

**THE
POWER
OF PARKS AND
RECREATION**



EXHIBITOR WEBINAR

Engaging the NRPA Conference
Attendee

THE
POWER
OF **PARKS AND
RECREATION**

MEET THE EXHIBIT TEAM



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WELCOME TO THE 2026 NRPA ANNUAL CONFERENCE EXHIBITOR WEBINAR SERIES

PURPOSE OF THE SERIES:

The goal for hosting the 2026 exhibitor webinar series is to inform, educate and provide all necessary information to ensure a successful trade show experience.

WEBINAR SERIES DATES*, 1 p.m. ET

- Thursday, June 4, Let's Get Started!
- Tuesday, June 9, Island Booth Approvals
- Thursday, June 11, Inline Booth Guidelines
- Thursday, July 23, General Service Contractor: Hargrove Presentation
- Thursday, July 30, Meet the Pennsylvania Convention Center
- Thursday, August 20, Engaging the NRPA Conference Attendee
- Thursday, September 17, Know Before You Go

*Dates and topics are subject to change. Watch for future invitations and announcements.



TODAY'S WEBINAR AGENDA

- Exhibitor Resources
- Event Schedule
- Important Exhibitor Information & Reminders
- NRPA Member Engagement Experts
- Who Are the NRPA Members?
- Engaging the Attendees Pre-conference & Onsite
- Conference Attendee Demographics
- Breaking Down Exhibitor Registration Types
- Questions & Answers
- Reference Section

An aerial photograph of a city skyline, likely Chicago, with a teal gradient overlay. The skyline features several prominent skyscrapers, including the Willis Tower. In the foreground, there is a large green park area with winding paths and a body of water. The text "EXHIBITOR RESOURCES" is centered in white, bold, uppercase letters.

EXHIBITOR RESOURCES



STAY ON TRACK

Managing a trade show booth is a detailed process of planning and coordinating many elements!

The NRPA Online Exhibitor Hub has EVERYTHING you need.

- Visit your [NRPA Online Exhibitor Hub](#) regularly to see upcoming tasks and deadlines!
 - Exhibitor Badge Registration
 - Purchase Lead Retrieval
 - Digital Listing
 - My Account for Invoices/Payments and more!
- Download the [Exhibitor Checklist](#) resource.



EXHIBITOR RESOURCES

Please be sure to visit the [exhibitor resources web site](#).

Exhibitor resources is helpful information to make your experience and planning efficient.

Information such as exhibitor how to videos and much more!

Exhibitor How-To Videos:

[Use Your Exhibitor Hub](#)

[Join Your Company in the Exhibitor Hub](#)

[Register Your Staff](#)

[Purchase MCI's Lead Retrieval](#)

[How to Order Electrical, Internet and Other Services](#)

An aerial photograph of a city skyline, likely Chicago, with a teal overlay. The skyline features several prominent skyscrapers, including the Willis Tower. In the foreground, there is a large park area with green trees and a body of water. The text "EVENT SCHEDULE" is centered in the middle of the image in a bold, white, sans-serif font.

EVENT SCHEDULE

2026 CONFERENCE

SCHEDULE AT A GLANCE

Tuesday September 29

Opening General
Session

Exhibit Hall Opening
Day

2 Education Blocks

Opening Reception

Wednesday September 30

Day 2 General
Session

Exhibit Hall Open

3 Education Blocks

Best of the Best
Ceremony &
Reception

Thursday October 1

4 Education Blocks

Committee &
Network Meetings

Event Move-out

EXHIBITOR SCHEDULE

DATE	TIME	ACTIVITY
Saturday, September 26	By appointment ONLY; request in your online Hargrove account.	Early move-in for large exhibits by Hargrove approval ONLY.
Sunday, September 27	8 a.m. – 4:30 p.m.	Move-in begins for all exhibits; exhibitors may begin picking up their badges at 12 p.m.
Monday, September 28	8 a.m. – 7:30 p.m.	Move-in continues for all exhibits; booths must be completely setup by 7:30 p.m.
Tuesday, September 29	10:30 a.m. – 4:30 p.m.	Exhibit Hall Opens (exclusive hours from 10:30 a.m. – 1 p.m.)
Wednesday, September 30	10:30 a.m. – 3 p.m.	Exhibit Hall Opens (exclusive hours from 10:30 a.m. – 1 p.m.)
Wednesday, September 30	3 p.m. – 9 p.m.	Move-out begins; must be out of the hall by 9 p.m.
Thursday, October 1	8 a.m. – 4:30 p.m.	Move-out continues; must be completely out of the hall by 4:30 p.m.

An aerial photograph of a city skyline, likely Chicago, with a teal gradient overlay. The skyline features several prominent skyscrapers, including the Willis Tower. In the foreground, there is a large green park area with winding paths and a body of water. The text "IMPORTANT EXHIBITOR INFORMATION" is centered in white, bold, uppercase letters.

IMPORTANT EXHIBITOR INFORMATION

MARK YOUR CALENDAR

Insurance !!

Certificate of Insurance
was due **Friday, July 17.**

Lead Retrieval

Tier two rate deadline is
Tuesday, September 1.

Audio Visual

Early Bird orders
through CCR Solutions
Friday, August 28.

Catering

Original orders must be
received **20 days prior**
to the first show date.

PCC Services

The advanced rate
deadline is **Friday,**
September 4.

HARGROVE IMPORTANT DATES

August 25

Advance warehouse opens. M-F 8 a.m. – 3 p.m. (closed Labor Day)

August 27

Rental booth & banner order deadline.

September 3

Advanced orders, graphics & rental booth art submission deadline.

September 17

Carpet & online ordering deadline. After deadline, based on availability.

September 23

Advance warehouse last day of shipment receiving.

September 27

Direct to show site freight will be received beginning at 8 a.m.



