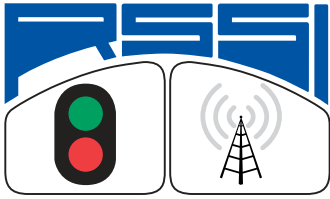


2019 Exhibitor Quick Reference Guide





59TH ANNUAL C&S EXHIBITION



SEPTEMBER 22-24, 2019 MINNEAPOLIS CONVENTION CENTER

Early Move In (with permission)

Thursday, Sept 19

1:00pm – 5:00pm

Friday, Sept 20

8:00am-4:30pm

All Move In

Saturday, Sept 21

8:00am – 4:30pm

Exhibition Dates

Sunday, Sept 22

1:00pm - 5:00pm

Monday, Sept 23

8:00am -11:30am

Halls Close for AREMA General Session

11:30am-1:00pm

(Please Attend)

1:00pm - 6:00pm

Lunch Served

1:00pm in Exhibit Hall

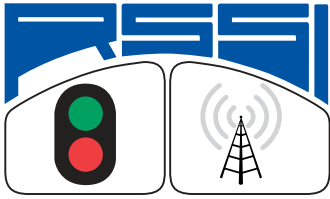
Tuesday, Sept 24

8:00am – 3:00pm

Tear Down

3:30pm – 10:00pm





59TH ANNUAL C&S EXHIBITION



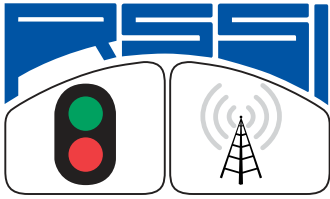
Complimentary Innovation Theater

- RSSI will provide a location for exhibitors to present their products to their customers. *
- There will be a preset venue, Innovation Theater, on the exhibit floor in Hall E (RSSI HALL)
- Exhibitors may schedule one or more 30 minute appointments for the presentation of their choosing, with a one hour maximum
- RSSI will provide internet connection for laptop, a presentation screen, podium, & signage with list of time and company name

**CALL THE RSSI OFFICE TO SCHEDULE
(904) 379-3366 or Email dot@rssi.org**

* See RSSI C&S Exhibition Policy on Private Meetings - Next Page





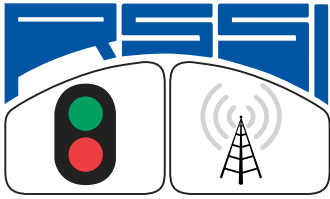
59TH ANNUAL C&S EXHIBITION



RSSI C&S Exhibition Policy on Private Meetings

- RSSI's contract with the convention center and the RSSI hotels includes a limited number of private meeting rooms to be used by our member companies and other groups associated with the C&S segment of the rail industry.
- These rooms are available for employee meetings and for meetings of the members of specific associations such as the Brotherhood of Railroad Signalmen, FRA or IRSE.
- These rooms cannot be used for social or business meetings with rail and transit customers during exhibit hours or during the hours that an RSSI hosted social event is scheduled.
- Meetings with customers during exhibit hours must take place within the confines of the RSSI exhibit hall. RSSI will provide meeting space on the exhibit hall floor for meetings between representatives of an RSSI exhibiting company and rail and transit customers.
- The use of RSSI contracted meeting rooms must be scheduled with Dot Frenette, RSSI Executive Assistant. You can reach Dot prior to the exhibition at 904-379-3366, Dot@RSSI.org or at the RSSI information booth during the exhibition.





