

NGS Conference Exhibitors FAQ

Demographics

What is the estimated attendance for the 2019 conference?

We are expecting about 2,000 conference attendees.

How many people stay for the whole event versus those who are only attending for one day?

Generally, about 90% are full conference attendees and 10% are one day.

Who is the typical attendee?

The attendee demographic is 55+. We have a combination of professional genealogists and hobbyists, but according to our survey results, most are hobbyists.

Is there a charge for people not registered for the conference to visit the Exhibit Hall?

No. The Exhibit Hall is free and open to the public.

Is the typical exhibitor there to make sales or raise awareness for their services?

Most are there to make sales but we do have genealogy societies who are more about awareness.

Exhibit Hall Traffic and Promotion

How can I be certain there will be ample of traffic within the Exhibit Hall each day?

NGS has worked to increase foot traffic within the Exhibit Hall by placing the concessions in the Exhibit Hall, by providing complimentary attendee Wi-Fi with places to sit, and dedicated exhibitor times where the Exhibit Hall is not competing with conference sessions.

How can I help increase conference and exhibit hall attendance?

A great way to encourage attendance is by promoting the conference on your website or by requesting conference fliers from [Courtney Holmes](#) to distribute.

How can I promote the conference and my organization on social media?

We are on Facebook, Twitter, and [Google+](#). Hashtag #NGS2019GEN.

Read the [NGS Social Media Policy](#).

Amenities

Will the Exhibit Hall have carpeting?

Yes. NGS will provide carpeting in the exhibit hall and booth spaces.

What color is the back and side drape?

Back and side drape will be gray.

Will there be Wi-Fi available for exhibitor use?

Yes. However, Wi-Fi provided by NGS is for the use of vendors in making transactions and cannot be used for streaming or broadcasting media. Exhibitors must provide their own Wi-Fi or order Wi-Fi if additional bandwidth is needed. It is also recommended that a hard wired internet connection be purchased for anything mission critical since wireless can be more vulnerable to interference and reach bandwidth limits. To order a wired internet connection, please fill out the internet form on page 11 of the exhibitor kit.

In addition, if you will be using a Wi-Fi device transmitting a signal at your booth, the convention center needs to know because it may interfere with their equipment. If they know it is in place, then they can work around it. For additional information, please contact the St. Charles Convention Center at 636-669-3011 or send an email to exhibitorsvs@scmocc.com.

Exhibitor Setup and Check-In

Where do I go to unload my booth materials? Can I use a cart and/or hand-carry materials to my exhibit booth?

The SCCC has a temporary vehicle delivery area on the loading dock. This space is reserved to allow safe access for exhibitors to transport materials to and from their exhibit areas. All freight brought into the facility on carts or dollies must be brought in through the loading docks. ONLY hand-carried items may be brought in through the public entrances. More information can be found on page 6 of the exhibitor kit.

Where can I park?

Free parking is available at the SCCC in parking lot C, just south of the Exhibit Halls. All trailers and vehicles requiring multiple parking spaces must park in lot D.

Where do I check in for registration?

At the exhibitor registration table inside of the Exhibit Hall.