

Exhibitor FAQs

Conference

Question: Are any of the conference sessions open to exhibitor personnel?

Answer: Yes, two of the general sessions are open to all attendees:

- The Big Four Opening General Session, Tuesday, March 8, 8:45 a.m. – 10:30 a.m.
- General Session, Wednesday, March 9, 8:30 a.m. – 10 a.m.

Question: Are we able to purchase passes for one or two sessions only?

Answer: Yes, individual session passes will be available for purchase onsite only at the registration desk.

Question: Are the audio recordings and speaker presentations from the sessions available after SATELLITE?

Answer: Yes, all conference attendees will receive an e-mail with access instructions to the audio recordings and PowerPoint presentations approx. 3 weeks after SATELLITE. The audio recordings and PowerPoint presentations are also available for sale as a complete set or by session. To purchase, visit the [Satellite STORE](#).

Exhibitor Services

Question: Who is the official show contractor?

Answer: Freeman is the official show contractor for SATELLITE 2016. You can contact them at (301) 918-7975 or by e-mail at FreemanWashingtonES@freemanco.com.

Question: What are the move-in/out times?

Answer: **Move-In will be targeted in 2016. Refer to the map to see which zone you are in.**

Zone 1: Thursday, March 3 beginning at 8 a.m.

Zone 2: Thursday, March 3 beginning at 1 p.m.

Zone 3: Friday, March 4 beginning at 8 a.m.

Zone 4: Friday, March 4 beginning at 1 p.m.

Zone 5: Sunday, March 6 beginning at 8 a.m.

Zone 6: Sunday, March 6 beginning at 1 p.m.

Last In/First Out: Tuesday, March 8 beginning at 7 a.m.

Question: What is targeted move-in?

Answer: Each company is assigned a targeted move-in date by Freeman to streamline the move-in process allowing all exhibitors to move-in as efficiently as possible. The targeted move-in date is assigned based on booth size, location and time allotted to access the hall. The larger the booth and the further away from the freight doors the earlier the targeted move-in time generally is. On move-out, the booths closest to the freight doors will be moved-out first.

Question: What is the Freeman advance order deadline?

Answer: The Freeman advance order deadline is **February 11, 2016**. Save money by ordering services and labor in advance. Orders placed at show site will be charged an additional 30% above the advance rate.

Question: What is Material Handling?

Answer: Material handling, also known as Drayage, is charged for the service of receiving freight at either the advance warehouse or show site. The service includes the following:

- Acceptance of freight shipped to the advance warehouse
- Storage of up to 30 days prior to move-in
- Delivery of freight to show site OR acceptance of freight delivered directly to show site
- Delivery of freight from dock to booth
- Pick-up and storage of "empty" crates/boxes for duration of the show
- Delivery of "empties" from storage back to your booth for move-out
- Freight transferred from booth to dock for return shipment
- Loading of crates/boxes onto outgoing carrier

See Material Handling Basics in the General Information tab for more information on estimating costs and etc.

Question: How and when do I ship my materials?

Answer: You have two options for shipping your booth materials to the show:

Ship to the Advance Warehouse: Accepting Shipments from February 3 – February 25, 2016
Exhibiting Company Name / Booth #
SATELLITE 2016
c/o Freeman
9900 Business Parkway
Lanham, MD 20706

Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 a.m. - 3:30 p.m.

Ship directly to the Gaylord National Harbor – Refer to the Targeted Move-In Map

Exhibiting Company Name / Booth #
SATELLITE 2016
Gaylord National Harbor
701 Waterfront Street
National Harbor, MD 20745

Shipments arriving before your targeted move-in time will be refused.

Question: Am I allowed install/dismantle by own booth or do I need to order labor?

The installation and dismantling of prefabricated displays comes under the jurisdiction of the carpenters' union. However, two (2) full-time exhibiting company employees may work without Carpenter Labor for one (1) hour on the installation (move-in) and one (1) hour on the dismantle (move-out) without union labor on booths that are larger than 10' x 10'. Exhibitors may work in booths 10' x 10' or smaller without the use of union labor. Exhibitors are not permitted to use POWER TOOLS (electric drills, power saws, etc.) on booths of any size. Manual tools such as hammers, screwdrivers, ratchets, pry bars, etc. are allowable for exhibitor use within size and time limitations. Exhibitors may not borrow tools, ladders or other equipment from the exhibit facility and/or Freeman.

Question: Can I carry in any of my booth freight?

