



COMMON NAViGATE 2024 Exhibitor Service Information

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July 2024

Dear Exhibitor,

We are pleased to provide you with the Exhibitor Service Manual for NAViGATE 2024 in beautiful Bonita Springs, FL! Thank you again for choosing to exhibit and participate in our Expo. Your support has helped us grow our conference year after year and contributes directly to its success. The buzz and excitement is building once again as we look forward to having the best 'i' attendees, speakers, and exhibitors come together and share their knowledge with others in the COMMON community!

Please read through this service manual carefully to get all the important information you'll need to exhibit, including deadlines for early bird rates, shipping, contact information, etc.

In addition to exhibiting, there are always new sponsorship opportunities available to enhance your presence throughout the conference, including the opportunity to present educational sessions on your products to attendees as part of the curriculum. Take a look at the 2024 Prospectus and let us know if you have any questions or are interested in becoming a sponsor.

Should you have any questions, please feel free to contact me.

Warm Regards,

Wynn Burke COMMON Conference & Expo Manager 312.279.0248 wburke@common.org





EXHIBITOR FACT SHEET

The following information is provided for use in planning your participation at the COMMON NAViGATE 2024

COMMON - A Users Group

332 South Michigan Avenue Unit LL – C12 Chicago, IL 60604 Phone: 800.777.6734 Phone: 312.279.0248 E-Mail: wburke@common.org Hyatt Regency Coconut Point 4201 Atlantic Ave

Bonita Springs, FL 24451 Phone: 757 937-4200

Exhibit Specifics:

Each display will receive the following:

- (1) 6' x 30" skirted table
- (1) 120 Volt Single Phase Outlet up to 5 AMPS (additional power can be ordered through the Hyatt)
- Complimentary listing in the NAViGATE 2024 Conference Guide
- (2) exhibit-only badges (to purchase conference registration(s), please see Registration section)
- (2) side chairs are available from Hyatt, but not required
- Complimentary wireless internet access is available in all sleeping rooms at the Hyatt. COMMON will also provide exhibitors and attendees complimentary wireless internet access inside the exposition area. For product demo, it is suggested exhibitors purchase wired access, as wireless speed can very based on the number of users.

Rules and Regulations:

Exhibitors should read and be familiar with the rules and regulations noted on the back of their Exhibit Space Application form in addition to the COMMON Code of Ethics. It is the exhibitor's responsibility to ensure their personnel and agents are familiar with these rules.

Exhibitor Set-Up and Dismantle:

Exhibitor installation of tabletop booths:

- Sunday, September 15th 12:00 PM 4:00 PM
- Monday, September 16th: 8:00 AM 11:30 AM

Exhibitor dismantling of tabletop booths:

• Tuesday, September 17th: 2:15 PM - 4:30 PM





Registration:

Included with this Exhibitor Service Manual is a link to register your exhibit personnel. Each exhibiting company receives (2) exhibitor badges. Because of the limited space and exposition format, additional exhibitor badges will not be available.

To register booth staff, take the following steps:

1. Sign in at members.common.org

2. Click the company name link found under your name on the left side of the page

3. Click on the BoothBadges tab located in the main portion of the page

If you do not see this tab, call Fred Pritchard at 312.279.0215 and ask to be set up as a Company Administrator

4. Select the individuals attending

5. If required, pay any additional exhibitor badge charges via the shopping cart 6. Exit

Exhibitor Registration Hours:

Sunday, September 15 th :	11:00 AM – 4:00 PM
Monday, September 16 th :	8:00 AM – 6:30 PM
Tuesday, September 17 th :	7:00 AM – 2:00 PM

Housing:

The official housing for the NAViGATE 2024 is the Hyatt Regency Coconut Point luxury family-friendly resort near Coconut Point Mall. Located close to Bonita Springs Public Beach and Hertz Arena, Hyatt Regency Coconut Point Resort & Spa provides 18 holes of golf, a marina, and free water park access. With amenities like a nearby private beach and kayaking, this resort is the perfect place to soak up the sun. Indulge in a facial, aromatherapy, and a hot stone massage at Stillwater Spa, the onsite spa. Be sure to enjoy a meal at any of the 3 on-site restaurants. Enjoy the gym, as well as activities like ecotours and hiking/biking. In addition to a poolside bar and a terrace, guests can connect to free inroom WiFi.

https://www.hyatt.com/en-US/group-booking/NAPRN/G-ICUG

The deadline for Housing Reservations to receive the COMMON rate is August 26, 2024.





CONFERENCE AGENDA

(Agenda subject to change)

Sunday, September 15, 2024

12:00 PM - 4:00 PM - Expo Move-In

Monday, September 16

- 8:00 AM 11:30 AM Expo Move-In
- 8:00 AM 8:20 AM Continental Breakfast
- 8:20 AM 8:45 AM Opening Session
- 9:00 AM 12:30 PM Sessions*
- 12:30 PM 2:30 PM Expo with Lunch
- 2:30 PM 6:00 PM Sessions*
- 6:00 PM 8:00 PM Reception in Expo

Tuesday, September 17

- 8:30 AM 12:00 PM Sessions*
- 12:00 PM 2:00 PM Expo with Lunch
- 2:00 PM 4:30 PM Expo Move-Out
- 2:00 PM 5:30 PM Sessions*
- 5:30 PM Free evening to enjoy the Fort Myers area

Wednesday, September 18

8:30 AM – 12:00 PM – Sessions*

All times listed above are in Eastern Time (GMT -04:00) All exposition activities will take place in the Seaside Ballroom DE, 2nd Floor.

