

EXHIBITOR FAQs

POTENTIAL EXHIBITORS

What is the difference between ESSENTIALS and ESSENTIALS Express?

ESSENTIALS for Corporate Governance is a 3-day seminar held yearly in Florida in late January/early February. ESSENTIALS is the Society's signature educational conference geared towards basics or a refresher of the corporate secretarial function and practical solutions to everyday problems.

ESSENTIALS Express, a condensed version of ESSENTIALS, is held in the Fall, usually in the Central or Western US, and is an alternate option for people who cannot make it to the 3-day ESSENTIALS program.

How many attendees are expected at ESSENTIALS?

We are expecting approximately 250 - 300 attendees for this event.

What are the benefits of exhibiting at this event?

Exhibitors will receive the pre- & post-conference registrant list; discounted registration at the member rate; promotion on the program app, website, and digital signage; and the unique opportunity to network with the next generation of governance professionals in an intimate setting.

Are registration passes included with the purchase of exhibit space?

No, registration passes are NOT included with the purchase of exhibit space. However, all registrants from an exhibiting company can register at the member rate of \$1,350.

Can you share the attendee list from last year's program?

We do not share the attendee list from the previous programs.

Can you share participating exhibitors from the 2025 ESSENTIALS program?

We do not share the exhibitor list from the previous programs.

Is there a floorplan of the exhibit hall?

We will develop a floorplan based on the total number of exhibitors participating. There is ample space for tabletop exhibits in the foyer outside of the foyer where the general sessions take place.

Is electricity included with the purchase of exhibit space?

Yes, if electricity is required for your exhibit space, we will provide at no cost to the exhibitor. Please let us know in advance if electricity is required when purchasing your exhibit space.

Where can I find the program agenda?

[Click here](#) to view the full program agenda.

Will there be a conference app?

Yes, the conference app will be available to all attendees approximately 1- 2 weeks prior to the start of the conference.

How do I learn more about the sponsorship opportunities for this event?

Please contact Mary Dannegger (mdannegger@societycorp.gov) to learn more available sponsorship opportunities for this event.

EXISTING EXHIBITORS

How do I register exhibit booth staff?

Please [click here](#) to register your exhibit booth staff. You must select "Exhibitor" in the registration category to take advantage of the exhibitor rate.

How do I reserve hotel stay for exhibit booth staff?

Please [click here](#) to reserve the hotel.

Can I order a monitor for my exhibit space?

Yes. Please email Ophelia King (oking@societycorp.gov) and let her know if you require a monitor for your exhibit space. She will connect you with our on-site A/V team.

How will I know my exhibit space location?

Your exhibit space will be assigned on-site. Your location will be indicated on the tabletop in the Exhibit Hall.

Can I include a backdrop or more than one banner at my exhibit space?

No. Due to limited floor space, we ask that you only have one sign/banner less than 4' wide.

When will I receive the pre-conference and post-conference attendee list?

You will receive the pre-conference registrant list by end of day on Tuesday, January 28, 2025. The post-conference attendee list will be sent by end of day on Thursday, January 30, 2025.

Will you be sending updated pre-conference registrant list closer to the date of the conference?

No, we only plan to send one pre-conference registrant list. Any new registrants added after the list is sent can be viewed on the conference app.

Where do I ship my exhibitor materials?

Materials should arrive on or before **Monday, February 3, 2025, but not before Thursday, January 30, 2025**. Exhibit table set up is in the Las Olas Foyer from 6pm to 11pm on Monday, February 3, 2025. We will advise if we can have access to set up earlier. *Hotel receiving/storage charges may apply.*

EXHIBIT MATERIALS SHOULD BE SENT TO:

Society for Corporate Governance ESSENTIALS Seminar 2025

ATTN: "Name of on-site contact" / "Exhibit Company Name"

Westin Fort Lauderdale Beach Resort

321 North Fort Lauderdale Beach Boulevard

Fort Lauderdale, FL 33304

Hold for: 2025 ESSENTIALS Seminar/ Las Olas Foyer/February 4 – 6, 2025

TOTE INSERT SHIPPING: Please send a quantity of 250 to arrive by **Friday, January 31, 2025**. Label the box: **Essentials Tote Insert – ATTN: Mary Dannegger**.

When can I begin setting up my exhibit space in the exhibit hall?

Set up is currently scheduled to begin on Monday, February 3 at 6:00 pm. We will let you know closer to the start of the event if exhibitors can set up earlier than 6:00 pm.

Will there be Exhibit Hall Bingo at ESSENTIALS? How do exhibitors participate?

Yes. Exhibit Hall bingo is back for ESSENTIALS! Exhibit Hall Bingo is a fun way for attendees to connect with exhibitors and increase traffic in the exhibit hall. Each exhibiting company will be given a letter stamp (*provided by Society*) to use when a player presents them with their Bingo card at their booth. They should stamp the card in the appropriate location on the card. The player must collect 7 letter stamps from different exhibitors to spell out the word **S O C I E T Y** by Thursday morning.

We encourage all exhibitors to participate and donate a prize for the bingo game. See below for suggested prizes. Bingo prize drawings will be done during the Thursday morning break in the exhibit hall. Please let me know if you plan to participate. More details to come as we get closer to the time of the event.

Can I conduct a giveaway or raffle at my table?

We encourage all exhibitors to have a giveaway at their table (*recommended quantity of 225*) and we also welcome exhibitors to offer raffle prizes.

What kind of giveaways do exhibitors typically have at this event?

Exhibitors will typically have branded items such as mobile phone gadgets/accessories, socks, hats, tumblers, water bottles, pens, drawstring bags, sunglasses, neck wallets, stationery, umbrellas, etc.

If you have a question about an item you would like to provide, please feel free to reach out to Nicole Judd (njudd@societycorp.gov).

What kind of bingo/raffle prizes are typically offered at this event?

In the past, exhibitors raffled off gift cards, smart home products, coolers, hiking accessories, designer accessories, electronic gadgets, wine/food baskets, etc.

Raffle prizes do not have to be expensive in value. If you have a question about an item you would like to provide, please feel free to reach out to Nicole Judd (njudd@societycorp.gov).

How will raffle prize winner(s) be notified that they won?

Announcements are scheduled to be held during the morning break on Thursday, February 6th. We will reach out closer to the time of the event for more details. Participating exhibitors are not required to announce their raffle prize winners at the event and can notify their winners as they see fit.

If my company plans to offer a raffle prize, does the item need to be available on-site at this event?

No. Exhibiting companies have the option of connecting with the raffle prize winner off-site to arrange delivery.

Can I purchase lead retrieval software for this event?

We are currently in the process of revising the lead retrieval offer to exhibitors. We will update exhibitors once more information is available.

If you have any other questions, please contact Nicole Judd (njudd@societycorp.gov).