

# NGS Conference Exhibitors FAQ

## Demographics

**What is the estimated attendance for the 2018 conference?**

We are expecting about 2,000 conference attendees.

**How many people stay for the whole event versus those who are only attending for one day?**

Generally, about 90% are full conference attendees and 10% are one day.

**Who is the typical attendee?**

The attendee demographic is 55+. We have a combination of professional genealogists and hobbyists, but according to our survey results, most are hobbyists.

**Is there a charge for people not registered for the conference to visit the Exhibit Hall?**

No. The Exhibit Hall is free and open to the public.

**Is the typical exhibitor there to make sales or raise awareness for their services?**

Most are there to make sales but we do have genealogy societies who are more about awareness.

## Exhibit Hall Traffic and Promotion

**How can I be certain there will be ample of traffic within the Exhibit Hall each day?**

NGS has worked to increase foot traffic within the Exhibit Hall by placing the concessions in the Exhibit Hall, by providing complimentary attendee Wi-Fi with places to sit, and dedicated exhibitor times where the Exhibit Hall is not competing with conference sessions. On Friday, a ticketed barbeque lunch will be held in the Exhibit Hall and no other sponsored luncheons will be held that day.

**How can I help increase conference and exhibit hall attendance?**

A great way to encourage attendance is by promoting the conference on your website or by requesting conference fliers from [Courtney Holmes](#) to distribute.

**How can I promote the conference and my organization on social media?**

We are on Facebook, Twitter, and [Google+](#). Hashtag #NGS2018GEN.

Read the [NGS Social Media Policy](#).

## **Amenities**

### **Will the Exhibit Hall have carpeting?**

Carpeting will not be provided, however, it can be ordered from the decorator using the forms in the exhibitor kit.

### **What color is the back and side drape?**

Back and side drape will be gray.

### **Will there be Wi-Fi available for exhibitor use?**

Yes. However, Wi-Fi provided by NGS is for the use of vendors in making transactions and cannot be used for streaming or broadcasting media. Exhibitors must provide their own Wi-Fi or order Wi-Fi if additional bandwidth is needed. It is also recommended that a hard wired internet connection be purchased for anything mission critical since wireless can be more vulnerable to interference and reach bandwidth limits. To order a wired internet connection, please fill out the internet form in the exhibitor kit.

## **Exhibitor Setup and Check-In**

### **Where do I go to unload my booth materials?**

DeVos Place has a temporary vehicle delivery area on the loading dock. This space is reserved to allow safe access for exhibitors to transport materials to and from their exhibit areas. More information can be found at <https://devosplace.org/exhibitor-guidelines>.

### **Can I use a cart and/or hand-carry materials to my exhibit booth?**

Yes. However, if you should need help, labor is available through the decorator.

### **Where can I park?**

Parking is available at DeVos Place and several parking ramps in the immediate area. Parking in the loading area is prohibited.

### **Where do I check in for registration?**

At the exhibitor registration table inside of the Exhibit Hall.