Answer: One individual from each exhibiting company is permitted one trip to hand-carry items into the exhibit facility. The convention center has a hand carry entrance at the southwest corner of 9th Street and Mt. Vernon Place. Examples of acceptable hand-carry materials include boxes, suitcases or fiberboard shipping cartons, portable displays on wheels and small luggage racks. The exhibitor use of dollies, hotel baggage carts, flat trucks and other mechanical equipment, is *not* permitted. Private vehicles are not permitted to unload/load at the loading docks.

Question: How do I store my empty containers during the show?

Answer: You can pick-up "Empty Labels" at the Freeman Exhibitor Service Center. You will need to place a label on each container which will be picked up periodically and stored in non-accessible storage during the show. At the close of the show, the empty containers will be returned to the booth which may take up to several hours.

Question: How do I ship my materials after the close of the show?

Answer: Due to the limited move-out window all exhibitor shipments will be sent back to the Freeman Warehouse and will be available for pick-up beginning on Monday, March 14. The only exceptions for pick-up onsite will be if you are using a Van Line & Truckload Carrier, Company Vehicle, Privately Owned Vehicle (POVs) or Air Freight Carrier (FedEx, UPS, Airways and etc.)

Question: What is the maximum booth height?

Answer: Below are the maximum booth heights based on the type of exhibit booth you have:

- Island Booth (20 x 20 or larger) – 20'
- Split Island Booth – 16'
- Perimeter Booth – 12' (No hanging signs are allowed.)
- Inline Booth – 8' (No hanging signs are allowed.)

Question: Who can I contact to design my booth?

Answer: Freeman has the capabilities to design a custom booth developed to meet your specific goals and requirements. You may choose a custom designed booth or to save money you may choose to rent a standard or deluxe turnkey booth. Refer to the Freeman Services tab in the ESM for more information.

Question: What is an EAC?

Answer: EAC stands for Exhibitor Appointed Contractor who are independent contractors hired by exhibiting companies. The services covered include labor I&D, booth supervisors, booth designers, independent display companies, delivery personnel and etc. An EAC will only be granted access to the Show floor if a Valid Certificate of Insurance has been received in advance of the show.

Question: **Are helium balloons/blimps permitted in the exhibit hall?**
Answer: Requests to display helium balloons or blimps are considered on a case by case basis. If you plan on having any helium object (balloon, blimp and etc) you will need to send a picture of it with the booth diagram to Show Management by e-mail to jcdavis@accessintel.com. Requests will then be forwarded to the convention center for approval.

Question: **I need to request a booth variance, how do I go about it?**
Answer: If your planned exhibit booth does not comply with the Exhibition Rules and Regulations (found in General Information section) you will need to complete the Booth Variance Form and submit it with a detailed drawing or schematic of the booth layout including the heights and widths of all structures, towers, graphics, truss and etc. Requests will be handled on a case by case basis with the best interest of the show and other exhibitors in mind.

Question: **This year I plan on using a double-deck (multi-story) exhibit booth. Are there any special regulations I need to follow?**
Answer: Yes, multi-story exhibits are permitted, however the following regulations must be followed:

- Each enclosed or covered area must be protected by an audible smoke detector. This includes storage closet(s) built into the exhibit.
- Each enclosed or covered area must have a porous roof or cover so that the Center's sprinkler system can operate.
- Each enclosed or covered area must display a charged fire extinguisher with a minimum rating of 3A40BC.
- The maximum occupancy of the load-bearing area(s) in a multi-story exhibit is limited to one person per fifteen square feet of floor space, not to exceed a total of 25 persons. The maximum occupancy must be posted.
- There must be at least two means of egress from each load bearing area(s) in excess of 200 square feet in a multi-story exhibit, or from each covered assembly area in excess of 200 square feet.
- A fire prevention attendant who has been trained to operate fire extinguishers must be on duty at all times that the exhibit hall is closed, from the time that the enclosure is completed until the time that the enclosure is dismantled.
- Four copies of the exhibit plan must be submitted to Show Management no later than January 17, 2015. Plans can be sent to: Jessica Davis, SATELLITE 2016, 9211 Corporate Blvd, 4th Floor, Rockville, MD 20850 or e-mailed to jcdavis@accessintel.com. The plans must be certified and sealed by a licensed structural engineer or licensed architect. Plans will be reviewed by the Center and the PG Fire Department Fire Prevention Division for approval.
- Exhibits may not be installed without approval. The PG Fire Prevention Division has the authority to stop work and prohibit occupancy of booths that are not in compliance.

