Exhibitor Manual

Contact
1000 Westgate Drive, Suite 252
St. Paul, Minnesota  55114
Bridget Fox, QRCA Meeting Coordinator
(651) 265-7855  |  bridgetf@qrca.org
Blake Finger, QRCA Sales Manager
(651) 288-3423  |  blakef@qrca.org

February 18-20, 2017
JW Marriott Los Angeles L.A. LIVE
Los Angeles, California

Our Valued Supporters:
Please read the entire manual and return the required forms by the appropriate dates given.
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THE POWER OF PERSPECTIVE
Thank you for your generosity and participation in the Annual QRCA Conference! We are very pleased that you will be joining us this year at JW Marriott Los Angeles L.A. LIVE in Orlando, January 18-20, 2017. Enclosed in this packet is information you will need as an Exhibitor. Please read all of this information carefully and return the required forms by December 19, 2016.

QRCA will provide the “Proud Supporter of QRCA” logo which can be used by all of our valued Sponsors and Exhibitors. Information regarding the logo and access to the logo will be provided at a later date.

• For any questions regarding your Exhibitor experience, please contact Bridget, QRCA Meeting Coordinator – bridgetf@qrca.org.

• The official Conference hotel information is: JW Marriott Los Angeles L.A. LIVE 900 W Olympic Blvd Los Angeles, CA 90015

Please call the JW Marriott Los Angeles L.A. LIVE to receive our conference room rate of $249 USD plus tax and fees, single/double occupancy. Please call the hotel reservation department directly at (888) 832-9136 to receive this rate. This rate is offered through Friday, January 20, 2017. You must mention QRCA when making your reservation. Reservation cut-off date for this special room rate is December 19, 2016.

• We will attempt to minimize duplications in both Marketplace Grand Opening food items and door prizes, so you may wish to get those selections in ASAP.

• Attire for the conference is business casual.

• QRCA will be requesting your company representative names in December. We will send you a form to submit complimentary representative names, purchase additional representatives (if needed), and submit representative names for registrations purchased while completing the booth/sponsorship application form. Exhibitor pre-registration will end on December 19, 2016.

Exhibit Company:
Global Experience Specialization
5560 Katella Ave.
Cypress, CA 90630
(800) 475-2098
nationalservice@ges.com

Shipments for Marketplace booths may not arrive at the exhibit facility prior to December 14, 2016 and should be labeled as shown in the Exhibitor Service Kit. DO NOT SHIP DIRECTLY TO THE HOTEL. Global Experience Specialization is the exclusive provider of material handling services. Please contact them should you have any questions on shipments to this conference.

FORMS:

☐ Door Prize Form
☐ Marketplace Menu Order Form
Schedule and Helpful Information

**SHOW SCHEDULE**

**EXHIBIT MOVE-IN**

**Tuesday, January 17, 2017, 1:00 pm - 6:00 pm**
All exhibits must be fully installed by Tuesday, January 17 at 6:00 pm. Table and drape will already be set up for you. Bridget Fox will be available during move-in to help address any issues or concerns.

**EXHIBIT HOURS**

**Wednesday, January 18, 2017**
8:30 am - 2:00 pm  Marketplace Open
5:00 pm - 7:00 pm  Opening Reception

**Thursday, January 19, 2017**
8:00 am - 4:30 pm  Marketplace Open
4:30 pm  Marketplace Final Closing

**EXHIBIT MOVE-OUT**

**Thursday, January 19, 2017, 4:30 pm - 6:30 pm**

**Registration Desk Hours (hours subject to change)**
We will have QRCA staff available at the show site at the registration desk as follows:

- **Tuesday**  
  January 17, 2017  
  8:00 am - 6:00 pm

- **Wednesday**  
  January 18, 2017  
  8:00 am - 6:00 pm

- **Thursday**  
  January 19, 2017  
  7:30 am - 5:30 pm

**Metropolitan Exposition will have staff in the Marketplace: (hours subject to change)**

- **Tuesday**  
  January 17, 2017  
  8:00 am - 6:00 pm

- **Wednesday**  
  January 18, 2017  
  7:00 am - 11:00 am

- **Thursday**  
  January 19, 2017  
  7:00 am - 4:30 pm

**Helpful Information**

- The exhibit area is carpeted.
- You may bring a banner. It cannot be larger than 3 ft. x 5 ft. Contact Bridget Fox at bridgetf@qrca.org with questions.
- QRCA will supply your table, linens for the table, draping, two chairs, and one garbage can per table.
- Be sure to have at least one representative at your booth during Marketplace Opening hours. You are not required to be in the exhibit hall outside of these hours.
- AV, Phones, Internet, Electricity: Please see the enclosed forms to order. QRCA does not supply phones, electricity, computer equipment, internet, etc.
QRCA Conference Floorplan