HARGROVE

CUSTOMER SUPPORT

Exhibitor Services

(301) 306.4627

exhibitorservice@hargroveinc.com

Hargrove Shipping

(301) 306.4620

shipping@hargroveinc.com

NRPA EXHIBIT POLICY REMINDERS



Photography

Unauthorized photography or video recording is prohibited and may result in removal from the event.



Children

For safety purposes, **no children** under the age of 18 are permitted. Please make alternative arrangements.



Booth Violations

Noncompliance with any NRPA or building rule or regulation may result in receiving a booth violation notice.

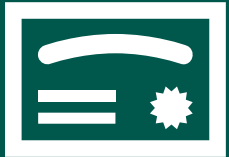


Code of Conduct

All exhibit booth staff must review, accept and abide by the NRPA [Code of Conduct](#) to participate.

NRPA EXHIBIT REQUIREMENTS

TOP 3 REQUIREMENTS



Insurance

Exhibitors **MUST** provide a certificate of insurance meeting **NRPA requirements.**



Flooring

Exhibitors **MUST** cover their entire booth space floor.



Height Capacity

Exhibitors **MUST** adhere to **NRPA booth** height restrictions.

An aerial photograph of a city skyline, likely Chicago, with a teal overlay. The skyline features several prominent skyscrapers, including the Willis Tower. In the foreground, there is a large green park area with trees and a body of water. The text "NRPA MEMBER ENGAGEMENT EXPERTS" is centered in white, bold, sans-serif font.

NRPA MEMBER ENGAGEMENT EXPERTS

**THE
POWER
OF PARKS AND
RECREATION**

WELCOME OUR NRPA GUEST COLLEAGUES



Hayley Herzing
Director of
Membership

hherzing@nrpa.org



Cort Jones
Director of
Content
Marketing

cjones@nrpa.org

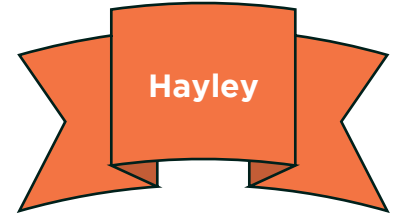


Christina High
Senior Social
Media Manager

chigh@nrpa.org

An aerial photograph of a city skyline, likely New York City, with a prominent teal overlay. The skyline includes several tall skyscrapers, and the foreground shows a park area with trees and a river. The text "WHO ARE THE NRPA MEMBERS?" is centered in white, bold, sans-serif font.

WHO ARE THE NRPA MEMBERS?

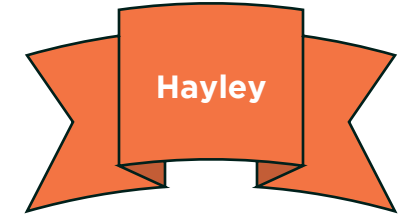


NRPA MEMBERS

General membership is open to anyone and primarily includes park and recreation professionals, advocates, students, and others who support and advance the field of parks and recreation at all stages of their careers.

NRPA provides grant opportunities, professional development, networking, and many other resources to support members so they can support their communities.

INDIVIDUAL MEMBERSHIPS



Professional

Professionals working for park and recreation agencies or other related organizations, such as like-minded non-profits, universities, colleges, military base installations and hospitals or health clinics.

Young Professional

Professionals that are 35 and under who are working at least part-time in the parks and recreation or other related fields.

Retired Professional

Those who have retired from the park and recreation field but still want to stay involved.

Advocate

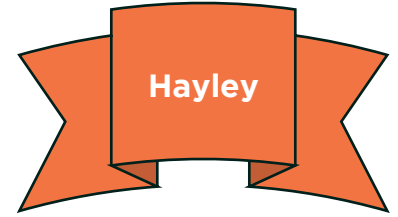
Individuals who serve on park and recreation boards or advisory councils, are in elected or appointed civic roles, or are community volunteers.

Student

Full or part-time students studying park and recreation curricula, not employed as a full-time professional in the field.

OUR THREE PILLARS

Improving the health of communities for all people through parks, recreation and environmental resilience.



Health and Well-being

Creating healthy, connected and thriving communities.



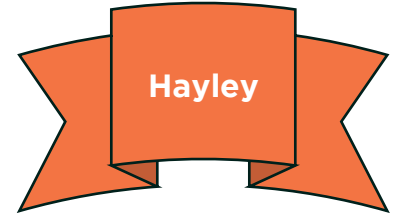
Equity

Fostering social connection and belonging.



Environmental Resilience

Stewarding and expanding healthier parks and natural spaces for current and future generations.

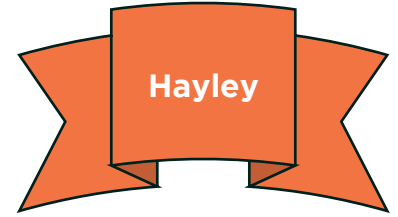


TOP CHALLENGES MEMBERS FACE

- Economic uncertainty and budget constraints – proving value.
- Aging infrastructures.
- Diverse demands servicing changing populations and bridging cultural gaps.
- Removing access barriers.
- Small team burnout.
- Staffing and workforce challenges.

TOP THREE REASONS

WHY MEMBERS ATTEND CONFERENCE



Networking

Seeking connections for peer-to-peer learning, industry insights and potential partnerships.



Exhibits

Seeking a variety of products and services for their agencies and communities – direct conversations.



Education

Pursuing knowledge for professional growth and solutions to challenges – leave inspired and recharged.

An aerial photograph of a city skyline, likely Chicago, with a teal overlay. The skyline features several prominent skyscrapers, including the Willis Tower. In the foreground, there are green spaces, trees, and a river. The text "ENGAGING ATTENDEES PRE-CONFERENCE & ONSITE" is centered in white, bold, uppercase letters.

