
2015 MARKETPLACE TRADESHOW INFORMATIONAL WEBINAR



Agenda

About the Summer Conference & Tradeshow

Registration & Floor Plan

Hotel Lodging

Exhibitor Schedules

What You Need to Know Regarding Your Booth

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Union Considerations & Facility Regulations

Electricity, Audio Visual & Internet

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Lead Retrieval

Booth Traffic Incentives

Custom Advertising Opportunities

Goodwill Mission

Booth Donations

Green Exhibiting

SUBJECT MATTER EXPERTS

Show Management
GII

Official Contractor
DWA

Exhibit Facility
Waterfront Marriott

Lead Retrieval
Event Rebels

Electricity
Marriott / Encore

Audio Visual Internet
Encore

ABOUT THE CONFERENCE & TRADESHOW

Registration & Floor Plan

Hotel Reservations

Exhibitor Schedules

ABOUT THE CONFERENCE...

2015 Goodwill Conferences

Creating Recipe's for Success in Goodwill Test Kitchens

Pre-conference sessions

Sunday August 9th

Conference Sessions

Monday August 10th through Wednesday August 12th

Location

Portland Downtown Waterfront Marriott

Attendees

500 Staff
Retail & IT
Marketing & E-commerce
Contracts & Operations
Finance & Accounting
CSR

Exhibitors

100 Exhibitors
Small, Medium and Large



ABOUT THE TRADESHOW REVIEW

History

Revamped since 2009
Part of Goodwill Exhibit Program
Shared with GILPS Loss Prevention Specific

Exhibit Days & Hours

12:00 – 3:00 PM
Monday, August 10, 2015
Tuesday, August 11, 2015

How to Register/Modify Registration

www.goodwill.org/2015tradeshow

Account login details required



REGISTRATION

Click on top navigation to learn about the conference



Summary Register Attendees Schedule at-a-Glance Agenda with Descriptions Tradeshow Exhibitors Travel and Other Information Future GII Conferences

6/23/2015 9:42 AM

2015 Summer Conference - Floor Map

The 2015 Marketplace Tradeshow is Goodwill Industries International's (GII) annual exhibit opportunity exclusively members from retail, marketing, contracts, business development, information technology and finance profe Marketplace Tradeshow occurs during the Goodwill Industries International (GII) Summer Conference each year.

Seize this annual opportunity to introduce your organization to the Goodwill enterprise and showcase your products ar Goodwill senior level staff. Approximately 550 Goodwill employees from 165 independent Goodwill agencies repre Goodwill retail stores and donation centers in the United States and Canada are expected to attend.



Reserve Your Booth
Download Prospectus

Exhibit Location & Schedule

Portland Marriott Downtown Waterfront
Exhibit Hall
1401 Southwest Naito Parkway,
Portland, OR 97201

If you are exhibiting on both days, please plan to set up using Day 1 instructions.

| Exhibiting on | Activity | Day | Date | Start | End |
|---------------|----------------|--------|----------------|---------|---------|
| Day 1 | Move in/Set Up | Sunday | August 9, 2015 | 2:00 pm | 5:00 pm |

Booth Selection Instructions
Select a booth from 1 floor plan only - Day 1 OR Day 2 or BOTH DAYS
The system allotted time to select a booth is 30 minutes. During this time, the booth status is in 'Pending Sale'. If you have not completed your booth selection and payment in this time, the booth will become available to another exhibitor.

Search by: Company

Enter search term.

Exhibitors

- Bank & Vogue Ltd
- Berengaria Developments
- Better World Books
- BMC
- C&H DISTRIBUTORS
- CAG Brands
- CARS
- Centimark / QuestMark
- Choice Screening
- Compuserc Engineering Inc.
- Comerstone OnDemand
- Gram-A-Lot / J.V. Mtg
- Credomatic Merchant Service
- Display Technology Inc
- DOMO

Legend

- Available
- Sold
- Pending Sale
- Reserved



REGISTRATION

Goodwill 9
Industries International, Inc.