EXHIBITOR SERVICE MANUAL





CRITICAL DEADLINES

The following critical deadline dates represent important due dates or the final day that orders must be received with payment to be eligible for discounted rates by the vendors indicated.

Deadline Date	Action Item	<u>Done</u>
Friday, Aug. 2	100 Word Company Description https://commonug.wufoo.com/forms/p1eb0s2d0vj6s23/	
Friday, Aug. 2	Lead Retrieval Order Form –Deadline	
Thursday, Sept. 5	Exhibitor Guest Pass Registration Form Due	
Monday, Aug. 26	Hotel Reservation – Deadline https://www.hyatt.com/en-US/group-booking/NAPRN/G-ICU	<u></u>
Wednesday, Aug. 14	Hotel Internet/Electrical Order Form Due	
Monday, Sept. 9	First day hotel will receive freight	





IMPORTANT CONTACT INFORMATION Quick Reference Guide

Please use this quick reference guide to identify the proper contacts who will answer your questions regarding exhibitor participation.

DISPLAY RULES, GENERAL INFORMATION	
& EXHIBIT SPACE ASSIGNMENTS	
Wynn Burke – Conference & Expo Manager	Phone: 312.279.0248
wburke@common.org	
EXHIBITOR REGISTRATION/HOUSING VERIFICATION	
Fred Pritchard	Phone: 312.279.0215
fpritchard@common.org	
HOTEL RESERVATIONS	
Hyatt Regency Coconut Point	
https://www.hyatt.com/en-US/group-booking/NAPRN/G-ICUG	
HYATT REGENCY BONITA SPRINGS	
Pallie Young – Associate Director of Events	Phone: 239.390.4264
pallie.young@hyatt.com	
ELECTRICITY SERVICES	
Tim Harris, Senior Sales Manager	Phone: 239.390.4376
timothy.harris@encoreglobal.com	
<u>A/V</u>	
Encore	
Tim Harris, Senior Sales Manager	Phone: 239.390.4376
timothy.harris@encoreglobal.com	
LEAD RETRIEVAL	
Trade Show Leads	
Tom Schleisman – Account Executive	Phone: 515.370.0871
tom@tsleads.net	





RULES & REGULATIONS

Display Information

Tabletops should consist of very simple displays. Elaborate demonstrations will not be permitted. Appropriate order forms for all available services are included in this Service Manual. valuable equipment such as laptops should be removed from the tabletop area when the displays are not open.

Tabletop Rules & Regulations

These rules and regulations, and all text in the Exhibitor Application, are to be construed as part of all tabletop contracts. COMMON reserves the right to interpret them as well as make final decisions on all points which the rules and regulations do not cover.

Space and Equipment

The space will include:

- (1) 6' x 30" skirted table
- (1) 120 Volt Single Phase Outlet up to 5 AMPS (additional power can be ordered from the Hyatt Regency Coconut Point)
- Complimentary listing in the COMMON NAViGATE Florida 2024 Conference & Expo Guide
- (2) exhibit-only badges (to purchase conference registration(s), please see registration section)
- (2) side chairs are available from the Hyatt Regency Coconut Point, but not required
- Complimentary wireless internet access is available in all sleeping rooms at the Hyatt Regency Coconut Point. COMMON will also provide exhibitors with complimentary wireless internet access inside the exposition area.

Default of Occupancy

- If by 10:00 AM on Monday, September 16, 2024, an exhibitor fails to register and occupy contracted display space but has not canceled in writing to COMMON, COMMON shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor.
- If display materials have been delivered to the table but have not been assembled, COMMON reserves the right to remove the material and place it in storage at the exhibitor's expense.
- COMMON assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of that exhibitor's products in the show brochures, news releases, or other materials.

Exhibitors will abide by all other provisions of said rules and regulations and with fire regulations and all other regulations of governmental agencies and the Hyatt Regency Coconut Point.

Objectionable Materials and Activities

COMMON reserves the right to require modification of any tabletop it deems questionable or inappropriate for any reason.

Admission

COMMON will have sole control over admission of all persons. All persons visiting the tabletops will be admitted according to the rules and regulations of the conference as issued or amended by the authorized representative of COMMON.

Tabletop Configuration

• Display material may be placed up to a height of 8' from the hotel floor. Any signs or banners must be affixed to the tabletop; however, no nails, screws or other damaging device may be used in this process.





- Free standing floor displays located behind the table are permitted provided they do not exceed over 8' in height.
- COMMON reserves the right to restrict the use of distracting lighting.
- COMMON reserves the right to restrict the use of demonstration equipment that produces a noise level objectionable to COMMON, attendees or neighboring exhibitors.
- The use of minimal audio-visual equipment will be permitted, subject to approval of COMMON.

Tabletop Displays and Conduct

- Tabletops should consist of very simple displays.
- Elaborate demonstrations will not be permitted.
- Displays should be directly related to the products and services provided by the exhibitor in the regular course of business.
- Tabletop personnel must be limited to employees of the exhibitor or its affiliates.
- Give-a-ways are permitted only if they are available to all attendees.
- Distribution of any food item must be coordinated through the Hyatt Regency Coconut Point.
- Sales are not to be made nor orders placed at any of the exhibit facilities.
- Exhibitors must confine their activities to the space for which they have contracted and may not distribute samples or souvenirs except from their tabletop.
- The exhibitor shall be responsible for the safety of all individuals participating in or viewing their display.
- Exhibitors will not be permitted to behave in a manner that is, in the sole discretion of COMMON, objectionable. Any questions of propriety should be cleared in writing with COMMON.

