



Conference Dates: August 23-26, 2024 | Expo Dates: August 24-26, 2024

Quick Reference Guide

Find all the information you need to plan for the show in this document, or navigate through by topic on the Exhibitor Resources page. Use the Checklist to stay on track with all exhibit deadlines!

Event Dates: August 23-26, 2024
Exposition Dates: August 24-26, 2024
Location: Huntington Place, Detroit, MI

Exhibit Hall

- The exposition is located in Halls B & C
- View the [Floor Plan](#) to find your booth and see who is exhibiting

Exhibitor Schedule

Exhibitor Move-in	
Wednesday, August 21	2:00 pm - 4:30 pm
Thursday, August 22	8:30 am - 4:30 pm
Friday, August 23	8:30 am - 4:30 pm
Exposition Hours	
Saturday, August 24	10:00 am - 5:00 pm
Sunday, August 25	8:00 am - 5:00 pm
Monday, August 26	8:00 am - 12:00 pm
Exhibitor Move-out	
Monday, August 26	12:00 pm - 11:00 pm
Tuesday, August 27	8:00 am - 12:00 pm

What's Included with your Booth?

- An allotment of complimentary exhibitor badges based on your booth size and booth location category
- Listing in the Online Exhibitor Directory, Online Floor Plan, Printed Program & Exhibition Guide, and Mobile App
- 8' High Black Back Drape (linear booths only)
- 3' High Red Side Drape (linear booths only)
- One (1) 7" x 44" Cardstock Identification Sign

What's NOT Included with your Booth?

- Carpet or other floor covering
(Mandatory for NGAUS 2024)

- Furniture rental
- Electrical, internet (the building has complimentary Wi-Fi for casual browsing; dedicated internet will need to be purchased for any mission-critical activities in your booth), phone, and other utilities
- Shipping, material handling, and labor charges
- Audiovisual, lighting, floral, photography, and other services
- Lead retrieval services

Large Equipment/Machinery Declaration

We need to know in advance if you'll be showcasing any substantial machinery or equipment in your booth at NGAUS 2024 by June 21. This is important for several reasons:

Logistics and Setup:

Understanding the size, weight and specific needs of your equipment and machinery setup enables us to make necessary arrangements for its smooth transportation and setup within the convention center.

Booth Layout and Planning:

Any on-booth equipment, machinery and displays must sit within the footprint of your booth. No parts of any equipment can extend beyond booth boundaries. We need to ensure your booth space will accommodate your needs.

Safety and Compliance:

We prioritize the safety of all exhibitors and attendees. When we're aware of large on-booth equipment in advance, we can ensure that it complies with venue regulations and does not pose any challenges during move-in, setup or breakdown.

To facilitate an efficient planning process and ensure a seamless experience for everyone involved, be sure to

provide detailed information regarding the dimensions, weight and any requirements of any large equipment you intend to bring to your booth by June 21.

Email your plans to [David Rudel](#) and [Dawn-Marie Copin](#).

Register for your Exhibitor Badges

Each exhibiting company receives complimentary badges based on booth location category and booth size.

- **Category A & B** booths: 2 complimentary exhibitor badges per 10 x 10 / 100 sq. ft. of space
- **Category C & D** booths: 1 complimentary exhibitor badge per 10 x 10 / 100 sq. ft. of space

To register using the complimentary badges that come with your booth, please reference the instructions provided in the email to the primary booth contact from NGAUS 2024 noreply@swoogo.com. You may also view your registrations and make changes using the View/Modify My Registrations button in the email.

Additional badges may be purchased at the conference rate of \$180 each. If you have any registration questions or need assistance, please contact American Tradeshow Services at questions@american-tradeshow.com or (985) 240-5511.

Rules, Regulations and Labor Jurisdictions

Be sure to review the [booth display guidelines](#) and Terms & Conditions to ensure a smooth setup experience. Also review the [labor jurisdictions on page 135 of the Exhibitor Service Kit](#) so that you are aware of what your staff are permitted to set-up. Exhibitors using contractors other than Shepard must complete the Exhibitor Appointed Contractor EAC form [on page 12 of the Exhibitor Service Kit](#) by Thursday, July 25 for all Exhibitor Appointed Contractors requiring access to the show floor during set-up or tear down.

Liability Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to NGAUS or its agent or representative upon request.

Shipping and Material Handling Information

Booth materials can be shipped in advance to the warehouse, or direct to show site. Be sure to use the appropriate shipping labels; the Advance Warehouse shipping label is on page 23 of the [Exhibitor Service Kit](#) and the Direct to Show Site shipping label is on page 24.

Shipment Type/Method	Date/Time Accepted
Shipments to Advance Warehouse	July 25 - August 14 Monday - Friday 8:00 am - 4:00 pm
Shipments Direct to Show Site	August 21 - August 23 8:00 am - 4:30 pm

Material Handling or Drayage includes the unloading of your shipment, transporting it to your booth, storing and returning your empty crates/cartons and reloading your shipment at the close of the show. This is a separate fee so review all rates and information beginning on page 25 of the [Exhibitor Service Kit](#). If you wish to self-unload booth materials from your own vehicle (trailers not permitted) using the Exhibit Hall docks, review POV instructions on page 35 of the [Exhibitor Service Kit](#). Please see page 32 for Cartload Service ordering.