Summary Register Attendees Schedule at-a-Glance Agenda with Descriptions Tradeshow Exhibitors Travel and Other Information Future GI Conferences

Back Control Center **PassPort Marketing, Inc.** Admin **Company Info** Company Administrator Company Staff Company Account Company Ads

Booth State: [Transactions, payments, and more purchases](#)

Booth Type:

Size (Square Feet):

Password:

Description (of this booth):

Note (about the exhibitor in this booth):

Display Booth Number:

Staff Allowances
- Exhibitor - Exhibit Hall Only (Limit 2, Has 2)

Attendee Allowances
- Additional Exhibitor - Exhibit Hall Only (Limit 4, Has 0)

EventBabe Online Registration

Goodwill 9
Industries International, Inc.

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Back Control Center **CAH DISTRIBUTORS** Admin **Company Info** Company Administrator Company Staff Company Account Company Ads

Please tell us about your company.

First Name:

Middle Name:

Last Name:

Suffix:

Organization:

Title:

Address:

City:

State:

Zip Code:

Country:

Phone:

Fax:

E-mail:

Company Website URL:

Please select your applicable exhibitor categories below:

- E-Commerce
- Accounting
- Contracts
- Finance
- HR and Online Learning
- Information Technology
- Marketing

Company Info
Company description for brochures

Company Staff
Actual attending staff
Hotel Preferences

Goodwill 9
Industries International, Inc.

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Please add all staff attending the conference

Exhibitor - Exhibit Hall Only
[Stephen Haskovic](#)
[Reid Vreethabin](#)

[View Purchase History](#)

EventBabe Online Registration

Goodwill Industries International, Inc.
15810 Indusola Drive
Rockville, MD 20855
(800) GOODWILL
contactus@goodwill.org

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REGISTRATION

Goodwill Industries International, Inc.

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Back Control Center **PassPort Marketing, Inc.** Admin **Company Info** **Company Administrator** **Company Staff** **Company Account** **Company Ads** Log out

Booth State: Transactions, payments, and more purchases

Save Cancel Join Move Swap

Booth Type:

Size (Square Feet):

Password:

Description (of this booth):

Note (about the exhibitor in this booth):

Display Booth Number:

Save

Staff Allowances
- Exhibitor - Exhibit Hall Only (Limit 2, Has 2) Add Edit

Attendee Allowances
- Additional Exhibitor - Exhibit Hall Only (Limit 4, Has 0) Add Edit Delete Attendee Allowance

EventRebels Online Registration eventrebel.com

Goodwill Industries International, Inc.

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Download Lead Report

Upload Logo for marketing purposes in the tradeshow booklet
Upload File

Upload a valid certificate of insurance (COI). COI must be valid 10 days prior and days post tradeshow dates.
Upload File

EventRebels Online Registration eventrebel.com

Goodwill Industries International, Inc.
15810 Indianola Drive
Rockville, MD 20855
(800) GOODWILL
contactus@goodwill.org

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Goodwill Industries International, Inc.

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Transaction History:

| Date | Item | Unit Price | Quantity | Amount |
|-----------|--------------------------------|------------|----------|------------|
| 4/17/2015 | Registration (Purchase) | \$3750.00 | 1 | \$3750.00 |
| | Both Days Standard | \$0.00 | 1 | \$0.00 |
| | Exhibitor - Exhibit Hall Only | \$0.00 | 1 | \$0.00 |
| | Exhibitor - Exhibit Hall Only | \$0.00 | 1 | \$0.00 |
| Total: | | | | \$-3750.00 |
| 4/17/2015 | E-commerce Credit Card Payment | \$3750.00 | 1 | \$3750.00 |
| | Both Days Standard | \$0.00 | 1 | \$0.00 |
| | Exhibitor - Exhibit Hall Only | \$0.00 | 1 | \$0.00 |
| | Exhibitor - Exhibit Hall Only | \$0.00 | 1 | \$0.00 |
| Total: | | | | \$3750.00 |
| Balance: | | | | \$0.00 |