<u>Return Shipping Note</u> COMMON cannot make arrangements for return shipping for any vendor. Any return shipments must be completely labeled and prepaid before turning them in to the hotel.

Installation of Displays: All displays are to be installed on Sunday, September 15, 2024, from 12:00 PM – 4:00 PM or on Monday, September 16, 2024, between 7:00 AM and 11:30 AM.

Dismantling of Displays: All displays are to be dismantled between 2:15 PM - 4:30 PM on Tuesday, September 17, 2024.

<u>Registration</u>: The Vendor's representative should go to the COMMON registration area in the Regency Coat Room on the 2nd Floor of the hotel to pick-up their conference name badges and information.

<u>Staffing</u>: Vendors are permitted two staff people for their tabletop. Exhibitor representatives are not allowed admission to conference sessions.

Payment and Cancellation: Exhibitors with unpaid balances will not be permitted to move into their display space at the NAViGATE 2024.

Vendors may cancel this agreement by written notice to COMMON sent via email to wburke@common.org. Cancellations prior to June 8, 2024, will be subject to a \$200.00 cancellation fee. No refunds will be made on cancellations after Thursday, June 8, 2024.

<u>Use of Space</u>: No vendor shall permit any other corporation / firm or its representatives to use the space allotted to them, nor shall they display articles not manufactured or sold normally by them.

Limitation of Liability: The vendor shall indemnify COMMON and the Hyatt Regency Coconut Point against all claims, demands, actions, expenses, damages penalties or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibition premises or any part thereof. Vendors will be required to meet the cost of making good any damage to floors, walls, structures and

EXHIBITOR SERVICE MANUAL





accessories.

Security and Insurance: During tabletop exhibit hours, the organizers will take reasonable care to ensure security in the exhibition area. Outside of the exhibit hours, materials and equipment may be left in the expo area and the area will be secured.

COMMON will not be liable for damage or loss to exhibitor's property, nor shall COMMON be liable for any injury that may occur in the exhibition area. Vendors should make their own insurance and material storage arrangements.

It is recommended that all laptops, giveaways of value, etc. be removed at the end of each show day.

<u>Protection of Display Area</u>: Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls floors, or other parts of the hotel, conference or exhibit area without permission from the proper building authority and COMMON.

Distribution of Printed Matter, Etc.: Vendors shall not distribute to conference attendees printed matter, samples, souvenirs and the like, except from within rented spaces. Special distribution of such matter with conference materials may be arranged through COMMON.

<u>Amendments</u>: The organizers shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the Tabletop Displays.





COMMON Code of Ethics

OBJECTIVE

This Code of Ethics for COMMON has been adopted to promote and maintain fair dealing and reasonable conduct at all COMMON events. Adherence to the Code is required for membership in COMMON or participation in any COMMON events and any violation of the Code may be punishable in accordance with COMMON's disciplinary policies and procedures. From time to time, the COMMON Board of Directors shall review this Code of Ethics to ensure that it is consistent with commonly recognized and accepted principles of fair conduct.

In recognition of the special relationship between COMMON and IBM and the membership's need for information about IBM products and services, the Board of Directors may determine from time to time that displays and promotional sessions regarding such products and services are not a violation of COMMON's rules and regulations.

RESPONSIBILITY

The Judicial Affairs Council may interpret COMMON's Code of Ethics, however, the COMMON Board of Directors has final interpretation. The Board of Directors or their designee may make any exceptions to the Code of Ethics.

STATEMENT OF PRINCIPLES

- 1) At all COMMON events, the bylaws, codes, rules, regulations and policies of COMMON shall be strictly observed and enforced.
- 2) COMMON members, and participants in COMMON events, shall promote and encourage the highest level of ethics within the industry.
- COMMON members, and participants in COMMON events, shall support efforts to improve the industry's products and to encourage the research and development of new products.
- 4) All sessions presented at a COMMON event are open to the press for reporting purposes unless the presenter designates otherwise. COMMON members and participants in COMMON events shall refrain from any activity that would violate the intellectual property rights of COMMON or any other organization or person.
- 5) Prices may not be published or discussed at any regularly scheduled COMMON meeting (e.g., session, Power Down or BOF) subject to the provisions of the COMMON Conference Offerings Policy.
- 6) Exceptions to the Conference Offerings Policy must be approved in advance by the COMMON Board of Directors.
- 7) Use of COMMON events for the purpose of soliciting business is strictly prohibited other than provided by the COMMON Conference Offerings Policy or other policies.
- 8) Sponsored exhibitions and demonstrations must adhere to the Conference Offerings Policy.
- 9) The use of COMMON events or publications for purposes of soliciting employment or employees is strictly prohibited.





SECURITY TIPS

When you travel or exhibit at a conference the odds are you will have a safe and incident-free trip but sometimes incidents can happen. Reviewing the tips below and just plain old common sense can help you minimize the chances of an incident from the time the exhibit is prepared for shipment, until the moment the exhibit is dismantled, shipped, and received back at your facility.

It is the responsibility of each exhibiting company to provide adequate insurance coverage. The Hyatt Regency Coconut Point and their agents are not responsible or liable for any losses or theft incurred at NAViGATE 2024.