ENGAGING ATTENDEES PRE-CONFERENCE & ONSITE



THE POWER OF SOCIAL MEDIA



Social media is a powerful tool to let attendees know you'll be in Philadelphia, showing them why they should stop by your booth and learn more about your organization!

- More than 5.7 billion people use social media – more than 2/3 of the global population.
- On average, people spend over 2 and half hours a day on social media.

Leeron Hoory (2026, August 10). Top Social Media Statistics and Trends. Forbes.com.



EXHIBITOR MARKETING TOOLKIT



To make sharing on social media easy, NRPA created the 2026 NRPA Annual Conference Exhibitor Marketing Toolkit that includes valuable resources and recommendations.

Hashtags help social media users easily follow and engage with topics that interest them. The easiest way to add hashtags is to place them at the end of your post.

**The NRPA Annual Conference hashtags are
#NRPAConference2026 #ThePowerOf.**

SAMPLE SOCIAL MEDIA POSTS

Christina

We will be in Philadelphia this September 29-October 1, showing park and rec professionals like you [INSERT WHAT YOU'RE SHOWING/EXHIBITING]. #ThePowerOf. Visit us at Booth [INSERT BOOTH NUMBER].

#NRPAConference2026 is a can't-miss event! Register today: conference.nrpa.org.

We'll be at #NRPAConference2026, [INSERT MORE ABOUT WHAT YOU'RE SHOWING AT YOUR EXHIBIT TABLE]. Visit us at Booth [INSERT BOOTH NUMBER]. conference.nrpa.org. #ThePowerOf

Facebook:
@NationalRecreationandPark
Association

Threads:
@nrpa

LinkedIn:
@national-recreation-and-park-
association

Instagram:
@nrpa

Hashtag:
#NRPAConference2026

Website Link:
Conference.nrpa.org

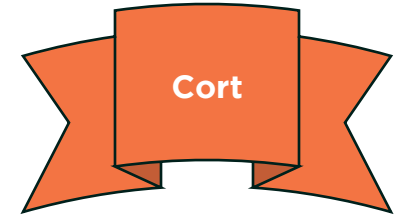
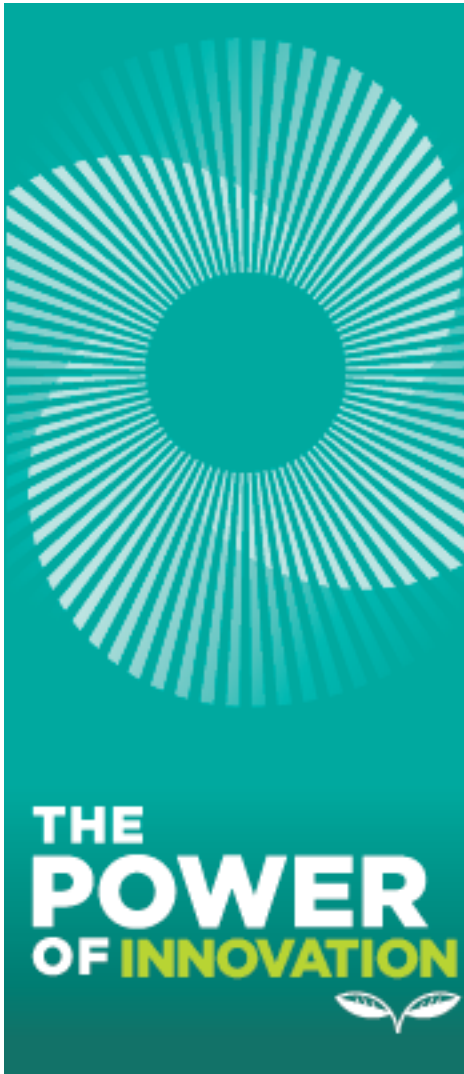
BEST PRACTICES



Each social media channel has its own quirks and strategy for what works best for it – like best and worst days to post. We’ve summarized best practices for you in the toolkit.

You’ll find more information in the toolkit about core messaging, video tips, graphics, newsletter and so much more.

Visit the Exhibitor Hub to access the toolkit today!



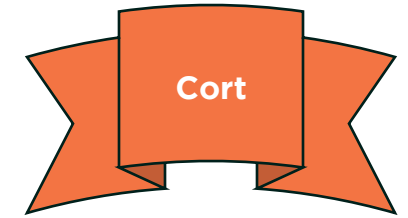
THE POWER OF...

NRPA's theme for the 2026 NRPA Annual Conference is "The Power Of..."

- Our core conference branding focuses on "The Power of Parks and Recreation"
- Exhibit Hall branding will focus on "The Power of Innovation"
- In your messaging, feel free to adapt "The Power Of..." however you see fit for your product or service.

DITCH THE SALES PITCH

Lean into Experiential Marketing!



1

Demos

Onsite brand activations – show attendees how your products work in-person or with product videos.

2

Experiences

Immersive interactive experiences – hands-on activities that allow attendees to interact with your products.

3

Hospitality

Seating, food and beverage offerings – ensure you create a welcoming space that won't intimidate participants from engaging.

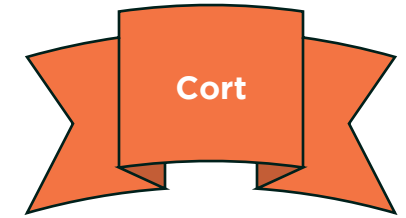
4

Giveaways

Premium giveaways or raffles – sustainability matters to the audience! Reuse, repurpose, recycle.