Connect with Attendees

Online Directory Listing and Mobile App

The Online Directory and Mobile App are THE places attendees go to see who is exhibiting at the show and learn more about their products and services. Your online directory listing automatically includes company name and your booth number, and you may add a company description, website, and social media links. Your mobile app listing includes company name and your booth number, and you may add a company description, website, and [upload your logo](#). [Log in to the Exhibitor Dashboard](#) to update your information now! Login information was emailed to the primary booth contact, and they may give additional team members access from the Exhibitor Dashboard.

Program & Exhibition Guide

The printed Program & Exhibition Guide exhibitor listing includes company name, booth number, and website. New for 2024, the Program Guide will include a **Product Categories Exhibitor List**, so be sure to [add your categories](#) to your listing by **July 15**.

Marketing Tool Kit

We have compiled a variety of tools and resources to help you realize your goals at NGAUS 2024! Find event logos, personalized email signatures, social media templates, and more in the [Marketing Toolkit](#).

Social Media

Follow us on social and don't forget to use #NGAUS when posting about the show!

Track Leads

Lead retrieval services are available through the registration provider, American Tradeshow Services (ATS). View the [lead retrieval flyer](#) and the [lead retrieval order form](#).

Important Dates

Below is a snapshot of key dates. Stay on track by reviewing the [Exhibitor Checklist](#) for the full list of deadlines.

- July 25 - Exhibitor Appointed Contractor (EAC) notification deadline (Shepard)
- July 25-August 14 - Shipments accepted at advance warehouse without a surcharge
- August 19 - Last day for advance warehouse deliveries
- August 3 - Discount Price Deadline for standard Shepard orders
- August 21 - First day freight can arrive at show site

Official Vendors

Official NGAUS 2024 vendors include:

General Service Contractor: Shepard Exposition Services
Labor, material handling, shipping, furniture, and carpet/flooring
August 3 - Advance Order Discount Deadline
Phone: (404) 720-8600

[Email](#)
[PDF](#)
[Order Online](#)

Audio-Visual Equipment: Premier Creative Group (Preferred)
August 9 - Discount Deadline
Phone: (313) 540-4060

[Email](#)
[Order Form](#)
[Order Online](#)

Catering: Sodexo Live! (Exclusive)
August 16 - Order Deadline
Phone: (313) 969-2375

[Email](#)
[Catering Menu](#)
[Order Online](#)

Cleaning Services: Huntington Place (Exclusive)
August 10 - Discount Deadline
Phone: 313-877-7960

[Pricing](#)
[Order Online](#)

Electric: Freeman Electrical (Exclusive)
July 23 - Discount Deadline
Phone: 574-369-0106

[Email](#) or [Email](#)
[Order Online](#)

Hotel Reservations:
Special rates are available for NGAUS.

[Click here to book hotel rooms](#)

[Email](#)
For requests of 5 or more rooms, please contact
NGAUShousing@lamontco.com.

Internet: Huntington Place (Exclusive)
August 10 - Discount Deadline
Phone: 313-877-8277

[Email](#)
[Pricing](#)
[Order Online](#)

Lead Retrieval: American Tradeshow Services (ATS)
(Exclusive)

July 7 - Discount Deadline
Phone: (985) 240-5507

[Email](#)
[Order Online](#)
[Order Form](#)
[Flyer](#)

Plumbing & Compressed Air: Huntington Place (Exclusive)
August 10 - Discount Deadline
Phone: 313-877-8219

[Email](#)
[Pricing](#)
[Order Online](#)

Registration: American Tradeshow Services (ATS) (Exclusive)
Instructions were emailed to the primary contact from
NGAUS 2024 noreply@swoogo.com
Phone: (985) 240-5511

[Email](#)

Rigging/Banner Hanging: Shepard Exposition Services
(Exclusive)
August 3 - Discount Deadline

[Email](#)
[Order Online](#)

Security: S.A.F.E. Management (Preferred)
Order at least 7 days prior to the requested start date
Phone: (313) 877-8224

[Email](#)
[Order Form](#)

Exhibitor Warnings

Please be aware of solicitations from vendors not affiliated with NGAUS. If a company is not an official event vendor, NGAUS cannot guarantee the legitimacy of their claims. If you are solicited by any group other than the official vendors listed above, please contact eharrison@tradeshowlogic.com.

On-site

Networking:
Review the full conference program and take advantage of networking opportunities.

Parking:

Parking spaces are available in 3 locations - Roof Deck, Congress Garage and Washington Boulevard Garage.
[Click here for more information](#). There is no overnight parking permitted at any of the parking facilities. All parking areas accept credit card only as payment.

[Click here for parking maps and directions](#). If you wish to self-unload booth materials using the Exhibit Hall docks before you park, review POV instructions on page 35 of the [Exhibitor Service Kit](#).

Move-out:

Be sure to review all Shepard Move-out information on page 5 of the [Exhibitor Service Kit](#).

Need help? Contact Erin Harrison at
eharrison@tradeshowlogic.com.