



WELCOME!

Dear Exhibitors,

We are excited to welcome you to The Summit Chicago at our new location, Morgan Manufacturing! With the event coming up in April, we've provided general information below to better help your team plan for the next couple of months. We ask that all sponsors read through this document for detailed information, but a few key reminders:

- Booth numbers and a floor plan will be shared in early April.
- Attendee lists will not be shared with sponsors in advance.
- Expo Pass is available for those interested in lead retrieval. More details in the manual and in the exhibitor toolkit.
- **Logos and other templates are available for download in the Exhibitor Toolkit.**
- Certificate of Insurance is required for all exhibitors/sponsors and is due on **Monday, March 31, 2025.**

Additional information and key reminders will be shared in the weeks leading up to the show in a Know Before You Go document and our Exhibitor Toolkit. Please reach out to jen@ateema.com should you have any questions.

Thank you!

KEY EVENT CONTACTS

Jennifer Davidson
Exhibitor Questions
jen@ateema.com

LYNN SOLAR
Registration Questions
lynn@purplecrownpro.com



TABLE OF CONTENTS

| | |
|--|----------|
| Welcome..... | 1 |
| Key Event Contacts..... | 1 |
| General Show Information | 3 |
| Event Location & Dates | 3 |
| Event Website..... | 3 |
| Move in Schedule | 3 |
| Exhibit Hall Hours..... | 3 |
| Sponsor & Exhibitor Move Out Schedule | 4 |
| Badge Pick Up | 4 |
| Meals | 4 |
| Exhibitor Badge Access | 4 |
| Exhibitor Tool Kit | 5 |
| Registration..... | 5 |
| Exhibitor Passes | 5 |
| Registering Your Team | 6 |
| Exhibitor Profile & Lead Generation | 6 |
| Preparing Your Booth | 7 |
| Decor Rules & Guidelines..... | 7 |
| Swag Rules & Guidelines | 7 |
| Food & Beverage Sampling | 8 |
| Power/Ice Ordering | 8 |
| Deadlines | 9 |
| Sponsor & Exhibitor FAQ | 9 |



GENERAL SHOW INFORMATION

EVENT LOCATION & DATES

Tuesday, Apr 15, 2025

Morgan Manufacturing

401 N. Morgan St.

Chicago, IL 60642

We will be using the entire event space including both floors.

EVENT WEBSITE

Our NEW website, www.thesummitchicago.com, is a great resource for details about the show. Don't forget to check the website periodically for updates and new information!

THE SUMMIT SCHEDULE

Visit <https://www.thesummitchicago.com/> for the entire educational seminar and networking luncheon schedule and details.

EXHIBITOR MOVE IN

| | |
|------------------------|---|
| Sponsor Load in | Tuesday, April 15 at 9:00 AM |
| Premium Booths Load in | Tuesday, April 15 at 9:00 AM |
| All other booths | Tuesday, April 15 from 11:00 AM - 1:00 PM |

Your booth must be show ready by 1:30 PM for photos

THE SUMMIT TRADE SHOW HOURS

Tuesday, Apr 15, 2025

| | |
|--------------------|----------------|
| Registration Opens | 1:45 PM |
| Trade Show Open | 2:00 - 6:00 PM |
| The Summit Awards* | 2:30 - 5:30 PM |

**The Trade Show floor will be open during this time and there will be minimal disruption in networking.*



MOVE OUT

Tuesday, April 15, 2025

6:00 PM

*Exhibitors can begin their move out once the show floor is cleared of attendees. **Please do not break down your booth prior to the end of the event.***

EVENT CHECK IN & BADGE PICK UP

Please check in and pick up your badge upon arrival at Morgan Manufacturing. You will need your badge to enter the show floor. Badge Pick Up is open the following hours/locations:

- At Morgan Manufacturing 9:00 AM - 1:00 PM
- At City Hall 8:00 AM - 11:00 AM

Unless you are attending an educational seminar, please pick up your badge at Morgan Manufacturing.

MEALS

New this year! You will be able to purchase a box lunch for those setting up and working at your booth. You can purchase the boxed lunch on your Booth Form. There are limited restaurants immediately surrounding Morgan Manufacturing.

SPONSOR/EXHIBITOR BADGE ACCESS

Sponsor/Exhibitor badges grant you access to all Educational Sessions (taking place at City Hall/Recess) and the Trade Show.

