booth Staff Registration Form
 - ☐ Plan travel according to the exhibit hall schedule
 - Tear-down can begin at 12:31 pm on Friday, November 21
 - The early tear-down fee is \$550
 - ☐ Review shipping deadlines and information...and plan accordingly
 - ☐ Order additional items needed from the Exhibitor Service Manual
 - **The Expo Group Discount Deadline is MONDAY, OCTOBER 20, 2025!**

Your Top-Needed Resources are Available via the ESC

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

1. The pre-conference attendee list
 - Available via the ESC on November 5, 2025.
2. Link to the Exhibitor Service Manual - ExpoPortal
 - A username and password was sent to you from The Expo Group. Check your spam or junk folder 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 ESM page in the ESC
3. Tracking your company's registrations
 - See a list of everyone registered via the booth staff reg form
 - Link to register through the Booth Staff Registration Form.
 - Unused complimentary registrations are attached to your company account.

Registration Reminders

TWO full-conference Registrations 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 in the hall

NO ONE is automatically registered!!

Register by November 5th to be included on the pre-show attendee list.

- This gives you recognition as an exhibiting company representative!

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!
- Allows access to the hall during move-in/out and during pre-show hours
- Registered on the wrong form? Email us at registration@same.org so we can make the correction

Need to CANCEL a registration?

- The deadline to cancel and receive a refund less a \$100 cancellation fee is October 24
- No refunds will be given after this date, but you can still transfer a registration
 - To transfer a registration, please follow the instructions on the Registration webpage
- Complimentary registrations cannot be transferred to a paid registration after October 24

Other Tools in the ESC...