In addition to adequate insurance coverage, following are some recommended security precautions:

- Ship with a qualified carrier or freight forwarder. Be sure to furnish your shipping company with a complete and accurate bill of lading.
- Do not indicate the contents on the shipping container.
- On-site personnel should have copies of all shipping information to verify the piece counts upon arrival.
- Report any lost or damaged materials during the show to the in-house Security Office and Show Management immediately.
- Irreplaceable articles and small, easily carried items should be removed from the Exhibit Hall at night. (Individual booth security can also be ordered)
- Do not leave personal items such as handbags, wallets, briefcases, laptop computers or cellular phones exposed or unguarded in the booth at any time during the show.
- Company personnel should be scheduled so that at least one person is in the booth during move-in, move-out and during official show hours.
- At the close of the show, do not leave your exhibit unattended.
- Confirm that the piece count on the bill of lading equals the number of pieces that you are shipping.

Please remember, you are responsible for your company's exhibit materials and all products. With proper planning and attention to detail, you can insure your company's successful participation in the show.



COMMON &

Learn. Engage. Grow

2024





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66% of attendees report that COMMON events are their only opportunities for face-to-face interaction with exhibiting companies during the year

Why Work With COMMON?

Top reasons why COMMON attendees come to the Expo:



Seek out new products



Find new partners

Meet with current vendor partners





Why Work With COMMON?







Attendees come to COMMON conferences to be a part of the largest gathering of IBM i and Power Systems professionals for industry-leading education, network with peers and vendors, and discover the latest solutions available for their business in the Expo. It's the only place where the latest global Power Systems trends—and the products and services geared to meet those trends—are on display.

At COMMON's educational events, you'll have access to hundreds of qualified decision makers and influencers from your target market, all in one convenient location. As an exhibitor you have the opportunity to:

- Generate new sales leads
- Interact with IT professionals from all over the world
- · Build visibility in a competitive marketplace
- Strengthen customer relationships and add new customers
- Introduce new products and services
- Give product demonstrations
- · Conduct market research

POWERUp 2025 Anaheim, California | May 19 -22

POWERUp Exhibitor packages



Why Exhibit?

GENERATE qualified leads in person and through your virtual booth

INCREASE marketplace interest in your products and services

ACCELERATE your sales process

WIDEN exposure for your new offerings

BUILD deeper relationships with your current customers and prospects

GAIN access to valuable year-round marketing and sponsorship opportunities

Additional Exhibitor Benefits

COMMON ELITE Exhibitor \$3,400

- ELITE fee additional \$1,500
- Requires COMMON Vendor Partner Membership -\$795 additional fee per calendar year
- \cdot General Exhibitor Package Items
- \$1,600 total discount on booth pricing per booth (includes member discount)
- Covers full year including POWERUp & Expo (\$500 discount for POWERUp, same benefits)
- One full conference corporate badge all conference (\$1,500 value)
- Additional exhibiting point for the lottery in that current. calendar year, non-cumulative, non-transferable.
- Signage for your booth identifying you as an ELITE Exhibitor (\$800 value)
- Identified on signage at the Expo Entrance as an ELITE. Exhibitor (\$500 value)
- \cdot Company name, logo, and website link displayed on COMMON's Web site
- ELITE Exhibitors listed in the on-site COMMON S
 Conference Daily, Monday-Wednesday (\$500 value)

*All Exhibitors are charged \$100 for corner space

COMMON Corporate Exhibitor Package \$4,100

- Requires COMMON Vendor Partner Membership
- \$795 additional fee per calendar year
- General Exhibitor Package items
- \cdot \$900 discount on booth pricing per booth
- One full conference corporate badge all conference (a \$1,500 value)

General Exhibit Package \$5,000

- 10' x 10' booth
- 8' high back drape
- 3' high side drape between exhibits
- Booth identification sign
- 6' draped table
- 2 Chairs
- 100 word company description in the onsite Conference & Expo Guide (for inclusion, booth must be purchased 4 weeks prior to the conference)
- 2 Exhibitor Badges per 10' x 10' booth
- Guest passes for current and potential clients to exclusively visit the expo



Exhibit Hall Guest Passes

Invite your prospects and clients to visit you in the Expo with an Expo-Only Badge, which is available to all exhibitors, compliments of COMMON. It's a great way to solidify existing customer relationships and build new ones.

Expo Events

To support booth traffic and exposure to the Expo and our exhibitor partners, COMMON holds many of our events inside the Expo. Lunch on Tuesday and Wednesday is served inside the Expo, and evening Receptions on Monday and Tuesday are also held inside the Expo. With four different events, over three days, you have many opportunities to meet customers and generate leads.

Exhibitor Registration

Each exhibiting company receives three Exhibitor badges per 100 sq. ft. or booth space. Corporate and ELITE exhibitors also receive one complimentary Corporate Badge (full conference) for booth staff to share.

Lead Retrieval System

Lead retrieval is available for exhibitors, either via scanner or phone app, allowing you to scan each attendee's QR code quickly for access to their contact information.

Exhibitor Access to Hall

Exhibitor badges allow access to the hall during installation, dismantling and Expo hours. Exhibitor badges do not allow access to educational sessions. To purchase a full conference badge, visit www.common. org

Expo Floor Plan

To view the current 2025 floor plan, including available booths, go to https://www.common.org/vendor-information/





Registration Bag Insert

Add a promotional brochure or flyer to the attendee conference bag. This is another great way to generate attention and encourage booth visits.

Advance Program

Mailed to several thousand prospective attendees and posted online, the Advance Program provides recipients an overview of the event.