EVENT MARKETING STRATEGY

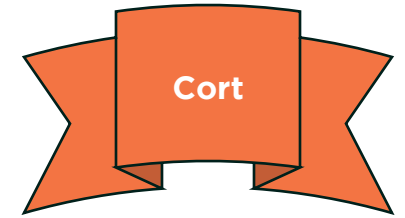


Purchasing a booth at the NRPA Annual Conference was step one and will help your company:

- Engage face-to-face with park and recreation professionals and interested buyers.
- Grow your brand visibility.
- Generate leads.
- Launch new products and services.



SET EVENT MARKETING GOALS

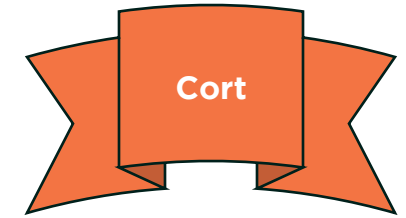


The next step is setting your onsite goals! Goals matter and help provide:

- Clear direction and helps establish purpose.
- Guidance for your booth design.
- An outline for measurable ROI.
- Focus to use your resources wisely, saving time and money.



BOOTH TIPS

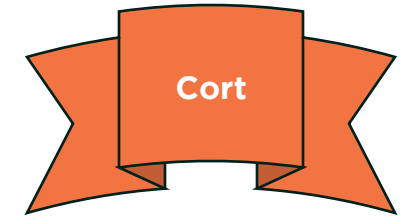


Step three - create a welcoming booth space to draw attendees in.

- Design an open, bright layout with accessible pathways – remove physical barriers.
- Make your main message big, bold, and easy to read from a distance.
- Have friendly staff ready to engage.
- Incorporate the NRPA booth guidelines and height restrictions for your booth size.



HAVE A POST-EVENT PLAN



Finally, don't wait to connect with your leads after the event – reach out to your new contacts quickly!

- Send follow up emails within 24 to 48 hours.
- Communication builds trust and relationships.
- Keep your company's brand top of mind.

SPONSORSHIP OPPORTUNITIES



Sponsorships boost targeted engagement efforts, increase visibility and help drive lead generation at events.

There are budget-friendly opportunities available at the NRPA Annual Conference for every exhibiting company. Check out the Sponsorship Prospectus on the conference website!

CONFERENCE ATTENDEE DEMOGRAPHICS



NEW LEADS YEAR OVER YEAR

Did you know the NRPA Annual Conference is an excellent place to build your client pipeline?

Park and recreation agencies often practice a staff rotation system when registering for conference.

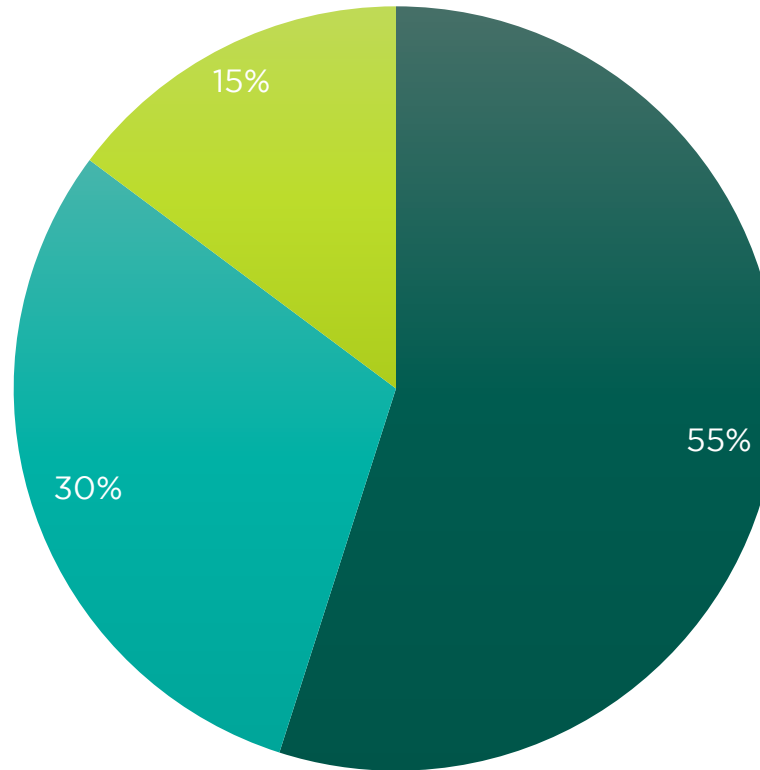
28% of Philadelphia participants registered currently are first-time attendees.

ATTENDEE PROFILE

2026 conference
attendee breakdown of
Park & Recreation or
Armed Forces
Recreation Professionals

Frontline Staff

Direct connection to
the community



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr

Executive Administration

Leading a department,
division, or large-scale
project.