Profile

- Review and update your company's profile

Receipts

- Find Invoices and Receipts

Order

- Lead Retrieval, Wi-Fi & Electrical, AV

Newsletters

- Access past Exhibitor Newsletters

Contact Attendees

- Download pre- and post-show attendee lists

Promotional Tools

- Downloadable Marketing & Social Media Toolkits



**Let's Visit the ESC
Now!**



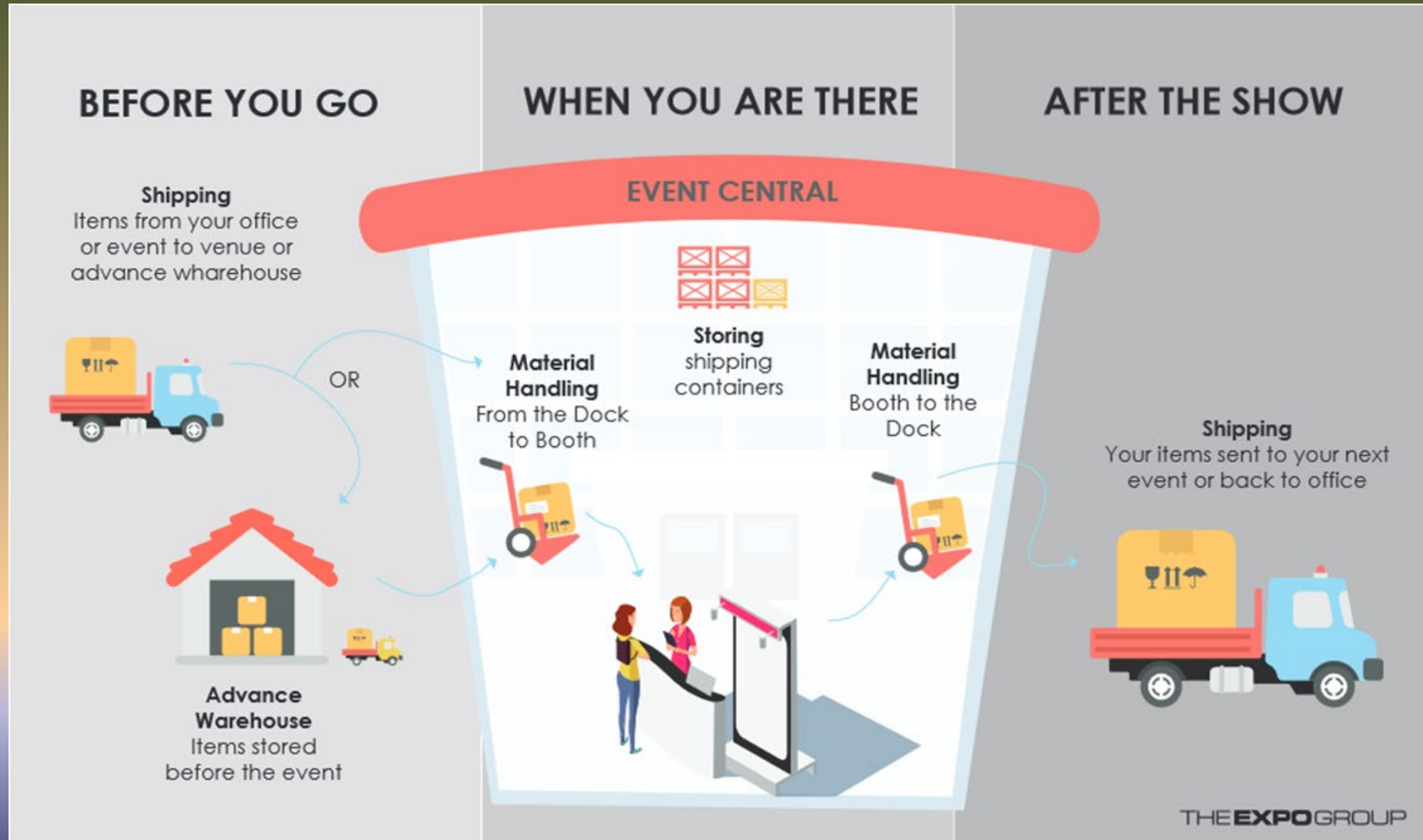
Up Next:
Exhibitor Service Manual

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.

The Material Handling Process



Single-Rate Billing Method for Material Handling

Makes it easier to calculate material handling charges

Advance warehouse charges

- Until Nov 7 = \$2.65 per pound
- AFTER NOV. 7 = \$3.50 per pound

Direct to show site charges

- \$2.65 per pound

Packages weighing 10 lbs or less are compliments of The Expo Group

Note: You must have a payment method on file to receive empty crate stickers

Inbound Shipping (aka TO the show)

Options on where to ship:

- Advance Warehouse
- Direct to Show Site
- Regardless of where shipped...items are brought to your booth

Advanced warehouse:

- Benefit: PEACE OF MIND! You can confirm that your items were received.
- Shipments accepted from October 22nd to November 15th (add'l fee after November 7th)

Direct shipping:

- Accepted starting Tuesday, November 18th

Shipping Labels:

- Download from the ESM.
- Make sure you use the correct label!
- List your company name and booth number for best and quickest service

Insurance on your freight highly recommended

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

Advanced Warehouse

THE EXPO GROUP
ADVANCE WAREHOUSE SHIPMENT
EXHIBIT MATERIAL

To:

(Exhibitor)

(Booth Number)

c/o The Expo Group & PGL/Cosic
10206 West Van Buren Street, Ste 110
Avondale, AZ 85323

Name of Convention:

SAME Federal Small Business Conference 2025
Must arrive by November 7, 2025

Carrier: _____ # Pieces: _____ of _____

Be sure to fill out your company name, booth number, carrier, and numbers of pieces of freight on either the Advanced Warehouse or Direct Ship labels – downloadable in the ESM!

Direct Ship

THE EXPO GROUP
Direct to Show Site Shipments
EXHIBIT MATERIAL

To:

ABC Construction
(Exhibitor)

1920
(Booth Number)

Phoenix Convention Center - Halls 1-6
c/o The Expo Group
100 North 3rd Street
Phoenix, AZ 85004

Name of Convention:

SAME Federal Small Business Conference 2025
Do Not Deliver Prior to November 18, 2025

Carrier: TTS # Pieces: 1 of 2

Local and Don't Need to Ship?

“Hand-Carrying” your materials into the convention center is allowed!

- "Individuals, exhibitors, hotels, and other non-contracted agencies are permitted to make hand and/or cart deliveries of small packages and items through front-of-house entrances for use as part of a meeting or trade show."
- Small carts / wagons only
- Cases with wheels are permitted
- Drive to the main entrance (Second St is best for Exhibit hall) and use passenger drop-off to quickly unload
- Someone must stay with the vehicle

Outbound Shipping (aka back home)

Using official carriers makes your outbound shipping experience easy!