59TH ANNUAL C&S EXHIBITION



RSSI Sponsorships

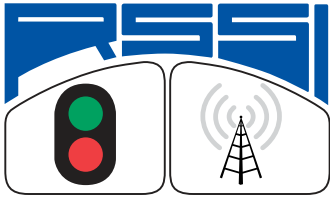
- Provide your company a way to maximize your brand visibility and enhance your name recognition
- Raise your corporate profile to exhibition and conference attendees
- Sponsorship options available at a variety of price points and event types
- Introduce your products/services to key railway industry executives and trade media
- Attract current and prospective customers to your booth
- Select a sponsorship to match your goals and budget

Sponsorship Opportunities

Aisle Banner Signs
Social Event Bar Signs
Food Court Bar Signs
Charging Stations

**CALL THE RSSI OFFICE TO ORDER
(904) 379-3366 or Email dot@rssi.org**





59TH ANNUAL C&S EXHIBITION



Tips to Maximize your Exhibiting Experience

Actively engage booth visitor

- Friendly greeting
- Chat with visitors
- Send at least one experienced person to answer specific product questions

Use a Prize or Have A Contest

- Great way to collect contact information from visitor
- Give Away Promotional Items to Encourage people to participate
- Interactive Display such as quiz or game on computer
- Schedule Demonstrations

Engage in Social Media

- Instagram, Twitter, Facebook, Online Profile – Mobile App
- Invite customers to your booth prior to the exposition

Have plenty of Promotion Literature

- Good supply of color fliers/brochures as well as order forms if necessary

Have your booth manned at all times

- Someone should always be there to greet visitors, engage them in conversation and take questions
- If you can't be there at all times, have a second person there

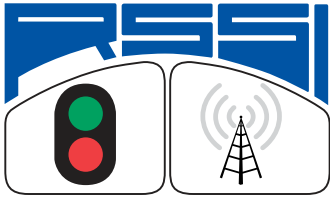
Get Up and Engage

- Never read a book or talk on the phone while working the booth

Follow Up

- Follow Up promptly with contacts and leads you made during the show. The faster you send out the more your business may stand out from others





59TH ANNUAL C&S EXHIBITION



RSSI Social Events

Spend time with C&S Customers in a relaxed environment. Quiet area will be provided.

SATURDAY, SEPTEMBER 21st

Beer and Wine Reception with Light Snacks
6th Floor – Marriott City Center (Headquarter Hotel)
7:00pm – 9:00pm

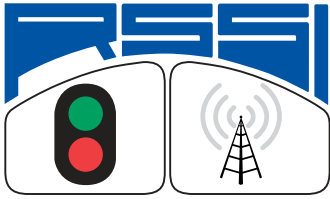
SUNDAY, SEPTEMBER 22nd

Hospitality Suite with Heavy hors d'oeuvres
Interactive Games and TV Sports Zone
4th Floor – Marriott City Center
7:00pm – 10:00pm

MONDAY, SEPTEMBER 23rd

Hospitality Suite with Heavy hors d'oeuvres
Interactive Games and TV Sports Zone
4th Floor – Marriott City Center
7:00pm – 10:00pm





59TH ANNUAL C&S EXHIBITION



Exhibitor Checklist

- REGISTER - RSSI - Registration Link Advance Registration Ends After 8/15
EXHIBITORS SHOULD RECEIVE PASSWORD FROM RCS REGISTRATION
- HOTEL RESERVATION - RSSI - Hotel Link- Cut Off Date 8/24
- RSSI SHOW DECORATOR- FERN EXPO - To Place Orders: FERN EXPO
To view details: RSSI- 2019 ESM Discount Rate Deadline 9/5
- EXHIBITOR MOVE-IN - Large Move In (Permission Only) Thursday 9/19 1:00PM-5:00PM
All Other: MUST BE COMPLETED by Saturday, 9/21 4:30PM
- EXHIBITOR COI-Certificate of Insurance Must be emailed to RSSI@RSSI.org by 8/22
- EXHIBITOR EAC- Exhibitor Appointed Contractor-Proof of Insurance
Must be email to RSSI@RSSI.org by 8/22
- On Site Shipments accepted by FERN 9/19 (Advance Shipments must be received by FERN by 9/17 * See ESM Section 9 for Shipping Details)
- UPDATE ONLINE PROFILE – This information will be displayed on the MOBILE APP