Middle Management

Oversee a team of
full-time employees

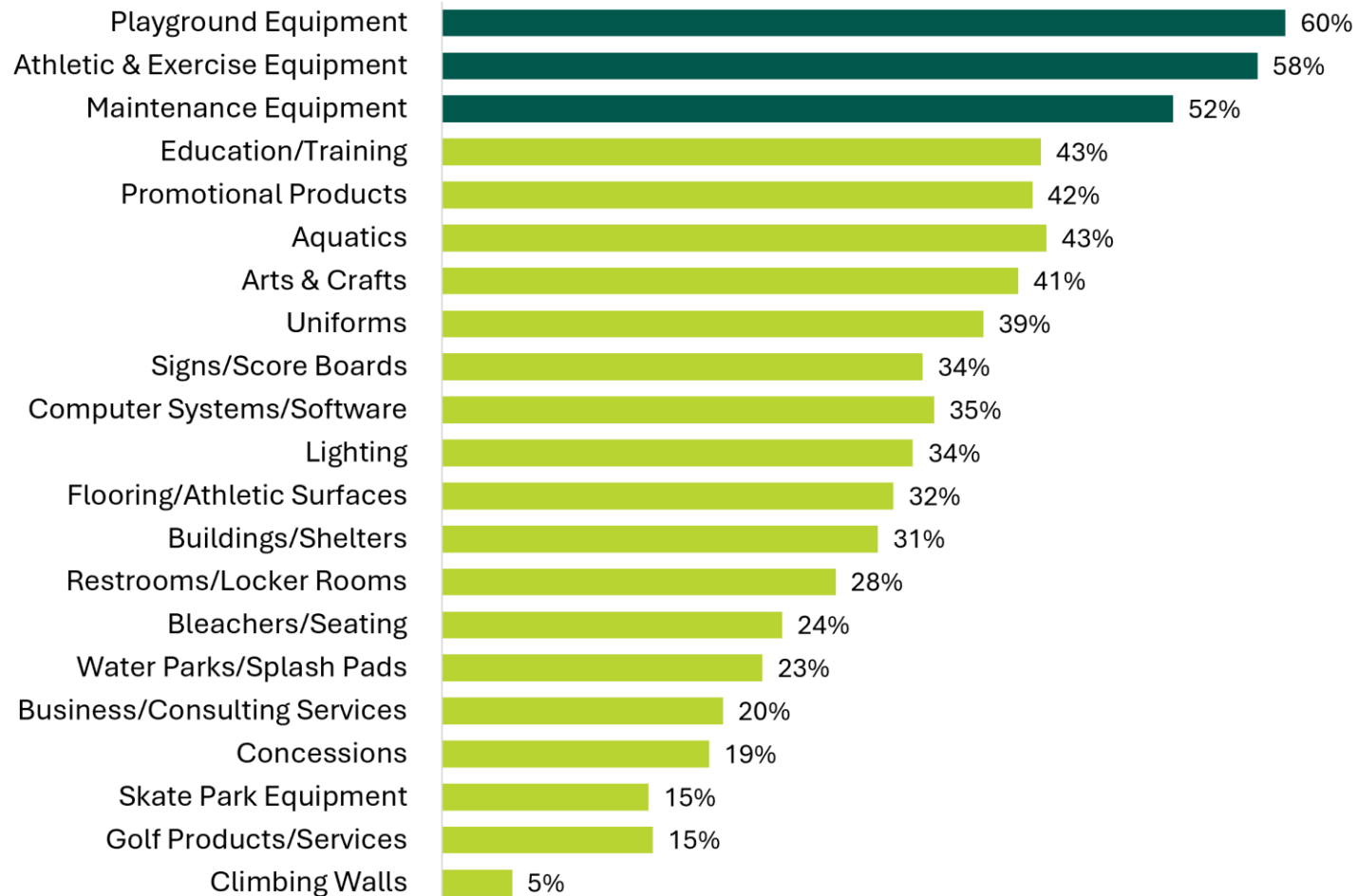
PURCHASING POWER

Did you know NRPA conference attendees who work for a park and recreation agency play critical roles in the purchasing decisions at those agencies?

- Nearly half (48%) of park and recreation professional attendees make final purchasing decisions.
- Another 38 percent of practitioner attendees make recommendations to the decision-maker on purchases.
- While eight percent research options.

More than half of responding practitioners indicated their agency **is likely to purchase playground, athletic/exercise and/or maintenance equipment** in the next 12-24 months.

% of practitioner attendee respondents



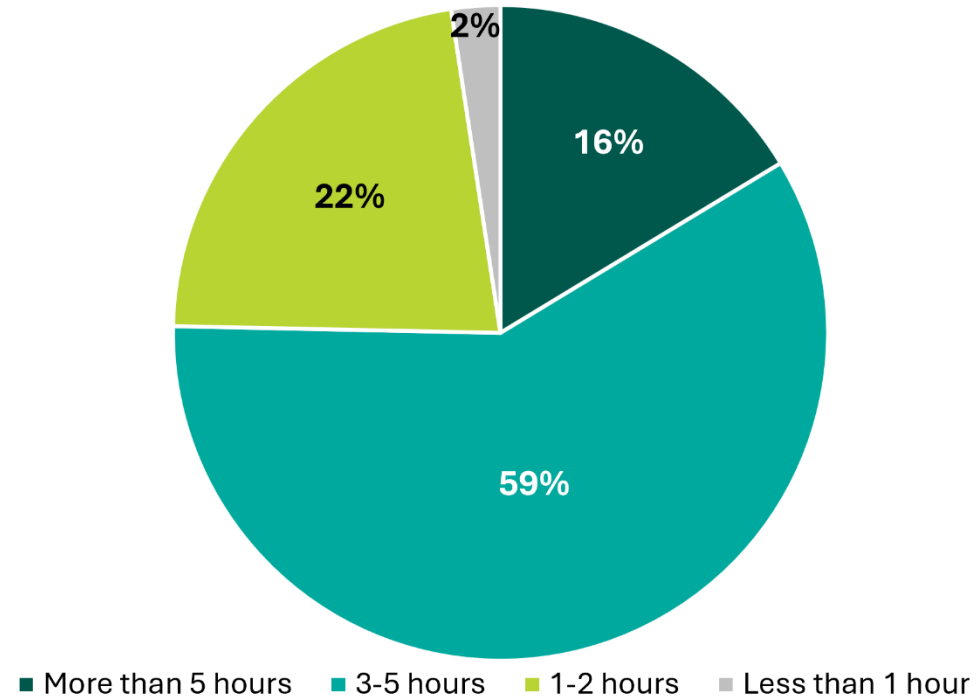


TIME SPENT IN THE EXHIBIT HALL

Tuesday and Wednesday the exhibit hall is open for 10.5 hours, with 5 of those hours being exclusive exhibit hall only hours.

Nearly every park and recreation professional in attendance last year found themselves on the exhibit hall floor at some point during the conference. Ninety-eight percent of practitioner attendees visited the Exhibit Hall at least once during the conference.

