2019 Exhibitor Quick Reference Guide
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
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
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.
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
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
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
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