- Fill out the Material Handling Agreement, label boxes, and your items will be picked-up from your booth!

If using FedEx/UPS

- Carry your items to the FedEx/UPS office.
- **Do not depend on FedEx/UPS to pick up your stuff from the loading dock.**

Know the limitations of your carrier

- If your carrier hasn't guaranteed that they can operate within the times required, pre-book your shipments with either the onsite carrier or a different carrier that can
- 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 before 12:31 pm.
- All carriers must check-in at the freight desk by 3:00 pm on Friday, November 21.

If your shipment is not picked up / not checked in by 3:00 pm:

- Your freight will be forced to one of the official carriers
- You are responsible for any related fees

**ACCELERATE
READINES**

Let's take a look at the Exhibitor Service Manual!

samesbc.org



SAME
Federal
Small
Business
Conference
**NOV
19-21
2025
PHOENIX
ARIZONA**

SAMESBC.ORG

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



Up Next:
Your Booth On-Site

Your Booth On-Site

ACCELERATE READINES

samesbc.org



Exhibit Hall Hours

Day, Date	Activity	Start Time	End Time
Tuesday, Nov 19	Exhibitor Move-In/Set-Up	9:00 am	5:00 pm
Wednesday, Nov 20	Final Prep	8:30 am	10:00 am
	Exhibit Hall Open	10:00 am	7:00 pm
	Networking Lunch	11:30 am	1:00 pm
	Networking Break	2:30 pm	3:00 pm
	Networking Reception	5:30 pm	7:00 pm
Thursday, Nov 21	Exhibit Hall Open	10:00 am	6:00 pm
	Networking Lunch	12:00 pm	1:30 pm
	Networking Reception	4:30 pm	6:00 pm
Friday, Nov 22	Exhibit Hall Open	8:30 am	12:30 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