Receipt

EventRebels Online Registration eventrebel.com

Goodwill Industries International, Inc.
15810 Indianola Drive
Rockville, MD 20855
(800) GOODWILL
contactus@goodwill.org

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About Us
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Terms and Conditions
Privacy Policy Statement
Community Guidelines

<https://www2.eventrebel.com/en/Exhibitor/ContactInfo.jsp>

Company ads
logos or ads

Company Account
Download/Print your receipt / invoice



LINK TO FLOOR PLAN



HOTEL LODGING



Portland Downtown Waterfront Marriott

1401 SW Naito Parkway
Portland, OR 97201
Tel.: 503-226-7600

**Conference Hotel
Goodwill Agency Staff**



Hilton Portland & Executive Tower

921 SW Sixth Avenue
Portland, OR 97204
Tel.: 503-226-1611

**Overflow Hotel
Sponsors and Exhibitors
GII Staff
Goodwill Agency Overflow**

EXHIBITOR SCHEDULE

| | Date | Time |
|--------------------------|--------------------------------|-----------------------|
| Day 1: Move in | Sunday August 9, 2015 | 2 pm – 5 pm |
| Welcome Reception | Sunday August 9, 2015 | 5.30 pm – 6.15 pm |
| Day 1: Move in continued | Monday August 10, 2015 | 8 am - 10 am |
| Day 1: SHOW HOURS | Monday August 10, 2015 | Noon – 3:00 pm |
| Retail Awards Reception | Monday August 10, 2015 | 5 pm – 6:15 pm |
| Day 1: Move out | Monday August 10, 2015 | 3:00 pm – 5 pm |
| | | |
| Day 2: Move in | Tuesday August 11, 2015 | 6 am – 10 am |
| Day 2: SHOW HOURS | Tuesday August 11, 2015 | Noon – 3:00 pm |
| Day 2: Move out | Tuesday August 11, 2015 | 3:00 pm – 5 pm |

What You Need to Know Regarding Your Booth

Shipping & Handling & Set up and Tear Down
Union Considerations & Facility Regulations
Electricity, Audio Visual & Internet

Your Booth

- (1) 7" x 44" Booth Identification Sign,
- (1) 6' Table Skirted Burgundy,
- (2) Plastic Side Chairs
- Blue Booth Carpet
- (1) Wastebasket

1. Order online at www.dwatradeshow.com
2. Select "Online Ordering" from Home Page
3. Set up an account
4. Enter the show code **GOODWILL15**
5. You will be taken to the Show Information
ORDER DEADLINE – JULY 29, 2015

Your Booth –Shipping Info

ADVANCE SHIPPING ADDRESS

2015 Marketplace
COMPANY NAME - BOOTH #
c/o DWA
3721 NW Front Avenue
Portland, Oregon 97210

Deadline August 5, 2015

**Do not send shipments to the
Portland Marriott Downtown
Waterfront**

*No Storage Capacity
Any freight redirected to DWA
will incur charges*



We get your show on the Road or in the Air

YRC Freight is the Show's Recommended Carrier



Your Booth –Set Up

UNION STATE
However, Booth Self Set Up
Allowed

Exhibitor Appointed Contractors
Allowed
Certificate of Insurance required

Booth Delivery
Empty Containers Storage
Containers returned at tear down
Freight reloaded for outbound shipping

Your Booth –Tear Down

**Exhibitor Tear down completed by 5pm
Each Day**

**Booth Donations
Labeled with GREEN TRADESHOW
DONATE STICKERS**

**TRADESHOW
DONATE**



Booth - FAQs

1. What do I do when I arrive at show site?

Go to your booth space and check that everything is there.

Check each item against your shipping information.

If ordered, ensure that your electrical, carpet, booth accessories were installed.

For ordered labor or missing items, check with Exhibitor Service Center

2. What should I bring with me to show site?

Certificate of Insurance – for the show

Shipping checklist and tracking numbers (note quantity and carrier and ship to address)

3. When will my items that were shipped in advance to the warehouse arrive in my booth?

By the time you arrive on the first day of move-in.