Inside front cover, full page ad, half page ad, inside back cover

Conference and Expo Guide

Distributed to every attendee upon arrival, the guide is the main reference for the conference. Inside front cover, full page ad, half page ad, inside back cover

COMMON Conference Daily

Emailed daily to all attendees with conference updates, the Conference Daily is the go-to source for information. **Banner** ads

Online Session Guide

Receive a banner image and email banner when sponsoring the exclusive online location for educational session information. Attendees will see your message when visiting the guide and in the daily schedule emails received during the conference **Banner** ad

Sponsored Email

Reach out to attendees before or after the conference with a dedicated email blast. Custom HTML email

Get Noticed: Sponsor!

Included with every sponsorship:

- Company name and logo displayed on the **Online Session Guide**
- Identification as a Sponsor on conference signage
- Logo on the Acknowledgement page of the
- Conference and Expo Guide
- Sponsorship ribbon for booth staff badges
- Additional priority point for POWERUp 2024 booth selection

If you are ready to take your company to the next level, now is the time to secure your place as a sponsor. COMMON offers multiple opportunities to maximize presence and visibility, enhance credibility and generate more booth traffic by increasing attendee awareness of an exhibitor's contributions to an event. Opportunities are available to get noticed before, during and after the conference:

- Registration Bags
- Badge Holders
- Water Bottles
- Cyber Lounge
- COMMON Cares 5K Run/Walk
- Conference T-shirts
- Welcome Reception

- Attendee Breaks
- CEF Closing Reception
- Educational Session
- Post-conference Webcast
- Pre-conference Email

Customize It!

Looking for something different? We can help you put a custom program together. Perhaps you would like to put a branded item in every attendee's bag. Maybe you want to have a welcome gift delievered to attendee rooms in the host hotel. Contact us, and we will work together to make the most of your sponsorship experience.



Bonita Springs, Florida



Exhibitor Pricing

General Exhibitor - \$2,000

Corporate Exhibitor - \$1,700 to display, plus \$795 annual COMMON membership dues

ELITE Exbitor -\$1,500 to display, plus a \$1,500 annual fee and \$745 annual COMMON membership dues

Passport inclusion - \$350

All exhibitors receive:

- 6' tabletop booth skirted table
- 2 chairs
- 2 exhibitor badges per booth
- 100 word company description
- Expo only guest passes
- Virtual booth

Sponsorship at NAViGATE is great way to enhance your presence by making sure you get maximum exposure at COMMON's educational events of 2023. There are several avenues available to reach your target audience. Use one media platform, or several, to make sure attendees are aware of your presence and what you have to offer.

September 16 - 18,

2024

Registration Bags - \$3,500

Registration Bag Insert - \$500

Badge Holders

WiFi - \$3,000

Email Blast to Attendees - \$750

Welcome Breakfast - \$3,000

Monday Reception - \$2,500

Attendee Beverage Break - \$1,500

Toronto, Canada



November 6 - 8, 2024

Exhibitor Pricing

General Exhibitor - \$1,600

Corporate Exhibitor - \$1,300 to display, plus \$795 annual COMMON membership dues

ELITE Exbitor - \$1,000 to display, plus a \$1,500 annual fee and \$745 annual COMMON membership dues

Passport inclusion - \$350

All exhibitors receive:

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Registration Bags - \$3,500

Registration Bag Insert - \$500

Badge Holders

WiFi - \$3,000

Email Blast to Attendees - \$750

Welcome Breakfast - \$3,000

Monday Reception - \$2,500

Attendee Beverage Break - \$1,500

More Ways to partner

Web Advertising

Reach your audience through advertising campaigns

IP Retargeting: Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal.

Starter Package - 10,000 ad impressions served over 45 days - \$1,000 Medium Package - 20,000 ad impressions served over 90 days - \$2,000 Premium Package - 50,000 ad impressions served over 90 days - \$3,500

COMMON Knowledge Newsletter Ad: Place an ad in COMMON's twice-monthly newsletter and get your name and information out to the full subscription list for 6 months. Multiple ad spots and design styles are available.

Leaderboard Banner: 600 x 200 Pixels - \$3,500

Eye on the i: Filled with articles written by industry experts, this bi-monthly publication provides another great way to get your name and message out to the COMMON community.

Inside Cover (8.5" × 11") - \$1,000 Full-page Ad Cost (8.5" × 11") - \$800 Half-page Ad Cost (8.5" × 5.5") - \$500

Website Banner Ad: The COMMON website is the hub of community activities. Be present with ads throughout the site that, on average, have over 15,750 pageviews each month.

275 x 235 Pixels - \$3,000/Year

Sponsored Email Blasts - \$3,500 Reach the inboxes of 14,000+ IBM users.

Send your message straight to the inboxes of COMMON's full subscriber list of over 31,000. Craft your message and design the email to match your branding. Send us your HTML file and we'll program it, test it, and work to get your seal of approval before sending it out on your selected date



Web Education - \$3,500

Attract a targeted audience and gain qualified leads Host an hour long webcast with COMMON. We handle the registration and host the webcast, as well as provide marketing through our email list and social media blasts. This will not only establish your company as go-to experts among our members but you will also obtain the list of registrants as leads.



Contact us

If you have any questions regarding FOCUS, POWERUp, NAViGATE or any other opportunities to partner with COMMON throughout the year, please contact us:



Wynn Burke Conference & Expo Manager (312) 279-0238 wburke@common.org Don't miss your chance to partner with COMMON and connect to thousands of IT professionals from this community!