SAMESBC.ORG

@SAMENATIONAL

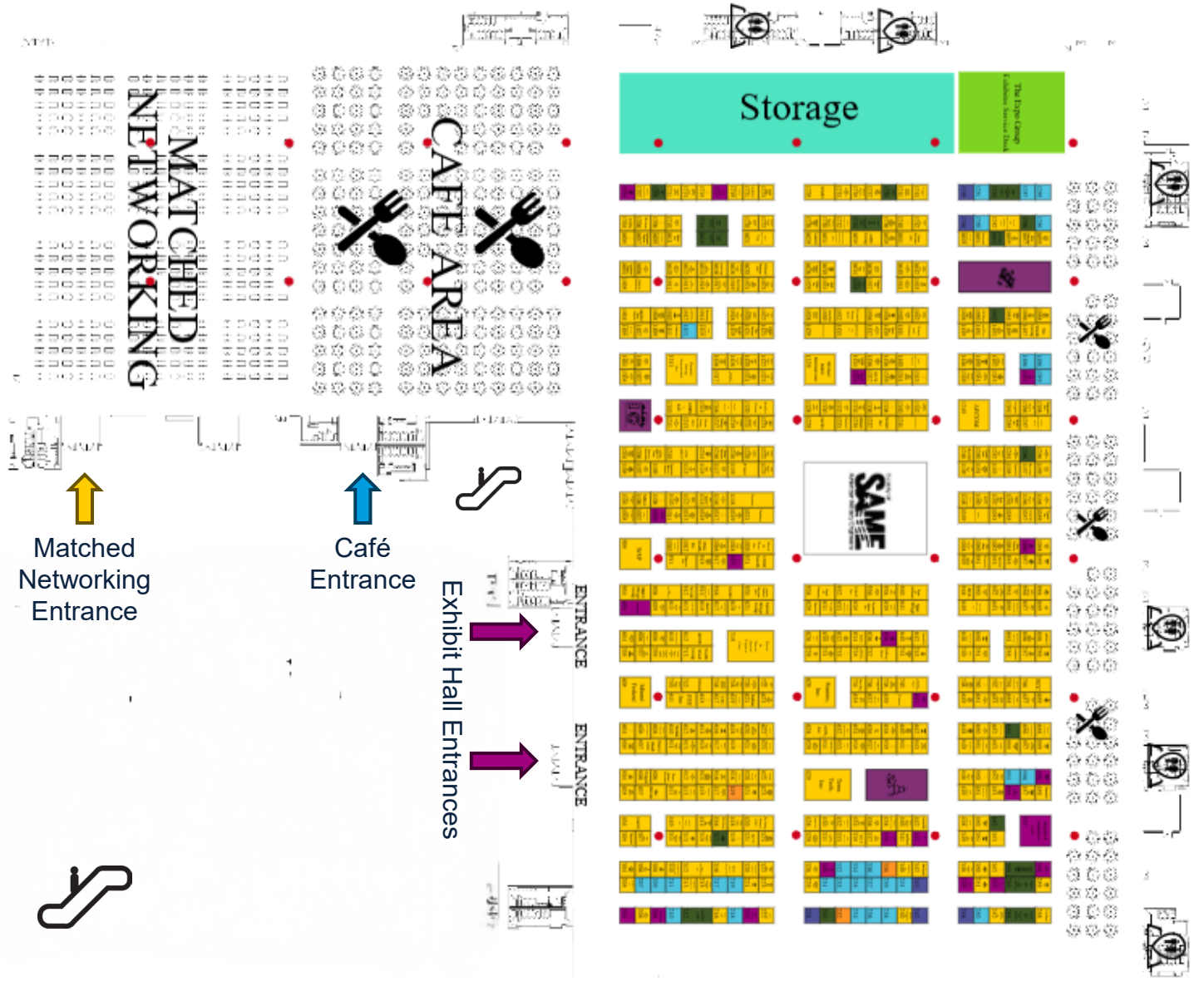
@SAME_NATIONAL | #SAMESBC25

"SOCIETY OF AMERICAN MILITARY ENGINEERS"

EXHIBIT HALL LEGEND

- TIER 1 BOOTH - AVAILABLE
- TIER 2 BOOTH - AVAILABLE
- GOVERNMENT BOOTH
- PENDING BOOTH
- RESERVED BOOTH
- SOLD BOOTH
- LOUNGE SPACE
- HEADSHOT LOUNGE
- RELAXATION STATION
- THE PLAYGROUND
- RESTROOM
- CAFE AREA
- COLUMN

SAME SAME National Office Booth



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: 12:31 p.m. on Friday

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 will be penalized, removed from the 2026 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 Friday – just order TEG-supervised labor through the ESM.

Interactive Floorplan Maps

- ❑ Located near entrances
- ❑ View the floorplan
- ❑ Search for exhibitors
- ❑ Check the Scavenger Hunt Leader Board!

And..Mobile device charging lockers and battery packs will be placed throughout the Exhibit Hall, mostly in lounge spaces, and by the Session Rooms



Drive Traffic + Promote Your Participation

Attract people 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...all must be arranged thru the convention center
- A cool activity: caricatures, golf putting, shoe shine...

Use Social Media!

- New tool provided by SAME makes it easy to post on social feeds: <https://app.ingo.me/q/yzbdo>
- Use your personal feed, company feed, professional groups
- Find links in the ASC, ESC, and SBC Website!

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

- The list will be posted to the ESC on November 5.
- You may send ONE marketing email prior to SBC.

Notes

- All alcohol MUST be purchased through the Aventura Catering (including raffle prizes)
- If you would like to host a bar or food at your booth, please contact Aventura Catering:
 - raper-stephanie@aramark.com or complete the form in the Exhibitor Service Manual



Create a LinkedIn Post using our Marketing Tools.

The link to create a customizable post with our SBC graphic is easy to find:

- Registration Confirmation email
- Attendee Service Center Welcome Page
- Exhibitor Service Center Welcome Page
- SBC Marketing Tools web page

SBC Booth Battle

Presented by SAME's Exhibitor Advisory Council, you are automatically entered!

One winner for each business size

New Category: Feature Award (rotates)

Winners receive:

- Recognition in the TME recap article
- Social media shout-out
- One full-conference registration for any SAME National event in 2026
- Priority placement in the 2026 SBC Booth Lottery
- Invitation to be a judge on next year's panel
- Recognition at your booth at 2026 SBC

Winner announced at the Thursday night Networking Reception – photo taken at booth so make sure your team is present!

A flyer with more information will be shared on the next Exhibitor Newsletter

2024's Winners!