4.

What if my shipments are not in my booth?

Take your tracking and shipping information to the DWA Exhibitor Service Center.

5. When will my carpet and furnishings arrive in my booth?

On the first day of move-in.

6. Do I need to check-in at the onsite Exhibitor Service Center?

Yes, if you have questions on booth orders, shipments, services, labor, invoice balance, empty stickers, material handling, loading, etc.

7. What happens to my empty containers?

Empty stickers (to be placed on each empty container) should be picked up at the Exhibitor Service Center on the show floor.

Each container should have an empty sticker with your company name and booth number. These containers are picked up throughout the move-in days and are stored offsite during the show. Please make sure that your containers are completely empty as they will not be accessible during the show



Portland Downtown Waterfront Marriott



FACILITY

Downtown Facility/Low Storage - Shipments to hotel are discouraged.

Food and Beverages in exhibits - Must be purchased from hotel ONLY

Review all fire marshal rules from page 20 of service manual. Note the following:
All decorative materials must be flame proofed or of a type acceptable to the Fire Marshal's Office.

All exhibitors are to keep all their exhibit items, tables, chairs, etc., within their assigned booth space. Nothing is to be placed in any aisle.

Empty cardboard boxes are not to be stored within booths overnight.

Obstructions blocking utility floor boxes must be relocated by the exhibitor upon request. REQUEST.

ELECTRICAL



Provided by Encore Event Technologies

24% Service Charge Applies

Contact: 503-499 – 6379

Exhibit Guide

110/120 VOLT *Note: All Power is "Per Show" inclusive of labor. A 24% service charge applies.*

| | Quantity | Set Date | Strike Date | Show Price | TOTAL |
|----------------------|----------|----------|-------------|------------|------------|
| 500 Watts (5 amps) | _____ | _____ | _____ | \$90.00 | = \$ _____ |
| 1000 Watts (10 amps) | _____ | _____ | _____ | \$120.00 | = \$ _____ |
| 2000 Watts (20 amps) | _____ | _____ | _____ | \$150.00 | = \$ _____ |

208/220 VOLT – Call for quote

Additional Labor If Needed (Minimum Charge for Orders – 1 hour)

110/120 VOLT outlet prices power include delivery of the service to one location at the rear of the booth in peninsula and in-line booths. All island booths will require labor. If you require outlets in other locations, have lights or electrical items to hang or erect, or have other electrical requirements please add an estimated 1 hour minimum to the order.

| | |
|---|-----------------|
| Straight Time (per hour) | \$75.00 |
| Monday - Saturday, 7:00 am – 5:00 pm | |
| Overtime (per hour) | \$112.50 |
| Monday - Saturday, 5:00 pm - 7:00 am (All day Sunday) | |
| Holiday | \$150.00 |

ADDITIONAL INFORMATION

- A scaled floor plan is required for orders with multiple outlet locations and/or island booths. If a power location in an island booth is not provided prior to show move-in, a location will be determined by AVT in order to maintain delivery schedules. Relocation of the service will be charged on a time and material basis.
- If a dedicated circuit is required, please order 2000 watts/20 amps.
- Separate outlets should be ordered for each piece of equipment and/or each power location.
- NO refunds will be applied to electrical services cancelled after installation.

| QTY | ITEMS | SHOW RATE | QUANTITY | TOTAL |
|-------------------------|-----------------------------|-----------|----------|-------|
| | Extension/Power Strip Combo | \$30.00 | | |
| ELECTRICAL TOTAL | | | | |

A 24% Service Charge applies to all items with the exception of labor.