Three quarters of all attendees spent a **minimum of three hours** in the Exhibit Hall
% of attendee respondents





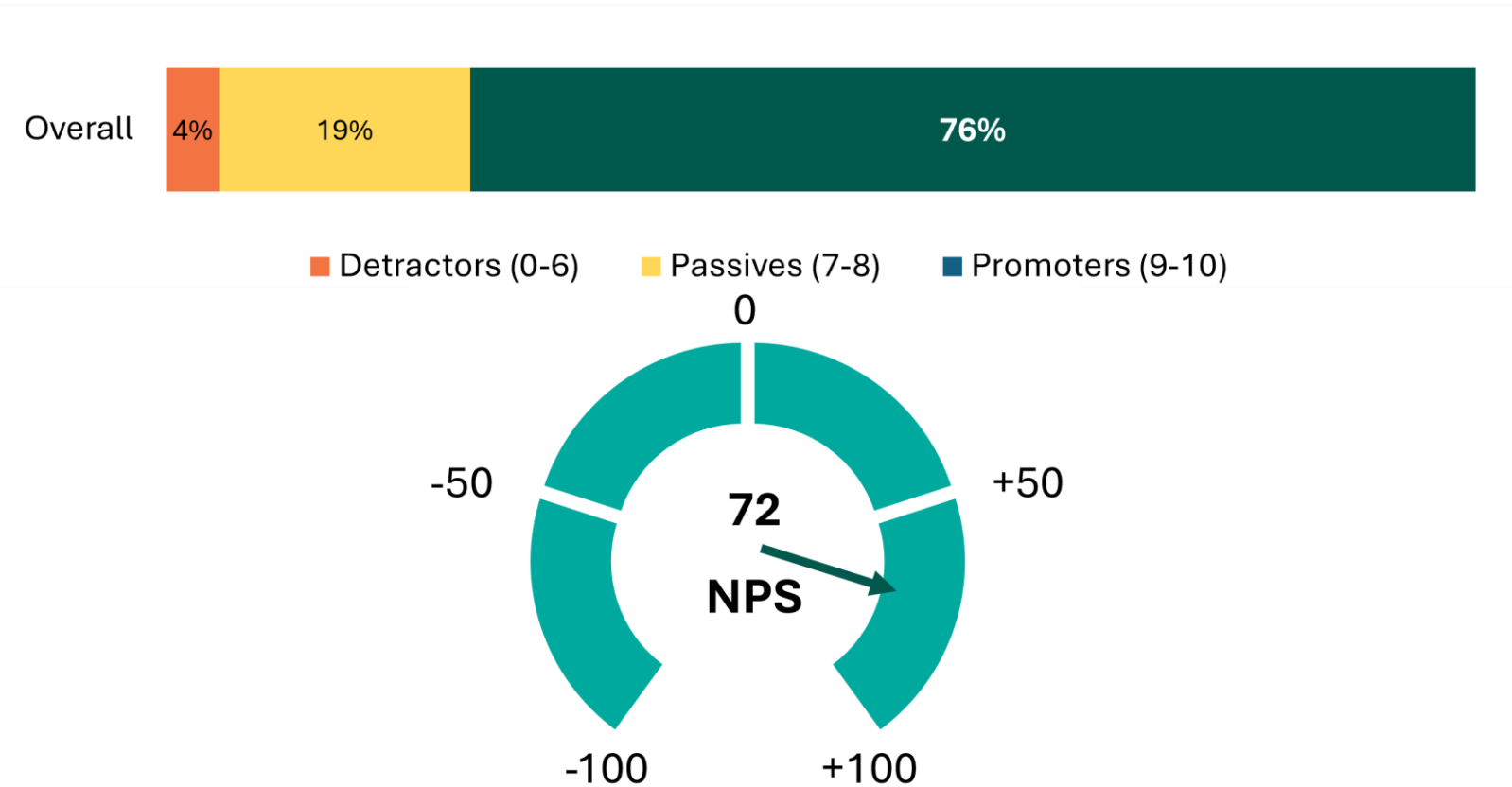
NET PROMOTOR SCORE

A metric used in customer experience programs. NPS measures the loyalty of customers to a company. NPS scores are a number from the range -100 to +100, a higher score is desirable.

71-100: This is the Holy Grail of NPS, and rarely attainable. A company with a score in this range is considered to be among the absolute best in their industry.

Seventy-six percent of attendees **strongly recommend** and are considered **promoters** of the NRPA Annual Conference while the Net Promoter Score of **72** indicates an **extremely strong** Promotor-Detractor gap.

% of attendee respondents



NRPA BADGE COLORS

What do the Colors Mean?



FULL PACKAGES

Participants that are professionals, young professionals or retired professionals.



SPEAKERS

Participants that are presenting or co-presenting an education session.



EXPO ONLY

Participants that are only attending to explore and connect in the exhibit hall.



STUDENTS

Participants that are full or part-time students, not yet working in the field.

NRPA BADGE COLORS

What do the Colors Mean?



OTHER

Participants that are either attending a one-day or additional training session, a spouse/guest or press.



STAFF

Participants that are either NRPA or a key vendor staff member.



EXHIBITORS

Participants that are registered as booth staff for the conference.



BREAKING DOWN EXHIBITOR REGISTRATION TYPES



EXHIBITOR BADGES

Booth Staff

- 5 complimentary badges per 10x10 booth; \$55 per booth staff over the allotment
- Provides access to exhibit hall only during open hours, move-in and move-out.

Exhibitor Full Package

- 1 complimentary package per exhibiting company
- Provides access to full conference - exhibit hall, move-in, move-out, general sessions, education sessions and networking opportunities - including the Opening Reception Tuesday night.