JW Marriott Los Angeles L.A. LIVE

Diamond Salon 4

Diamond Salon 3

Diamond Salon 2

Diamond Salon 1

Main Entrance
If you are interested in participating, you will need to fill out and return this form by December 19, 2016 to:

Bridget Fox, QRCA Fax: 651-290-2266
Questions? Contact Bridget at 651-265-7855 or by e-mail bridgetf@qrca.org

Who
Sponsors and Exhibitors are encouraged to participate in the QRCA Marketplace Door Prize giveaways. This is one of the best ways to gain added visibility at the Conference. Our attendees love door prizes! The winner can be pulled from your own fishbowl of attendees who have visited your Booth (be sure to bring a fishbowl or basket to collect business cards).

What
Please feel free to be creative! In the past we have had vacation packages, iPods, Go Pros, Apple watches, digital recorders, smartphones, GPS system, champagne, designer bags, plasma screen televisions, etc. It should be noted that door prizes must be a “gift.” Special offers requiring the winner to make a purchase will not be eligible.

When
Door prizes will be given out during the Thursday during the final break in the Marketplace.

Where
Door prizes will be given within the Marketplace activity.

Why
The QRCA Marketplace is the perfect opportunity for Sponsors and Exhibitors to meet and get to know a large cross-section of their target audience. What better way than by catching their attention with a spectacular giveaway!

Contact Name ________________________________________________________________
Company ________________________________________________________________
Phone ___________________________ Fax ___________________________
E-mail ________________________________________________________________

Do you plan to give away a door prize? (Please circle) Yes No
If yes, please specify what you are interested in giving away:

______________________________

Questions? Comments? Please list them here:

______________________________
Upon Registration, all attendees will be directed to the Marketplace as a gathering place to meet friends, Sponsors and Exhibitors. All Sponsors and Exhibitors are invited to differentiate themselves by providing food, beverage or snack items in their booths during the Marketplace Grand Opening — 8:30 – 10:00am. We are providing a selection of items and ask that you work with the hotel directly to make these arrangements. All food and beverages served in the Marketplace must be purchased through the hotel. No outside food and beverage service items are permitted.

### MORNING ITEMS

**A LA CARTE**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshly Baked Coffee Cake, Fruit &amp; Nut Bread</td>
<td>$72.00/dozen</td>
</tr>
<tr>
<td>Selection of Croissants (Plain, Chocolate and Almond)</td>
<td>$72.00/dozen</td>
</tr>
<tr>
<td>Seasonal Whole Fruit</td>
<td>$52.00/dozen</td>
</tr>
<tr>
<td>Individual Fruit Yoghurts</td>
<td>$5.00 each</td>
</tr>
<tr>
<td>Individual Greek Yoghurts</td>
<td>$6.00 each</td>
</tr>
<tr>
<td>Granola Bars</td>
<td>$6.00 each</td>
</tr>
</tbody>
</table>

**AM BREAK**  
*(BASED ON 30 MINUTES OF SERVICE)*

<table>
<thead>
<tr>
<th>Menu Item</th>
<th>Price</th>
</tr>
</thead>
</table>
| **Total Energy Break**  
Assorted Seasonal Whole Fruits, Power Bars, Protein Bars, Rice Krispy Bars, Protein Shake Shooters, Assorted Dried Fruits, Powerade, Energy Drinks, Vitamin Waters & V8 Juice, Freshly Brewed Coffee, and Assorted Teas | $29.00/person |
| **Caffe**  
Pastry Chef Selection of Homemade Coffee & Loaf Cakes, Mini Cakes and Biscotti’s, Flavored Pistachios in the Shell, Illy Coffee Chilled Drinks and make your own Italian Soda, Freshly Brewed Coffee, and Gourmet Hot Teas | $32.00/person |

