



Dear 2023 Exhibitor,

Thank you for your participation at the NCS 21st Annual Meeting. The conference will be held August 15 - 18, 2023 at the Phoenix Convention Center in Phoenix, AZ.

Global Experience Specialists (GES) is the official General Services Contractor for the NCS 21st Annual Meeting. Please take a moment to familiarize yourself with this Exhibitor Service Kit. The service kit contains general information about the exhibition, rules and regulations and order forms for exposition-related goods and services.

We have found it most efficient if access to the service kit is given to the person who is directly responsible for your company's participation at the NCS 21st Annual Meeting. It is important that the order forms in this service kit be completed and returned prior to the deadline dates noted on the forms to ensure cost savings and a smooth move-in experience.

For detailed information on the program, speakers, special events and fundraisers, visit the [NCS Annual Meeting website](#). If you have any questions regarding the information in this service kit, please feel free to contact [NCS Show Management](#).

We look forward to seeing you in Phoenix!

Sincerely,

NCS Show Management



GENERAL INFORMATION

IMPORTANT DATES AND TIMES

Phoenix Convention Center – North Hall A

Monday, August 14	12:00 PM – 4:00 PM	Exhibitor Move-In
Tuesday, August 15	8:00 AM – 3:00 PM	Exhibitor Move-In
	4:00 PM – 6:00 PM	<i>Welcome Reception in Exhibit Hall</i>
Wednesday, August 16	9:30 AM – 12:00 PM	Exhibit Hall Open
	3:30 PM – 5:30 PM	
Thursday, August 17	9:00 AM – 10:00 AM	Exhibit Hall Open
	11:00 AM – 1:30 PM	
	3:30 PM – 4:30 PM	
	4:30 PM – 8:00 PM	Exhibitor Move-Out

*All exhibits must be opened and staffed during the show hours.

Exhibitors may begin to pack equipment, supplies, and literature when the show closes at 4:30 PM on Thursday, August 17 and must be completely out of North Hall A by 8:00pm. **Exhibitors may not dismantle any portion of their booth(s) prior to the official dismantle period. Penalties and/or loss of priority points will be determined at the sole discretion of show management.**

All exhibitor materials must be removed by 8:00 PM. If your freight remains in North Hall A after 8:00 PM without approval of show management, it will go out via GES Carrier at your expense. If you require assistance with your outbound shipment(s), please visit the GES Service Desk during Service Desk Hours or prior to arriving in Phoenix.

IMPORTANT: Please note the facility is **not** carpeted. Floor furnishings are required for this event. Exhibitors are required to rent through GES or bring their own.

Each Booth Purchase Includes:

- 8' High black back wall/3' high side rails
- 6' black draped table
- Two (2) plastic Contour Chairs
- One (1) wastebasket and one (1) company ID sign



- Complimentary Conference Wi-Fi
- Two (2) Exhibit Hall Badges
 - o Additional exhibitor badges can be purchased for \$300 each in advance, or \$350 onsite
 - o Each Exhibitor registration includes complimentary refreshment breaks, group meals, and access to the exhibit hall and the Welcome Reception. In order to attend education sessions, exhibitors will need to register as a full conference meeting attendee.

OFFICIAL GENERAL SERVICES CONTRACTOR

GES is the NCS 21st Annual Meeting Official General Services Contractor. Other official show suppliers are listed in the “Exhibitor Services Directory” below. GES will maintain an Exhibitor Service Center located in North Hall A.

GES Online Resource and Ordering Site

SECURITY

Understanding the value and importance of your equipment and exhibit material, security guards will be located in North Hall A from the beginning of move-in to the end of move-out. Although NCS Show Management is providing this service, we are not responsible for any loss of material by an exhibitor.

LEAD RETRIEVAL

Each exhibitor will have the opportunity to capture lead information from NCS Attendees throughout duration of the NCS Annual Meeting Exhibit Hours. Below you will find a list of data fields that will be captured through the scanning bar code provided on each attendee badge.

Lead Retrieval will be complimentary to our exhibitors and will be provided through the Swapcard Mobile App. Exhibitors will be able to view their leads in the Swapcard Exhibitor Dashboard alongside any leads that are collected from your virtual booth all in one place.

Attendee Information Fields Included:

- First Name
- Last Name
- Title
- Company/Organization
- Address
- Phone
- Email Address

EMPTY CRATES

It is important that crates are removed from the floor and placed in storage as soon as they are empty. All crates should be closed securely and “empty” stickers should be attached. Open crates will not be accepted for storage.



A clearly marked “empty” sticker containing your booth number and company identification securely attached to your empty crates will expedite their return to you at the close of the show. “Empty” crate stickers must be obtained at the Exhibitor Service Center located in the Exhibit Hall.

Empty crates will be returned to your booth after the close of the show. No empty boxes or crates may be stored in the exhibit area or in the service aisle due to Fire Marshal regulations.

RULES AND REGULATIONS

Exhibitors are responsible for compliance with all pertinent regulations and codes concerning fire, safety and health, which may be applicable in the exhibit hall during the event.