EXHIBITOR GUEST PASSES & TICKETS

Guest Passes

- 2 complimentary passes per 10x10 booth; \$55 per guest over the allotment
- Provides access for your guests to the exhibit hall only.

Opening Night Reception Ticket

- 1 complimentary ticket when your company registers one staff member for the exhibitor full package
- Additional tickets are \$125 per ticket

Tuesday, September 29 | 6:30 – 9:30 p.m.

The Philly Block Party

The Fillmore, Brooklyn Bowl and Punch Line

MOVE IN/MOVE OUT COMPANY ROSTER REQUEST



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For security purposes and to improve your setup and teardown experience at the Pennsylvania Convention Center (PCC), NRPA requests that exhibitors submit a roster of **full-time company employees** who will be onsite **only during move-in and move-out**. Do not include anyone who is already registered as Booth Staff in the NRPA Online Exhibitor Hub.

- When full-time company employees on the roster arrive onsite, they will be verified and provided a wrist band to enter the exhibit hall.
- Need to make a last-minute addition or update to the roster? No problem. Please have the full-time employee arrive onsite with a business card or company ID and personal identification.

Please note: All setup and teardown employees must be 18 or older.

NEED TO HIRE AN EXHIBITOR APPOINTED CONTRACTOR (EAC)?



For security purposes, and the ease of workflow for setup and teardown at the Pennsylvania Convention Center (PCC), NRPA is requesting that every booth submit the name(s) of the **EAC** hired to supervise the booth setup and/or teardown process.

- When the EAC arrives onsite, they will be verified by security and provided a wrist band to enter the exhibit hall.
- The EAC must then check-in with Hargrove, NRPA's general service contractor.
- Labor will be alerted so the booth setup may begin as soon as possible.

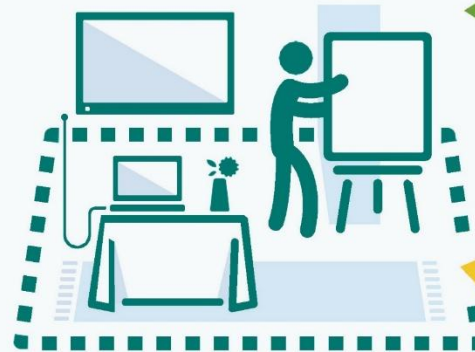
Please note: All setup and teardown EACs must be 18 or older.

THE POWER OF PARKS AND RECREATION



WHAT CAN A FULL-TIME EMPLOYEE DO WITHIN THE BOOTH?

Progressive work rules and streamlined services provide our customers with just the right amount of flexibility and independence they need, resulting in greater cost efficiencies and a better overall customer experience.



Within your booth area or show space, full-time employees of the Exhibiting Company (as long as there is **not an EAC Contracted** for the booth setup/dismantle) have the freedom to setup and tear down your display, hang graphics and signage, install floor coverings, and install non-rented AV equipment including tablets for **non-public use without limitation to booth size**.

Place, move, and remove your own easels, signs, and poster board materials.



Open boxes, stock shelves, setup, plug in, hang up, and freely distribute your non-bulk products/literature within your booth or show space.



Drive your non-commercially registered personally owned vehicle to a designated area to unload.



Use your own dollies, luggage carriers, non-hydraulic carts, and two-to-four-wheel hand trucks.

VEHICLES THAT QUALIFY:



SEDAN



SUV



PICKUP



VAN

VEHICLES THAT DO NOT QUALIFY:



TRAILER
INCLUDES
TAG ALONG



RENTALS



BOBTAIL



STAKEBED

Use your own power tools and ladders (up to 6 feet) to setup and tear down exhibits.



MARCH 2023



ONSITE RECOMMENDATIONS FOR FULL-TIME EMPLOYEES

- Wear company branded t-shirts or logo attire.
- Bring company business cards and/or a company ID plus a form of personal identification.
- If there is an onsite labor question at the center, submitting the roster in advance will help identify full-time company employees faster and improve the process to resolve any onsite labor challenges.