- Trade Show
- Educational Sessions
- Networking Lunch
- After Party



EXHIBITOR TOOL KIT

WHAT IS THE EXHIBITOR TOOLKIT?

The Exhibitor Tool Kit is a one-stop-shop for all preparation needed in advance of The Summit. As we approach the show we'll continue to add informational documents so don't forget to drop in from time to time to review any actions, though we'll notify all confirmed exhibitors of any major updates and new tasks if/when they are rolled out.

You can find the Exhibitor Toolkit at www.thesummitchicago.com.

REGISTRATION

EXHIBITOR PASSES

The exhibitor passes included in your package offer access to The Summit and Educational Seminars, but **do not** include access to the Networking Luncheon at Recess. If you wish to attend the Educational Seminars, make sure you have a team at Morgan Manufacturing that will be setting up your booth.

As a reminder, the number of exhibitor passes available for each tier are:

- Custom Booth: 8 qty.
- Double Booth/Dominant Booth: 6 qty.
- Premium Booth/Basic Booth : 4 qty.

You may purchase additional tickets for other members of your team. Please contact Lynn Solar at lynn@purplecrownpro.com to make your purchase.



REGISTERING YOUR TEAM

The task for registering your team’s exhibitor passes can be found on our website, www.thesummitchicago.com. We encourage you to register your team as early as possible. You will select an **Exhibitor** ticket. At check out, enter the unique code sent to you for your complimentary ticket.

If any substitutions are required after one of your team has completed their registration, please email events@ateema.com.

EXHIBITOR PROFILE FOR MOBILE APP

EXPO PASS

We have once again partnered with **EXPO PASS** for our registration, badging, and mobile app.

NEW THIS YEAR! Ateema will be claiming your exhibitor profile for you! We will be using the email provided in the Booth Form so please be sure to enter that information correctly. Once Ateema has claimed your profile, you will receive an email from **EXPO PASS** to complete your profile. You can add your logo and additional contact information.

| Claim Exhibitor Profile | Lead Retrieval |
|--------------------------------|-----------------------|
| Included | \$199 |

LEAD RETREVIAl

If you are interested in purchasing lead retrieval, please select that option on your exhibitor form. A representative from ExpoPass will contact you directly to answer your questions, arrange payment, and offer support. You can purchase lead retrieval at any time.

Please note: Ateema/The Summit Chicago will not be able to answer any questions related to the Lead Retrieval including how to set up/manage the software.



PREPARING YOUR BOOTH

SWAG, GIVEAWAYS & RAFFLES

We encourage you to bring small branded giveaways to engage attendees. A few important guidelines to consider when bringing swag -

- Storage is extremely limited and all swag must fit within your booth space.
- We expect approximately 1,500 attendees. Typically, 30-50% of attendees take swag.
- Raffles are permitted and a great way to capture attendee information!
- Any giveaway or raffle items from your booth must fit within your booth space. Any signage about the giveaway or raffle must also fit within the space.
- Individual wrapped candy is allowed.

Be prepared to show material related to your specific group and concierge programs. Remember, the concierge and event planners come to learn about your business!

BOOTH DECOR

Decorate your booth so that it is the best reflection of your business! Pop up banners, signs, fixtures, etc. are welcome and encouraged. Please only use your space provided and do not impinge on your booth neighbor. If an item is in question, please don't hesitate to contact us for approval.

No holes, hooks, nails, etc. can be punctured into the walls of the venue. Use of rope, faux walls, etc. can be used in lieu of attaching anything to the walls.

Candles are permitted but must be in an enclosed container. No glitter or confetti under any circumstances can be used. No decals, adhesives, vinyl, etc. can be placed on the floor, bar tops, tables, etc.

Please don't forget to complete your booth plan with your booth activation! **All booths MUST submit a certificate of insurance (COI). Details can be found at www.thesummitchicago.com**



FOOD & BEVERAGE SAMPLING

Food and/or beverage sampling is permitted and encouraged for our restaurant/bar establishments. Only licensed restaurants/catering companies/bars are allowed to sample. If you are serving food/beverage, please let us know in your booth plan so we can plot you on the floor plan correctly.

All restaurants will receive (1) 6' prep table behind their booth.

All booths MUST submit a certificate of insurance (COI). Details can be found at www.thesummitchicago.com

POWER/ICE/AV ORDERING

Our new home at Morgan Manufacturing has both ice for ordering and power drops available. Both can be ordered through our Booth Form. Details are below

Power and Ice Orders are due by Friday, Mar 28, 2025 by 5:00 PM. After this time, we cannot guarantee power/ice will be available.