LEAD RETRIEVAL ORDER FORM



September 16-18, 2024

Submit order to E	MAIL: orders@	tsleads.net ~ PHO	NE: 515.3	70.087	'1		Septer	nber 16-18, 20	24		
Company			Boo	oth Nur	nber		Contact				
Zip	Phone		E	mail		•					
Email Address for L	eads:										
Equipment						By Aug	just 30, 2024	After August 30	Qty	Price	SubTtl
BEST VALUE-3 APP Get 3 TS Leads Mobile Exhibitors own iPhone phone (Operating Syst downloaded from the devices, custom follow	 App activations (R), iPod touch (R)	plus customized follov (Version 8.1 or higher Package includes: TSL set-up through unique	w-ups. for u r), iPad®, o L mobile lea e access co	or Andro ad retrie	id™ val app	\$4	199.00	\$549.00			
TS Leads Mobile Ta gather time stamped I via online portal.						\$3	375.00	\$425.00			
TSLeads Max-TSLead tool allows you to gath surveys. Leads availab	ner time stamped	l leads, insert notes, a	•		werful	\$3	350.00	400.00			
TS Leads Available via Online portal. TS Leads Mobile App- for use with Exhibitors own iPhone®, iPod touch® (Version 8.1 or higher), iPad®, or Android [™] phone (Operating System 6.0 or higher) Package includes: TSL mobile lead retrieval app downloaded from the app store, event set-up through unique access code and leads available via online portal.					\$2	275.00	\$325.00				
Additional TS Leads	Mobile App lic	ense for multiple D	evices.			\$:	175.00	\$225.00			
TS Leads Anywhere Scanner- Small hand-held scanner fits easily in your pocket allows you to gather leads anytime, anywhere at the show. No power required. Leads delivered via email at the end of the show.			\$3	300.00	\$350.00						
Custom Follow-Up Sheet-Create custom lead follow-ups specific to your business.				\$	75.00	\$95.00					
Delivery, Setup, and Training (optional)- Delivery to your booth with training for all of your staff.			\$	75.00	\$95.00						
Leads downloaded to USB 2.0 Flash Drive			\$	55.00	\$75.00						
Developer's Kit Includes API configuration or post show data merge.			\$4	400.00	\$400.00						
								TOTAL			
			Payme	ent Inf	formati	on	I		I		
-	ONLINE		CardNu Expirat	imber ionDa	r: ate:			e Cardholder Ir			
Make Checks Payab 16461 S. 176 th Lane Advance Orders mu in full. Thank you fo	e, Goodyear, Az st be accompa or your order. I	nied by payment f you have any									
questions please co			Signature:								
All equipment ordered mu entitle you to a refund. A \$1500.00 will be applied open of the event. TS for mobile app installation seek and provide data co and services provided by Agreement of Ab	Il equipment must for equipment not r 5L will not be hel and attendance up nnection whether it TSL.	be returned to the service returned to TSL at the clo d responsible for the t odates. TSL will not be he be inside or outside the	te desk within ose of the sho t ype or amo eld responsib	n 1 hour ow. The ount of d	of the close re is a \$7 lata provi or/inadequ	e of the sh 5 fee for a ded to ex ate data co	ow to avoid add all cancellation hibitors by she overage in conve	itional charges. A r ns and no cancella ow management. ention hall. It is the	non-refur ations w Data c custome	ndable cha /ithin 48 onnection r's respons	rge of hours of required sibility to





The TSLeads Anywhere Scanner is a battery operated unit that fits easily in your pocket and leads can be gathered anywhere at the show. Leads are delivered at the end of the show via email. After the badge is scanned, more information on the lead can be gathered by scanning items on the TS Leads Advanced lead qualifier sheet which is at no cost to the exhibitor. A custom follow-up sheet can be created which is specific to your business for a small fee (see page 3).

TS Leads Mobile App is a powerful lead retrieval technology for exhibitors to capture sales leads using an iPhone®, iPod touch® (Version 8.0 or higher), iPad®, or Android[™] phone (Operating System 6.0 or higher). Exhibitors can use their own mobile device. App downloaded from the app store. Event set-up through a unique access code and leads gathered by scanning barcode or entering Attendee ID Number on the badge. TS Leads Mobile App makes lead retrieval easier to use...even fun. With features such as notes, surveys and follow-ups exhibitors can capture, qualify and manage trade show leads anywhere and anytime. Leads updated in real time and accessed via cloud portal.

Exhibitors may also use our hardware. The **TSL Tablet** is an iPad Mini (8" screen) with the TSLeads Mobile app and the **TSLeads Max** is an Android device (5" screen) with the TSLeads Mobile app.

ORDER EARLY FOR BEST PRICING DISCOUNT DEADLINE IS AUGUST 30, 2024



ADVANCED LEAD QUALIFIERS

	v-Ups at no o	the following Standard cost as part of their ent rental.	Fill out this form if you would like Custom Follow-Ups specific to your business for an additional cost.		
	TRADE SH	IOW LEADS	Company Name: Booth Number: Show Name:		
5	STANDARD ADVA	NCED QUALIFIERS			
PRO	DUCT 1	PRODUCT 2			
	REALENDER IN THE REAL AND A DECIMAL AND A		Please type or print legibly, maximum 35		
PRO	DUCT 3	PRODUCT 4	characters per line		
READ	Y TO BUY	BUY IN 3-6 MONTHS			
	SELESSI SSEKKE II I		1		
BUY IN 6	-12 MONTHS	DECISION MAKER	2		
(7.5) (Six 19.0) (Six 19.0)	KARANA NE III		3		
			4		
		SEND SAMPLES	5		
	Rekovanse name i i		6		
SEND LI	TERATURE	ADD TO MAILING LIST	7		
	Radio Registration of the second s		7		
MANUE	ACTURER	VALUE ADDED RESELLER	8		
			9		
			10		
	IBUTER	END USER	11		
	ABMUSISIKANII II	IIIII BRACCAREAN YEAR RESERVER AND T	12		
INQUI	RY ONLY	CURRENT CUSTOMER	13		
	CRARENAS INAL III	IIII KARKAZA KAKO BISI KARKARAK KARI III	14		
WANTS PR	ESENTATION	SEND PRICING	15		
	KANANASING ITI		16		
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			20		