Tetra Tech:
Large



Freese &
Nichols:
Medium



FFE:
Small



NEW: Small Business Scavenger Hunt

- Replaces the Small Business Passport
- Hosts receive a QR code that attendees scan when they visit your booth
- Interactive leaderboard on phones, at the SAME booth, and at the floorplan maps by the entrances
- Prizes to 3 lucky winners who check in at all waypoints
- Only TWO spots left!! Sign up by October 13
 - Email exhibit@same.org to be added



Interested in sponsoring?

- Gold Sponsorship - \$15,000
 - Only two days left to sign up!
 - President's Reception, Afternoon Snack Breaks, Attendee Orientation Webinar, New Member/1st Time Attendee Meet & Greet, Mobile Charging Stations
 - Additional benefits
- Brass Sponsorship - \$3,000
 - Only available to Small Businesses
 - One week left to sign up!
 - Education Sessions and Speaker Ready Room
 - Additional benefits
- Sponsor Information:
https://www.samesbc.org/sponsor_info.cfm



Up Next:
Matched Networking and
other Conference Highlights

Conference Highlights

Current Facts and Figures

Total registrants: 3,487

Government: 6%

Small Businesses: 48%

Med Businesses: 26%

Large Businesses: 18%

Total exhibiting/sponsoring orgs: 521

Matched Networking Host Opportunities

One-on-one appointments between attendees and Govt Agencies and Exhibiting Companies (“Hosts”).

- All exhibiting companies can host a table!

Hosts complete a profile indicating what types of business they’re looking to partner with

- Hosts are matched with SBC attendees based on specific demographic questions.

Attendees can request appointments with based on these matches....or with any host

Appointments are 15 mins long with a 5 min break in-between

If you would like to host a table but didn’t sign up, please email exhibit@same.org ASAP!

Matched Networking Host Training webinar on Tuesday, October 21, 3:00 ET.

Networking Activities in Hall

Opening Reception Wed, Nov 19

- 5:30 – 7:00 p.m.

Networking Reception

- Thurs, Nov 20
 - 4:30 – 6:00 p.m.

Lunch Daily

- Wed, Nov 19
 - 11:30 a.m. – 1:00 p.m.
- Thurs, Nov 20
 - 12:00 p.m. – 1:30 p.m.
- Fri, Nov 21
 - 11:30 a.m. – 12:30 p.m.

Networking Breaks

- Wed, November 19
 - 2:30 – 3:00 p.m.
- Thurs, November 20
 - 3:00 – 3:30 p.m.

General Sessions – Get the Big Picture!

Wednesday General Session

- Wednesday, November 20 | 8:30 – 10:00 a.m.
- Panel of Federal Engineering Leaders
- Small Business Awards

Thursday General Session

- Thursday, November 21 | 8:30 – 10:00 a.m.
- Keynote Speaker – Lindsay Shookus

Mega Sessions – Opportunity for Q&A with Leaders

Wednesday

- Sentinel Deployment
- Army / USACE
- Air Force
- Navy / NAVFAC

Thursday

- Veterans Affairs
- Small Business Administration

Concurrent Sessions

Education Session Tracks

- Advanced Business & Procurement Strategies
- Entering the Federal Marketplace
- Government Perspectives
- Marketing & Business Development
- Regulations, Rules & the Government Framework
- IGE Roundtables

Business Opportunity Sessions

- Business Lines...
 - A&E | Construction | Construction Management
 - Energy | Environmental & Environmental Compliance
 - Healthcare A&E | Healthcare Construction
 - Horizontal Construction | Vertical Construction
- Coast Guard
- Department of Energy
- Department of State – OBO & OSDBU
- GSA
- NASA
- National Guard Bureau
- Veterans Affairs | VA Cemeteries | VHA Regionals

Other Preparation Tools and Opportunities

Exhibitor e-newsletters

Attendee e-newsletters

Maximizing Your SBC Webinar Series:

- Thursdays, October 9 - 30 @ 3 p.m. ET

Matched Networking Host Training Webinar:

- October 21 @ 3 p.m. ET

Attendee Orientation Webinar:

- October 28 @ 3 p.m. ET

Do you feel ready and prepared 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 (Events → Exhibit Registration)

See you in Phoenix!

Additional questions?

Exhibit@same.org

(703) 549-3800