**BEVERAGES**

<table>
<thead>
<tr>
<th>Beverages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshly Brewed Coffee, Gourmet Hot Tea</td>
<td>$105.00/gallon</td>
</tr>
<tr>
<td>Soft Drinks &amp; Gold Peak Bottled Iced Tea</td>
<td>$6.00 each</td>
</tr>
<tr>
<td>Still &amp; Sparkling VOSS Bottled Water</td>
<td>$6.00 each</td>
</tr>
<tr>
<td>Individual Fruit Juices</td>
<td>$6.00 each</td>
</tr>
<tr>
<td>Powerade &amp; Energy Drinks</td>
<td>$7.00/gallon</td>
</tr>
<tr>
<td>Natural Lemonade &amp; Freshly Brewed Iced Tea</td>
<td>$6.75/each</td>
</tr>
</tbody>
</table>

**DESSERT STATIONS**

<table>
<thead>
<tr>
<th>Menu Item</th>
<th>Price</th>
</tr>
</thead>
</table>
| **Simple Pleasures**  
Coconut Macaroons, Butterscotch Pot de Crème, Prairie Cream Puffs, Chocolate Truffles, Pistachio-Raspberry Tartlets, Blonde Chocolate Mousse Cake | $20.00/person |
| **Tiers of Joy**  
Caramel Chocolate Mousse Cups, Blueberry Clafoutis Tartlets, Mini Tiramisu, Orange Blossom Cannolis, White Chocolate Cheesecake, Citrus Panna Cotta | $21.00/person |

### AFTERNOON ITEMS

**A LA CARTE**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Bags of Gourmet Flavored Popcorn</td>
<td>$7.00/person</td>
</tr>
<tr>
<td>Individual Bags of Chips &amp; Pretzels</td>
<td>$5.00 each</td>
</tr>
<tr>
<td>Fresh Baked Cookies</td>
<td>$66.00/dozen</td>
</tr>
<tr>
<td>Brownies &amp; Blondies</td>
<td>$72.00/dozen</td>
</tr>
<tr>
<td>Macaroons</td>
<td>$48.00/dozen</td>
</tr>
<tr>
<td>Individual Candy Bars</td>
<td>$5.00 each</td>
</tr>
</tbody>
</table>

**RECEPTION DISPLAYS**

<table>
<thead>
<tr>
<th>Menu Item</th>
<th>Price</th>
</tr>
</thead>
</table>
| **Market Style Vegetable Crudité**  
Crisp Local Farm Vegetables served with Buttermilk Ranch Dip & Roasted Garlic Hummus | $16.00/person |
| **California Cheese Display**  
Selection of Local Artisan and Farmhouse Cheeses served with Water Crackers, Sliced Baguettes and Lavash, Accompanied with Star-Anise Infused Honey, Dried Fruits, Spiced Almonds, and Fruit Preserves | $25.00/person |
| **Mediterranean Antipasto Table**  
Display of Salami, Soppressata, Prosciutto, Fresh Mozzarella, and Provolone, Marinated Greek Olives, Roasted Artichoke Hearts, Mushrooms a la grecque and Pepperoncini Served with a Roasted Red Pepper and White Bean Dip, Extra Virgin Olive Oil and Grissini | $23.00/person |
| **HORS D’OEUVRES**
| **Cold**  
Salsa Mozzarella, Tomatoes, Garlic Tartine | $6.25/each |
| California Crab Roll with Cucumber and Sesame Soy Mayonnaise | $6.50/each |
| **Hot**  
Tuscan Spiced Natural Chicken Brochette, Parmesan Tomato Fondu | $6.50/each |
| Bacon Wrapped Scallop with Vermont Maple Butter | $7.75/each |
| Baby “Philly Cheese Steaks” with Griddled Diced Onion and Traditional Cheese Sauce | $7.00/each |
| Coconut Chicken Tenders, Tangy Horseradish, Orange Marmalade Sauce | $6.50/each |
Marketplace Grand Opening Menu Order Form

Date: _____________________________________________________________

Date of Event: _____________________________________________________

Group: ___________________________________________________________

Function: __________________________________________________________

Specification: _______________________________________________________

I hereby authorize the JW Marriott Los Angeles L.A. LIVE to charge $_____________ as a prepayment for this event on the following credit card. (This amount is non neither refundable nor cashable).

Bank: _____________________________________________________________

Number: ___________________________________________________________

Expiration Date: ________________ Security Code _______________________

Cardholder: _________________________________________________________

Address: __________________________________________________________

Telephone: _________________________________________________________

Fax: ______________________________________________________________

A clear photocopy of the credit card, front and reverse is requested to be returned along with this form.