AMERICANS WITH DISABILITIES ACT CONFORMANCE

Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions.

UPCOMING DEADLINES	
Advance shipments may begin arriving at warehouse	Tuesday, July 11
GES Advance Order Discount Deadline [Housekeeping and Sanitization, Labor]	Tuesday, July 25
Deadline to book Hotel Rooms at Group rate	Friday, July 14
Commonwealth Electric and AV Concepts Advance Pricing Deadline	Friday, July 28
Last day for Advance Shipments to arrive at Warehouse without surcharges*	Thursday, August 10
<i>*Shipments must arrive by 3:00 PM</i>	
Shipments may arrive direct to Show Site	Monday, August 14 12:00 PM – 4:00 PM Tuesday, August 15 8:00 AM – 4:00 PM



Swapcard - Virtual Booth Specs for Exhibitors

Main Information:

Header Image: 1200x675px (16:9 ratio) image, no larger than 1 MB

Video Header: Must be a link for YouTube, Vimeo, or an iframe (src)

Logo: 400x200px (2:1 ratio) image, no larger than 1 MB

Documents:

Can be uploaded by pasting a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png, or jpg), then add a name and a short description.

Document Title: Max 80 characters

Document Overview: Max 160 characters

File size: There is not a limit, but we recommend under 10mb

Booth Ad

Ad Image: 1080x1920px (9:16 ratio) image, no larger than 1MB

Redirection can be an external URL or Item/Product (if applicable)

Booth Background

Background Image: 2560x1600px (16:10 ratio) image, no larger than 1MB

Background image

Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

ADD BACKGROUND



EXHIBITOR KEY CONTACTS

NCS Show Management

Makenzi Claassen

Tradeshow Coordinator

(312) 673-4783

- Registration Support
- Virtual Booth Build Support
- Housing Questions
- Exhibit Space Support

Kailen Mueller

Sponsorship Coordinator

(312)673-4826

- Sponsorship Support

partners@neurocriticalcare.org

NCS Sponsorship Opportunities

Everett Lightle

NCS Sr. Sales Coordinator

312.673.4855

elightle@neurocriticalcare.org

- Speaking Opportunities
- Branding Opportunities
- Advertising
- Email Blasts

Official Contractor

Global Experience Specialists (GES)

800.801.7648

Ordering Site

- Booth Cleaning & Sanitizing
- Booth Furniture
- Booth Carpet
- Shipping
- Rigging & Hanging Signs

Electrical

Commonwealth Electric Company

Cathee Cooper

Email: ccooper@commonwealthelectric.com

Website: www.commonwealthexpo.com

Audio Visual

AV Concepts

Email: exhibitorservices@avconcepts.com

(480) 701-0059

Ordering Site



HOUSING AND TRAVEL INFORMATION

Hotel Accommodations & Rates

NCS has negotiated reduced hotel rate for NCS Annual Meeting attendees and exhibitors with the Hyatt Regency Phoenix and the Renaissance Phoenix Downtown.

Hyatt Regency Phoenix

122 North Second Street
Phoenix, AZ 85004

Standard Room: \$159.00/night + applicable taxes and fees

A deposit of one night room and tax is required at the time of booking, and will only be refunded if the reservation is cancelled more than 30 days prior to arrival.

[Click here](#) to book at the Hyatt Regency Phoenix.

Renaissance Phoenix Downtown

100 North First Street
Phoenix, AZ 85004

Standard Room: \$159.00/night + applicable taxes and fees

A deposit of one night room and tax is required and will only be refunded if the reservation is cancelled 72 hours prior to arrival.

[Click here](#) to book at the Renaissance Phoenix Downtown.

The NCS group rate is available until **Friday, July 14** and is subject to availability for both hotels. All hotel rooms are available on a first-come, first-served basis. Rooms may sell out, so we encourage you to book your rooms early. More information regarding hotel and travel can be found on the [NCS Website – Hotel and Travel](#).

Group Booking

Need to book more than 10 rooms? Exhibiting companies looking to book 10 or more rooms should request a sub-block form. This will be approved based on room block and availability. For more information and to obtain the form, please reach out to NCS Show Management, at partners@neurocriticalcare.org. **The deadline to apply for a sub-block form is Monday, June 26, 2023.**



Important Travel Information

Phoenix International Airport is the closest airport to the meeting location. Phoenix International Airport is approximately four miles from each hotel, which is about a 15 minute drive. Transportation options are available between the airport and hotel including rideshare services such as Uber, Lyft and Taxis.

Transportation services at PHX:

- The approximate cost for an Uber to/from Phoenix International Airport is \$16 one way. Rideshare services pick up in Terminals 3 and 4 of Phoenix International Airport.
- The approximate cost for a taxi to/from Phoenix International Airport is \$20 one way. Taxis pick up in Terminals 3 and 4 of Phoenix International Airport.

IMPORTANT: The only way to book within the Neurocritical Care Society hotel room blocks is through the information provided. NCS has not hired any housing companies on it's behalf; if you are contacted by a company offering to "help" with your hotel reservation, this company has NOT been authorized by NCS to do so.