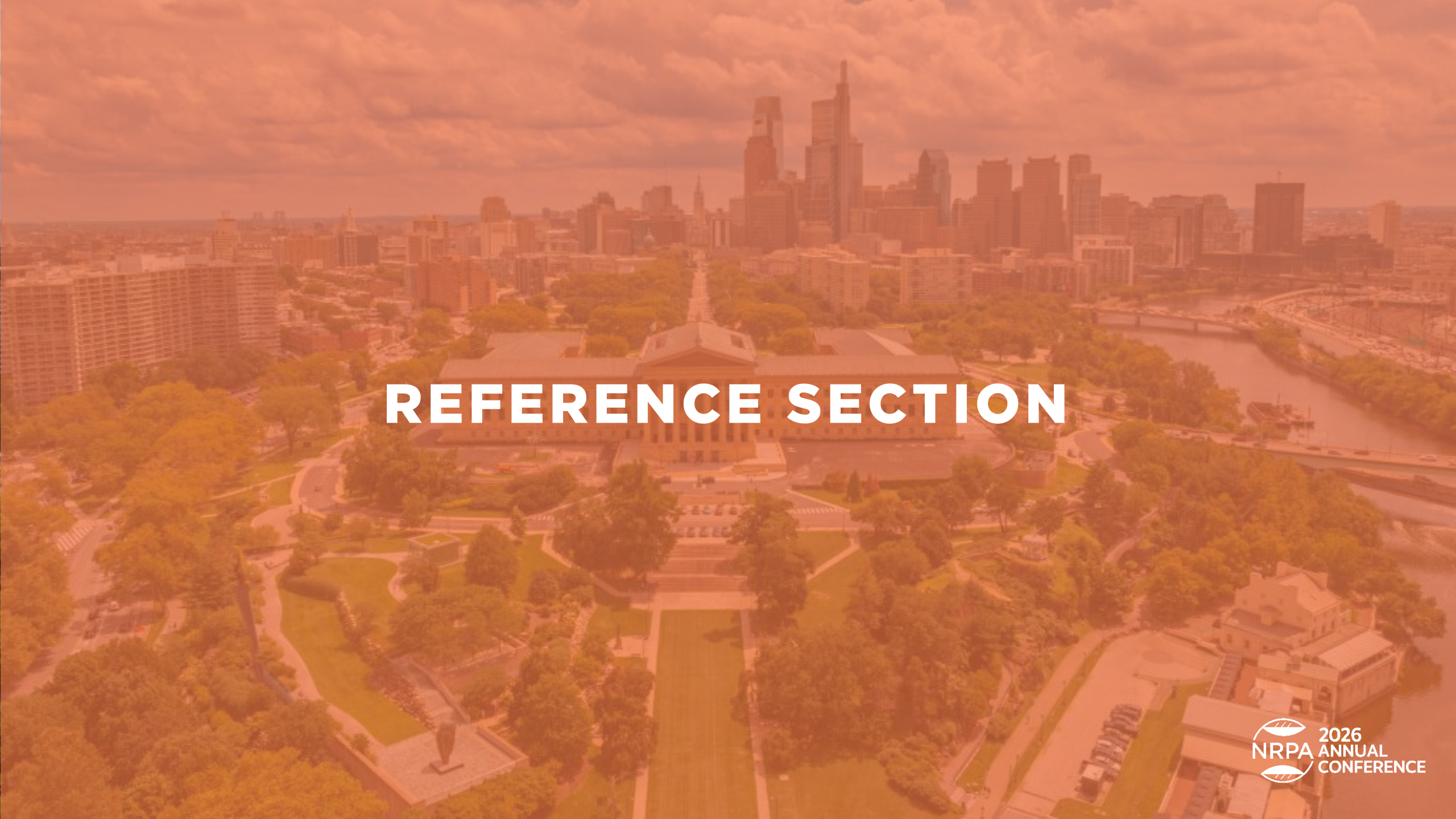
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An aerial photograph of a city skyline, likely Chicago, with a teal overlay. The skyline features several prominent skyscrapers, including the Willis Tower. In the foreground, there are green spaces, trees, and a body of water. The text "THANK YOU FOR JOINING TODAY!" is centered in the middle of the image.

**THANK YOU
FOR JOINING
TODAY!**

Q&A

For more information, visit:
conference.nrpa.org/exhibitors

An aerial photograph of Central Park in New York City, featuring the iconic Central Park Mall and the surrounding urban landscape. The image is overlaid with a semi-transparent orange filter. The text "REFERENCE SECTION" is centered in white, bold, sans-serif font.

REFERENCE SECTION



CONFERENCE BASIC INFORMATION: 2026

Philadelphia, Pennsylvania

Conference: September 29 – October 1

Exhibit Hall: September 29 - 30

Pennsylvania Convention Center (PCC)

1101 Arch Street | Philadelphia, PA 19107

Exhibits: Halls A – D, 200 Level

General Sessions: Hall E, 200 Level

Education & Meetings: 100 and 200 Levels

Registration: Grand Hall, 200 Level

Special Events: Grand Ballroom, 300 Level



Look for the seal!



General Service Contractor



Lead Retrieval, Housing,
and Registration



Booth Selection,
Digital Online Profiles,
and Invoices



Look for the seal!



Event Liability
Insurance



Audio-Visual Partner
and Booth Lighting
Elements



The **ONLY** permitted
event photographers



PENNSYLVANIA CONVENTION CENTER IN-HOUSE PROVIDERS

Catering, Food & Beverage Services

Aramark Culinary Services

Electrical, Plumbing and Compressed Air

PCC Exhibitor Services

exhibitorservices@paconvention.com

Event Technology, Internet and Telecommunications

Event Technology Department

eventtechnology@paconvention.com



PENNSYLVANIA CONVENTION CENTER SHOW LABOR WORKERS

The Show Labor Workers Jurisdictions*:

- Rigger Work
- Laborer Work
- Electrician Work
- Stagehand Work

For details and specifications of each jurisdiction, please visit the PCC website [HERE](#).

*Please join our future webinar with the Pennsylvania Convention Center for more information.



FRAUDULENT CLAIMS & SOLICITATIONS

Red Flag!

NRPA does NOT sell attendee or exhibitor lists through any third-parties.

Red Flag!

Only the NRPA official vendors, partners and PCC in-house providers should approach you about products and services for this event.





BOOTH PACKAGE INCLUSIONS

Each exhibiting company, regardless of size, receives the following:

- 1 Complimentary Exhibitor Full Conference Education Pass
- 1 Complimentary Opening Reception ticket. The ticket is **included** with the exhibitor full package registration. To receive this benefit, **you must register one of your booth staff for this package**, otherwise the complimentary Opening Reception ticket will not be issued. This event sells out fast!

Additional tickets, packages, badges and passes are available for purchase.



BOOTH STAFF AND GUEST PASSES

Each 10x10 receives the following exhibitor badge allotments:

- 5 Booth Staff Personnel Passes: These are for staff who will be working at the booth. The badge will provide access during exhibit hall hours, move-in and move-out hours.
- 2 Guest Passes: These are for guests you want to invite. They receive access during exhibit hall hours only.

Please note if you have more than one booth, multiply number of booths for the allotment.

CONNECT WITH NRPA

Biweekly Call Dates: for all exhibitors

- August 6 at 1 p.m. ET
- August 20 at 1 p.m. ET
- September 3 at 1 p.m. ET

Open Office Hours: for first-time exhibitors

- August 13 at 1 p.m. ET
- August 27 at 1 p.m. ET
- September 10 at 1 p.m. ET