POWER DROPS

| | |
|-------|-------|
| 120 V | \$100 |
| 240 V | \$125 |

ICE ORDERING

| | |
|-----------|------|
| 20 LB BAG | \$10 |
|-----------|------|

AV ORDERING

Details will be shared via email and on the Exhibitor Toolkit



IMPORTANT DATES & DEADLINES

| | |
|--|--|
| EXHIBITOR WEBINAR | Wednesday, Mar 19, 2025 11:00 AM |
| EXHIBITOR TRAINING | |
| The 60-Second Trade Show Connection | Tuesday, Mar 11, 2025 11:00 AM |
| Turn Leads into Loyal Clients | Wednesday, April 2, 2025 11:00 AM |
| BOOTH PLAN DUE | Monday, Mar 24, 2025 |
| POWER/ICE ORDERS DUE | Friday, Mar 28, 2025 |
| EXHIBITOR PRE CON | Tuesday, Apr 3, 2025 11:00 AM |

BOOTH & SPONSOR FAQ

Where is parking?

The attached parking lot is NOT exclusively owned by Morgan Manufacturing and is unavailable to use. You will be towed if you use this lot. Street parking is advised. If the tunnel off Hubbard is not activated – vendors may park trucks and vehicles in this area. Please note that when pulling out of the tunnel past 10pm, please turn off lights and no idling, this is a residential neighborhood. If you need use of the truck dock, please contact jen@atema.com to schedule an arrival time.

Are chairs provided?

Each booth will receive 2 chairs. No other chairs will be allowed or available to rent/purchase.

How do I purchase power?

You can purchase power on our Booth Form.

Can I rent a TV from you?

This year, we are thrilled to partner with AV Chicago for all of your Monitor needs! Details will be shared soon!

Who can serve food and/or beverage?

Only establishments that sell or serve food & beverage are allowed to sample. Please only provide a sample sized item. Illinois liquor sampling requirements include Distilled Spirits - 1/4 oz., Wine - 1oz., and Beer - 2oz.

Please be sure to indicate on your booth plan that you are serving food & beverage!

Napkins, plates, serving utensils, etc are not provided and must be brought by the exhibitor.



Can I buy ice?

You can purchase ice for a \$10/20 lb bag on our Booth Form!

How big is my booth space?

Single basic booth - 8x10 Space with (1) 6x30 Table with black linen

Single premium booth - 8 x 10 Space with (1) 8x42 Table linenless wooden table (no linen needed or provided)

Double booth - 16x10 Space with your choice of (2) 6x30 Table with black linen or (1) 8x42 linenless wooden table (no linen needed or provided)

Highboy booth - (1) 24" round wooden highboy with no linen needed or provided

*those sampling food or beverage can request (1) additional 6x30 table for prep only (to be placed behind the booth)

Can I bring my own signage?

Yes! You should bring anything you want to make your booth stand out from the rest. Please be mindful of your neighbor exhibitor and don't place your signage/product in their area.

Can I ship items to the venue prior to the show?

No - we do not have any advanced shipping capabilities. Please bring everything you need with you during load in.

Can someone help me set up my booth?

Those who have purchased a Premium booth will have volunteers to assist you loading in. There are no carts, so please bring your own if needed.

Can I play music at my booth?

We will have a DJ during the Summit and therefore music will not be allowed.

Do all exhibitors have to complete a Certificate of Insurance (COI)

YES! New this year! All exhibitors will need to have a COI. All details can be found at www.thesummitchicago.com and under Exhibitor Toolkit.

COIs are due no later than Monday, Mar 31, 2025 .

What is my booth number/where is my booth?

Booth numbers and floor plans will be shared 1-2 weeks before the event.

What is the WiFi?

WiFi will be shared in our exhibitor toolkit at www.thesummitchicago.com when available.

How can I promote my presence at The Summit?



We encourage everyone to share their involvement with the Summit. A social media kit can be found under the Exhibitor Toolkit on www.thesummitchicago.com and will be emailed to you. Post on your social media accounts and share with your partners!

While at The Summit make sure you decorate your space that best fits your brand. If you have any questions or want ideas on how to maximize your presence, please contact jen@ateema.com.

Does my booth need to be staffed at all times?

Yes! While we encourage you to mingle with your fellow exhibitors, you must have your booth staffed at all times.