Cardholder Signature:______________________________________________

Please fax or email ALL orders directly to:
Attn: Emily Ellisen, Events Manager
emily.ellisen@marriott.com

All items are subject to service charge, plus taxes.
All orders should be submitted at least (14) days prior to the event.
Regulations and Hotel Information

JW MARRIOTT LOS ANGELES L.A. LIVE | LOS ANGELES, CA

QRCA Marketplace Security

• The exhibit area will be locked during non-show hours. However, hotel employees may have access. As such, QRCA recommends that you make arrangements to secure your valuables while away from your exhibit. Also, a security guard will be on the premises around the clock.

Insurance

• It is important that Exhibitors secure adequate insurance protection against loss of or damage to equipment or display materials from any cause, and against loss through personal injury to themselves, their employees or visitors to their exhibit. Your corporate policy may already cover this, but it is suggested that your company contact its insurance carrier for details concerning this type of rider for your current policy.

• Exhibitors will be held responsible for any damage done to JW Marriott Los Angeles L.A. LIVE by themselves or their employees. No part of any exhibit, signs, or other material may be posted, taped, nailed, or screwed or otherwise affixed to walls, doors, woodwork, floors, or any horizontal or vertical surface in any manner.

• Exhibitor assumes responsibility and agrees to indemnify and defend QRCA and JW Marriott Los Angeles L.A. LIVE and their respective employees and agents against any claims or expenses arising out of the use the exhibition premises. Neither QRCA nor JW Marriott Los Angeles L.A. LIVE maintains insurance covering the exhibitor’s property. It is the sole responsibility of exhibitors to obtain such insurance.

• The Hotel will not accept any claim for loss, due to fire, theft or damage of exhibits, nor will it be held liable for any personal injury caused by the exhibit or exhibitor. Use of the facility is conditional in that the exhibitor accepts full responsibility for any damages caused to the facility by the exhibit and/or the exhibitor(s).

Admission

• QRCA shall have sole control of admission policies at all times. All Sponsor and Exhibitor representatives are required to be registered and wear a QRCA-issued name badge while at the conference.

Literature Distribution

• The distribution of magazines or company materials in any part of the Exhibit Hall, adjacent lobbies or corridors is strictly prohibited. Printed or product promotion materials may be distributed only at the Exhibitor’s booth. Exhibitors must restrict their activities to the space for which they have contracted. Any unauthorized solicitation, by an Exhibitor or Attendee, should be brought to the attention of Show Management.

• Literature and Promotional material left after the exhibit removal will not be returned.
Booth Cleaning
For liability purposes, booth cleaning is not the responsibility of the Hotel, but can be arranged through the exhibit company. The Hotel will vacuum the aisles on a daily basis.

Electrical Service
For any electrical requirements, please contact your show management company to arrange. All costs are the responsibility of the exhibitor.

Food and Beverage
All food and beverage must be ordered through the Hotel only.

Fire Protection
Fire hose cabinets, exit signs and exit doors must be left accessible and in full view at all times. All display material must be nonflammable and subject to inspection.

Labor
Labor is provided exclusively by the exhibit company to assist in the unloading of trucks, movement of exhibits or displays to and from the exhibit area, and the installation and dismantling of exhibits. Fees are listed in the Exhibitor Services Manual and discounts are available for advance ordering of labor.

Requests for labor supplied by the Hotel are strictly subject to availability, and will be subject to an hourly labor charge based on rates in effect during the date of the exhibition.

Loading Dock
All vehicles unloading at the loading dock must display the Parking Passes provided by the Banquet Department. All vehicles must be removed from the loading dock after the equipment or deliveries have been unloaded. Under no circumstances should any vehicle be left in the loading dock. Vehicles left in the loading dock will be towed.

The loading dock cannot be used to store crates, boxes or exhibit displays.

Security
Security is the responsibility of the client or exhibitor. The Hotel is not in a position to provide manpower to guard or control access to exhibits and displays. Security personnel can be arranged with the convention services managers and will be subject to an hourly labor charge based on rates in effect during the date of the exhibition.

Shipping out exhibit materials
It is the responsibility of the guest to send shipments prepaid on their own accounts. Drayage services (the movement of shipments from the loading dock to the exhibit area and back) are provided by the exhibit company for a fee. At the close of the show, all shipments are to be packed, labelled, and left in your booth. It is the exhibitor’s responsibility to arrange for a shipper and to complete the Material Handling Forms provided by the exhibit company. If you have any questions about this process, you may contact the exhibit company at (800) 473-2098 or nationalservicecenter@ges.com.

