

## Exhibitor FAQs

*Q: What are the show location and dates?*

A: NESEA's BuildingEnergy11 Trade Show takes place at Boston's Seaport World Trade Center on March 9-10, 2011.

*Q: What is included in the booth packages?*

A: Standard booths include, in addition to the contracted space: a 6' skirted table, two chairs, a standard printed show sign and a waste basket. Other benefits include web exposure, an invitation to present a demonstration of your products, a listing in the "Invitation to Attend" mailing which is sent to over 60,000 targeted professionals throughout the Northeast, and a listing in the on-site Exhibitor Directory, if your contract and payment are received before the related deadlines.

*Q: Are there other benefits available for exhibitors?*

A: If exhibitors would like additional benefits, such as prime booth placement, use of conference rooms for private functions, conference registrations and lunch tickets, we encourage you to become BE11 sponsors. There is a wide range of benefit packages available. Please see the BE11 Sponsor webpage for details.

*Q: Is lunch included for exhibitors?*

A: There is a Concession Stand right on the Trade Show floor for a quick, convenient, and reasonably-priced lunch or snack. Coffee is provided in the mornings, and water stations throughout the day.

*Q: Can exhibitors attend the Conference sessions?*

A: Conference Registration is not included in the booth fees. Exhibitors who would like to attend the Conference sessions can pay a discounted, additional fee on their exhibitor contract to receive a conference badge.

*Q: What discounts on booth space are available for exhibitors?*

A: A substantial early bird discount is available if the contract is completed and payment received by 11/05/10. Also, NESEA Business Members whose memberships are current at the time of the Trade Show are entitled to a substantial additional discount. Please see the Exhibitor Contract for discount details, and [www.nesea.org](http://www.nesea.org) for additional Business Membership Benefits details.

*Q: What Exhibitor Services are available?*

A: Exhibitors can contract for carpet, electricity & lighting, additional lead retrieval equipment (if more than the included equipment is desired), internet service, drayage and other services using the Exhibitor Services Kit, which is provided after a completed Exhibitor Contract is submitted.

*Q: Is wireless internet service provided in the exhibit hall?*

A: Wireless internet access is available in the hall; however, if a dedicated connection is required for your booth display, you should contract for a connection in your booth using the Exhibitor Service Kit provided.

*Q: Can I have Trade Show Passes to provide to clients and prospects?*

A: Free Trade Show guest passes will be available to each exhibitor's clients for attendance on Thursday, March 10. Each company will receive a promocode that can be used 25 times to register their clients for free passes. Promocodes will be sent out in February, 2011.

*Q: Is there a special booth rate for Nonprofit organizations?*

A: There is a special rate for Nonprofits, as noted on the Exhibitor Contract. Please be advised that no other discounts apply to this rate, and the number of booths available at this rate is limited to the 1000 aisle.

*Q: Can I speak at the Conference?*

A: Planning for the conference sessions has been going on since the prior conference. All speaking opportunities are usually filled by early fall. However, exhibitors are invited to speak about their products by signing up to use the Exhibitor Demo Area. Call Jenny Spencer at 413-774-6051 x25 for information on how to reserve a time.

*Q: How can I best promote my products and services?*

A: There are many ways to promote your products and services. Encourage all of your clients and potential clients to visit your booth. Note your booth number and the show dates and location on your website, in your email signature, on your voicemail greeting or hold message, and in your advertising. Send Trade Show Passes (a PDF will be provided by NESEA) to all your clients and potential clients. Schedule and promote a product introduction or demonstration to take place in the Exhibitor Demo Area or the Hands On Demo Stage at the show. If your product or service is endorsed by an expert or other celebrity, ask for the opportunity to feature that person at your booth, and promote the occasion to potential show attendees. There is no limit to the ways you can promote your product and service, and we are happy to help any way we can.

*Q: How many attendees are you expecting?*

A: Attendance at NESEA's BuildingEnergy Conference and Trade Show has been growing substantially each year, and we expect continued growth. Climate change, energy efficiency, energy policy, and renewable energy technologies have been prominent news topics, and are critically important to the future of our planet. In 2010 we had over 4,000 attendees. Next year we expect to attract at least 5,000 to BuildingEnergy11.

*Q: Who attends NESEA's BuildingEnergy Conference and Trade Show?*

A: BuildingEnergy attendees are architects, builders, engineers, contractors, planners, policy makers, investors, building owners and managers, realtors, bankers, educators, energy professionals and renewable energy manufacturers and suppliers. Last year, thousands of highly qualified building and energy experts attended from thirty-five different states and five countries. Because attendees can earn credit for their professional certifications, this audience is very well-educated and knowledgeable. They are looking for new and innovative products and services to help solve issues of energy efficiency, environmental impact, and conservation of scarce resources.

*Q: Who is the contact person if I have more questions about exhibiting at NESEA's BuildingEnergy11?*

A: Contact Jenny Spencer at NESEA: 413-774-6051x25 or [jspencer@nesea.org](mailto:jspencer@nesea.org).

*Q: Who is the contact person if I have more questions about registering to attend conference sessions at BuildingEnergy11?*

A: Contact Rayna Heldt at NESEA: 413-774-6051x20 or [rheldt@nesea.org](mailto:rheldt@nesea.org).