General

Question: **What are the dates for SATELLITE 2016?**
Answer: The official dates for SATELLITE 2016 are:

- CONFERENCE: March 7 – 10, 2016
- EXHIBITION: March 8 – 10, 2016

Question: **What are the show hours?**
Answer: The show hours are:

- Tuesday, March 8: 10:30 a.m. – 5:45 p.m.
- Wednesday, March 9: 9 a.m. – 6 p.m.
- Thursday, March 10: 9 a.m. – 1 p.m.

Question: **When does my exhibit have to completely installed?**
Answer: All booths must be fully installed by 5 p.m. on Monday, March 7 with the exception of the booths designated as Last In / First Out.

Housing/Travel

Question: **Who is the housing company for SATELLITE 2016?**
Answer: onPeak is the official housing bureau for SATELLITE 2016 and you can contact them at (877) 772-4409 or (312) 527-7300 between the hours of 8 a.m. – 5 p.m. (CST). You can also e-mail them at SATELLITE@onpeakevents.com.

Question: **What hotels are available for SATELLITE?**
Answer:

- Gaylord National Harbor
- AC Hotel
- Hampton Inn and Suites
- Residence Inn

For more information and pricing on the hotels in the block please visit <http://www.satshow.com/hotel-travel/>

Question: **What are the parking options for the Gaylord National Harbor?**
Answer: [Parking](#) is available at the Gaylord National Convention Center and in numerous lots throughout National Harbor.

Question: **What airports serve the DC region?**
Answer: There are 3 major international airports that serve the metropolitan Washington, DC area:

- [Ronald Reagan Washington National Airport](#) (DCA) is approximately 8 miles from the Gaylord National Convention Center
- [Washington Dulles International Airport](#) (IAD) is located in Dulles, Virginia, approximately 35 miles west of Gaylord National Convention Center
- [Baltimore/Washington International Airport](#) (BWI) is located about 42 miles north-east of Gaylord National Convention Center

Marketing

Question: How do I update my company listing on the website?

Answer: You can update your company listing online in the Exhibitor Service Center:

- Go to [Exhibitor Resource Center](#)
- Select your company and enter your password (the contact person listed on the exhibit space contract received your password via e-mail)
- Click on Update Your Company Profile
- All information must be submitted by **January 29, 2016** for inclusion in the onsite Program Guide

Question: What other marketing opportunities do we receive with our exhibit booth?

Answer: In the [Exhibitor Resource Center](#) you will also be able to:

- Submit your company's press release to be posted to the SATELLITE 2016 website
- Build your own personalized banner ads to promote your presence at the event
- Build your own personalized exhibit hall passes to distribute to clients and prospects
- Create your own customized HTML e-mail to send to clients and prospects

Question: How can I invite customers/prospects to visit our booth?

Answer: A great way to let your top customers/prospects know that you are exhibiting at SATELLITE 2016 is by sending them a free exhibit hall pass giving them complimentary access to the show floor during exhibit hours. The passes available in two formats: print (fill out and complete the Free Exhibit Hall Pass Request Form in the Marketing section of the ESM) or PDF. You can customize the PDF passes in the [Exhibitor Resource Center](#).

Question: Is a press room available onsite?

Answer: Yes, the Press Room will be in National Harbor 3. Tables will be set-up for you to drop off your press kits so reporters can access them. We recommend dropping off 30 kits at a time.

Registration

Question: How many exhibitor badges do I receive with my booth?

Answer: With every 100 sq. ft. of exhibit space you receive 4 Exhibitor Booth Passes which includes access to the exhibit hall for set-up, show hours and teardown, the Welcome Reception on Monday, March 7 and the Opening General Session on Tuesday, March 8. Additional booth passes are available for purchase for \$25.

Question: How many conference registrations do I receive?

Answer: With every 100 sq. ft. of exhibit space you receive 1 Exhibitor Conference Pass which includes access to the exhibit hall for set-up, show hours and teardown, all conference sessions Tuesday, March 8 – Thursday, March 10, Welcome Reception on Monday, March 7, Opening General Session on Tuesday, March 8, Satellite Executive of the Year Luncheon and Reception on Wednesday, March 9. The pass does not include the pre-conference programs but you have the option to upgrade.

Question: Are additional conference registrations available at a discounted rate?

Answer: Yes, additional conference registrations are available for company personnel at a discounted rate. You can register for them online in the [Exhibitor Resource Center](#) or by completing the Exhibitor Registration Form which can be found in the General Information section of the ESM.