Please contact us at 515.370.0871 or email to toms@tsleads.net if you have any questions regarding our products and services.





CONFERENCE HOUSING

Hotel reservations are the responsibility of the conference participant, so please make your hotel reservations now to ensure room availability and discounted rates at the Hyatt Regency Coconut Point and remember to say you are part of the "COMMON" conference.

The price for a standard room single or double is \$169.00 per night, and complimentary standard guest room internet in all COMMON occupied rooms.

Hyatt Regency Coconut Point

5001 Coconut Rd, Bonita Springs, FL 34134 Phone: (239) 444-1234

Go to <u>https://www.hyatt.com/en-US/group-booking/NAPRN/G-ICUG</u> to make your reservations online.

Hotel reservation deadline is Monday, August 26, 2024!





EXHIBITOR REGISTRATION & HOUSING INFORMATION Deadline: Monday, September 15, 2024

All exhibiting companies receive (2) two exhibitor badges per display. All badges must be picked up onsite at the COMMON Registration desk located at the Hyatt Coconut Point. **BADGES MAY BE PICKED UP BY THE INDIVIDUAL ONLY. PROPER PERSONAL IDENTIFICATION AND A BUSINESS CARD WITH THE COMPANY LOGO IS REQUIRED TO PICK UP A BADGE.**

Please note that a <u>minimum of two exhibiting personnel (minimum of two nights each)</u> from each company must stay in the COMMON housing block or your company will be charged \$400 per exhibiting person who chooses to stay in a non-conference hotel. This information will be verified using the Room Acknowledgment Code.

Please include your guest room confirmation number(s) for housing verification. Exhibitor Badges

Registration and Badges:

To register booth staff, take the following steps:

- 1. Sign in at members.common.org
- 2. Click the company name link found under your name on the left side of the page
- 3. Click on the BoothBadges tab located in the main portion of the page
- 4. Select the individuals attending
- 5. If required, pay any additional exhibitor badge charges via the shopping cart
- 6. Exit

Exhibitor Registration – Full Conference

COMMON Members

- Individual Registration Early Bird Rate: \$995 (before September 1, 2024)
- Individual Registration Standard Rate: \$1,095 (after September 1, 2024)
- Single Day Registration \$395

Non-members

- Individual Registration Early Bird Rate: \$1,295
- Individual Registration Standard Rate: \$1,395
- Single Day Registration \$495

In-Person Attendees: The above pricing is based on staying in the conference hotel – <u>Hyatt Regency</u> <u>Coconut Point</u>. *Pricing is \$400 additional for attendees not staying in the conference hotel.*

Special Group Registration pricing is available for member companies who attend with four or more employees from the same company.

Note: If you do not require a hotel room, please contact us before continuing with registration at 800-777-6734 or at <u>COMMON@common.org</u>.





COMMON NAViGATE 2024 Hyatt Coconut Point , Bonita Springs, Virginia September 16 – 11, 2024 EXHIBITOR GUEST PASS EXPO REGISTRATION FORM

A badge is required for admission into the Expo. To obtain your badge, please complete the information below and submit this form by **September 12, 2024.**

After September 12, 2024, please bring this completed form to COMMON's Registration desk (Callusa ballroom lobby) on the coinciding day you plan to attend. A separate form is required for each guest.

First Name:	Last Name:	
Title:		
Your Company Name:		
Address 1	Addres	s 2:
City:	State:	Zip/Postal Code:
Inviting Company:		
Phone Number:	Fax Numb	er:
E-mail Address:		
Does your company utilize System	i/iSeries/AS400 or	i5/OS related technologies?
NOTE: If you are already registered necessary.	for the full confere	ence, completing this form is not
Day Attending (Choose One):		
☐ Monday (October 3: 12:00pm – 2	2:00pm, 6:00pm – 8	3:00pm)

☐ Tuesday (October 4: 12:00pm – 2:00pm)

EXPO HOURS				
Monday	<u>Tuesday</u>			
12:00pm – 2:00pm – Expo	12:00pm – 2:00pm – Expo			
12:00pm – 1:00pm – Lunch in Expo	12:00pm – 1:00pm – Lunch in Expo			
6:00pm – 8:00pm – Welcome Reception in Exp	0			

e-mail registration@common.org by September 12, 2024





Company Descriptions

As an exhibitor at the COMMON NAViGATE Florida 2024 in Bonita Springs, your company's information and description is included in the printed Conference & Exposition Guide, which is distributed to each attendee at the conference. You will receive an invite from noreply@expocad.com to set up your user name and password to set up or edit your description, categories and online booth. Disregard the short description field, just use the description field.

https://common.expocad.com/Account/Login

and enter your company information EXACTLY as you want it to appear in the Conference & Exposition Guide. All fields are required and your company's description is limited to approximately **100 words (700 characters)**.

