

NGS Conference Exhibitor FAQs

Demographics

What is the estimated attendance for the 2020 conference?

We are expecting about 2,500 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 have a table to create awareness about their organization.

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 concessions near the Exhibit Hall, by providing complimentary attendee Wi-Fi with places to sit near the Exhibit Hall, 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 and Twitter. Hashtag #NGS2020GEN.

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

Amenities

Will the Exhibit Hall have carpeting?

No. The exhibit hall at the SPCC does not have carpeting. However, you can order carpet for your booth through the show decorator. See page 9 of the Valley Expo Displays exhibitor kit.

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 continued 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 49 of the exhibitor kit.

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 dock entrance is on the east side of 200 West at 100 South. A dock attendant will direct you where to go. Hand-carried items and carts may be brought through the front entrance of the SPCC and exhibit hall.

Where can I park?

Multiple parking lots are available in the vicinity. Parking at the SPCC is \$12 per day.

Where do I check in for registration?

At the exhibitor registration table at the back of the Exhibit Hall.