Signage
Location of signage must be pre-approved by the convention services managers. No signage is to obstruct fire exit signs or doors. Signage is not allowed in the main lobby of the hotel.

Only masking tape or a material that can be easily removed without damage to walls or surfaces can be used for affixing signs, banners, etc.

Telephone/Internet Service
All telephone lines, high-speed internet lines or other related equipment must be coordinated by the Exhibitor directly with our convention services managers no later than 3 weeks prior to the conference.
Sponsor & Exhibitor Guidelines

For the QRCA Annual Conference

QRCA Members come to the Annual Conference for education, to build relationships with their qualitative colleagues, and to learn about services provided by our qualitative service provider partners. We take pride in the fact that Sponsors and Exhibitors tell us many of our Conference attendees express appreciation for their support of the Conference when visiting their booth.

We wish to protect our unique culture and the balance of education vs. marketing. Hence, all selling activities must remain within the Marketplace. Educational workshops and social activities are a time for Conference attendees to interact and build relationships with qualitative colleagues and not a time to be approached regarding a service provider’s qualitative services.

Please keep the following guidelines in mind for a successful QRCA Conference:

a) Sponsors who receive QRCA mailing labels as a benefit of their sponsorship level are encouraged to send mailings or post cards to inform QRCA members they are supporting the QRCA Conference as a Sponsor. Sharing a booth number and any special door prizes will help generate excitement for attendees to drop by your booth. Information regarding your services can be included.

b) All Sponsors and Exhibitors are invited to use the “Proud Supporter of QRCA” logo on their website for the year they are exhibiting.

c) Any demonstrations or marketing, promotional, educational materials/handouts/discussions should be shared from your Exhibit Booth in the Marketplace.

d) Should a QRCA member attendee initiate a conversation regarding your services in a venue outside of the Marketplace, please feel free to engage in a discussion.

e) QRCA members have requested no blanket cold calling prior to the event to arrange a meeting at Conference times outside of the Marketplace. This does not include, of course, setting meetings with QRCA members/clients with whom you have already established a relationship.

f) Our hotel contract indicates no qualitative research events will be held within the hotel two days prior, during, or two days following our QRCA Annual Conference.

g) QRCA requests there be no unapproved marketing events/activities held that invite QRCA Conference attendees during the duration of the Conference.

h) QRCA Conference attendees have expressed a desire to not be approached with marketing overtures during the Conference educational workshops and social activities. We respectfully request Sponsors and Exhibitors honor this request.

i) Sponsors and Exhibitors are ineligible to win door prizes.
Exhibitor Agreement

✓ I have read the entire manual and filled out all information requested above.
✓ I understand and am in agreement with the Sponsor and Exhibitor Guidelines on page 13, specifically that the selling of any services will be done only within the Marketplace during Marketplace hours. I understand that not adhering to these parameters may negatively impact my opportunity to participate in future QRCA events.
✓ I agree to meet all deadlines.
✓ I will notify QRCA immediately in the event that an emergency should prevent me from meeting my obligation as a conference exhibitor.
✓ I understand the QRCA/JW Marriott Los Angeles L.A. LIVE will not handle any shipping for me and that any leftover materials will not be shipped back to me by QRCA/JW Marriott Los Angeles L.A. LIVE.
✓ I understand exhibitor assumes responsibility and agrees to indemnify and defend QRCA and JW Marriott Los Angeles L.A. LIVE and their respective employees and agents against any claims or expenses arising out of the use of exhibition premises. Neither QRCA nor JW Marriott Los Angeles L.A. LIVE maintains insurance covering the exhibitor’s property. It is sole responsibility of exhibitors to obtain such insurance.
✓ I have read and understand the Exhibitor Information on page 11 that I am responsible for coordinating electric, telephone, internet, shipping, and food & beverage with appropriate parties as indicated.

By signing I hereby understand and agree to the above conditions as listed.

Printed Name ____________________________________________________________
Signature ___________________________________________ Date _________________

You must return these pages to:
Bridget Fox, QRCA Meeting Coordinator
Email preferred (bridgetf@qrca.org) or fax: 651-290-2266
Questions? Contact Bridget at 651-265-7855 or at bridgetf@qrca.org