Deadline: Friday, September 1, 2024



5001 Coconut Road, Bonita Springs, Florida 34134

RECEIVING and SHIPPING

The hotel will not accept packages more than five days prior to the start of your event. All packages shipped prior to 5 Business days will be billed at \$25 per day per package and \$250 per day for pallets.

All incoming and outgoing packages will be subject to a \$25.00 per package handling Fee. Pallets will be charged at a rate of \$250.00 each.

Please label all materials as follows or utilize the Exhibit Shipping Label *Hyatt Regency Coconut Point Resort & Spa Guest Name & Conference Name 5001 Coconut Road Bonita Springs, FL 34134 Box(s) #____ of ____ Exhibit Name & booth number if applicable*.

At the Conclusion of your event the hotel will hold boxes for next day UPS or FedEx pickup. There will be a handling fee of \$25 Per Box for all PRE Labeled Boxes. Fedex and UPS will NOT accept Hand written labels. All labels must be computer generated. Boxes will go out the next business day unless special arrangements are made directly with the Hotel Purchasing Department.

If you do not have a Pre Labeled Box - the hotel works directly with Fedex and can provide Labels generated via Fedex.com. The hotel will not provide Hand Written Labels. All Outgoing Labels will be printed via Fedex.com and will be shipped via Fedex Express Saver. You will be charged the Published Fedex rate PLUS a \$25 Handling Fee PER BOX. All boxes will go out the next business day unless special arrangements are made directly with the Hotel Purchasing Department. If you require an Overnight Shipment you must speak directly with a member of the Purchasing Team to pre-arrange.

The hotel will not supply boxes and shipping supplies.

All Box charges will be billed directly to the guest room.

The hotel will not handle any outgoing freight.

Please contact the Hotel Purchasing Department with any questions at 239-390-4250.



5001 Coconut Road, Bonita Springs, Florida 34134

OUTGOING BOX CHARGE FORM

The Resort Shipping Charges are as follows:

Pre Labeled Boxes:

The hotel will hold boxes for next day UPS or FedEx pickup. There will be a handling fee of \$25 Per Box for all PRE Labeled Boxes. Fedex and UPS will not accept Hand Written Labels – all labels MUST be computer generated

Boxes Requiring Labels:

The hotel works directly with Fedex and can provide Labels generated via Fedex.com. The hotel will not provide Hand Written Labels. All Outgoing Labels will be printed via Fedex.com. All boxes will be shipped Express Saver Service. You will be charged the Published Fedex rate PLUS a \$25 Handling Fee PER BOX. If you require an Overnight Shipment you must speak directly with a member of the Purchasing Team to pre-arrange.

Freight Shipments:

All outgoing freight must be arranged directly with the freight company by the hotel guest. The guest should advise the Purchasing Staff when the pallet is ready for pickup and the location of the pallet for the freight company. The hotel does not store pallets or provide wrap. Handling fee is \$250 for each pallet or case.

The hotel will not supply boxes and shipping supplies.

To arrange an outgoing shipment with the hotel please call ext 4250 from any house phone or 239-390-4250. The phone is monitored 7am-3pm, 7 days a week. If you require shipping afterhours complete the form below and tape on each box and take to the Front desk. Shipments will go out the next business day.

GUEST NAME	ROOM NUMBER
	Address for Non Pre Labeled Boxes
	Name
	Address
	Phone Number
By Signing below I authori	ze Hyatt Regency Coconut Point Resort and Spa to Bill my Credit Card on file as per the charges referenced above
Sig	nature

Total Number of Boxes_____





COCONUT POINT RESORT & SPA

Exhibitor Kit



Easy Ordering

As the exclusive Technology Provider of Hyatt Regency Coconut Point Resort & Spa, Encore is committed to making your experience as easy and stress-free as possible.

> Self-service option available through our online store - EventNow

Step 1

Visit EventNow and select your show

Step 2

Browse our technology catalog

Step 3

Select from a list of available products/product packages and service packages, then check out.*

* EventNow is only available more than two days prior to event load in. If ordering within two days, contact your Encore on-site team.

Once your order is completed, a confirmation email will be sent with all your order details and a dedicated professional will still be on-hand to answer any questions regarding your order.

EventNow

offers a range of solutions for any exhibitor:

As the exclusive Technology Provider of Hyatt Regency Coconut Point Resort & Spa, Encore is committed to making your experience as easy and stress-free as possible.

- Large and small format HD monitors (40" monitors and above include floor stands)
- PC Based Laptops
- Various Audio Packages
- Wireless Presentation Controls ٠
- HDMI Cables, Distribution Amplifiers, and Adapters
- Power Strips, Extension Cords, and Charging Stations
- LED Lighting •
- **Flipchart Packages** ٠
- Power and Internet Connectivity Packages ٠

NEED RIGGING

If so, please fill out rigging request, https://www.encoreglobal.com/rigging-request/

Encore representative will be in touch with you.

We make it easy



Easy ordering options



Confirmation email is sent with your order details



We regularly maintain and service all equipment



Encore delivers, installs, and tests equipment



After the show, Encore picks up your rental equipment



Need assistance or products/solutions not offered in EventNow?

Call your Encore on-site contact directly:

Tim Harris Senior Sales Manager Timothy.Harris@encoreglobal.com O +1 239-390-4376

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Experiential Exhibits Led Walls Lighting Solutions Projection Video Solutions And More!