UNIQUE.CREATIVE.INNOVATIVE www.encore-us.com p: 503-499-6379 f: 503-499-6393 e: eventspdx@encore-us.com



AUDIO, VISUAL & INTERNET



Provided by Encore Event Technologies

24% Service Charge Applies

Contact: 503-499 – 6379 or eventspx@encore-us.com

Credit Card Authorization required or check payable to Portland Marriott Downtown Waterfront

Exhibit Guide

AUDIO EQUIPMENT (daily charge)

| QTY | ITEMS | DAILY RATE | DAYS | TOTAL |
|-----|--|------------|------|-------|
| | JBL Powered Loudspeaker w/Stand | \$75.00 | | |
| | SM-58 Hardwire Microphone w/Stand | \$50.00 | | |
| | UHF Wireless Microphone (Handheld or Lavalier) | \$140.00 | | |
| | CD Player | \$65.00 | | |
| | 4 Channel Mono Mixer | \$55.00 | | |

All microphones, laptop audio, MP3 players, etc. must have an audio mixer and house sound patch/speaker.

VIDEO EQUIPMENT (daily charge)

| QTY | ITEMS | DAILY RATE | DAYS | TOTAL |
|-----|--|------------|------|-------|
| | HD Flat Panel Display Package: <i>(Includes: HD 52" Flat Panel LCD Display, Display Stand, Video & Power Cabling, Set & Strike Labor)</i> | \$550.00 | | |
| | HD Flat Panel Video Package: <i>(Includes: HD 46" Flat Panel LCD Display, Display Stand, DVD or VCR Player, Set & Strike Labor)</i> | \$475.00 | | |
| | VGA Cable (for PC, projectors and monitors) | \$25.00 | | |

COMPUTER, INTERNET & PHONE EQUIPMENT (daily charge)

| QTY | ITEMS | DAILY RATE | DAYS | TOTAL |
|-----|---|------------|------|-------|
| | PC Laptop Computer | \$250.00 | | |
| | Hardwire Internet Connection (single user) | \$150.00 | | |
| | Wireless Internet Connection (single user) | \$100.00 | | |
| | Polycom Speaker Phone | \$185.00 | | |
| | Telephone w/DID Analog Line (Domestic Calling) | \$100.00 | | |
| | Telephone w/DID Analog Line (International Calling) | \$175.00 | | |

*Phone setup charges do not include usage fees.

| | | |
|---------------------------------------|---------|-----------|
| Electrical Total | Enter → | \$ |
| Equipment Total | Enter → | \$ |
| Service Charge | x 24% | \$ |
| Labor (service charge does not apply) | Enter → | \$ |
| GRAND TOTAL | | \$ |

A 24% Service Charge applies to all items with the exception of labor.

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YOUR RETURN ON INVESTMENT

Lead Retrieval

Booth Traffic Incentives

Custom Advertising Opportunities

LEAD RETRIEVAL

Badge Sample



Rosemarie
Rosemarie McBride
Event Program Specialist
Goodwill Industries International, Inc.
Rockville, MD

Login Screen

ERLead

Email Address:

Registrant ID:

Login

Scan Lead

Scan Lead

Scan Lead

Main Page

eventrebels
online registration, trade show & association solutions

2015 Summer Conference

Scanned Attendees Scan Settings

Send List

Scanned Attendees

McBride, Rosemarie
Goodwill Industries International, Inc.

Send Report to Email

Enter Email

Send Email

Scanned Lead

Scanned Attendees

McBride, Rosemarie
Goodwill Industries International, Inc.



BOOTH TRAFFIC INCENTIVES

Headshots Lounge

Lunch & Desserts

Gamification Text/App
Tradeshow Passport

Exhibitor Self-Led
Raffles & Prizes

Exhibitor Webinar
Series

Welcome Reception
Retail Award
Attendance

SPONSORSHIP & ADVERTISING

| Packages | Standalone |
|--------------------------------|---------------------------------|
| Beverage/Bar Sponsorship | Plasma Screen Static Ads |
| Cyber Café Sponsorship | Plasma Screen Video Commercials |
| Dinner Sponsorship – IT Staff | |
| Dinner Sponsorship – PR Staff | |
| Welcome Reception and Bag Drop | |
| WIFI Sponsorship | |
| Vendor Hosted Reception | |
| *Exhibitor Webinar Series | |

Packages

Include:

Digital – Plasma Screen Ads

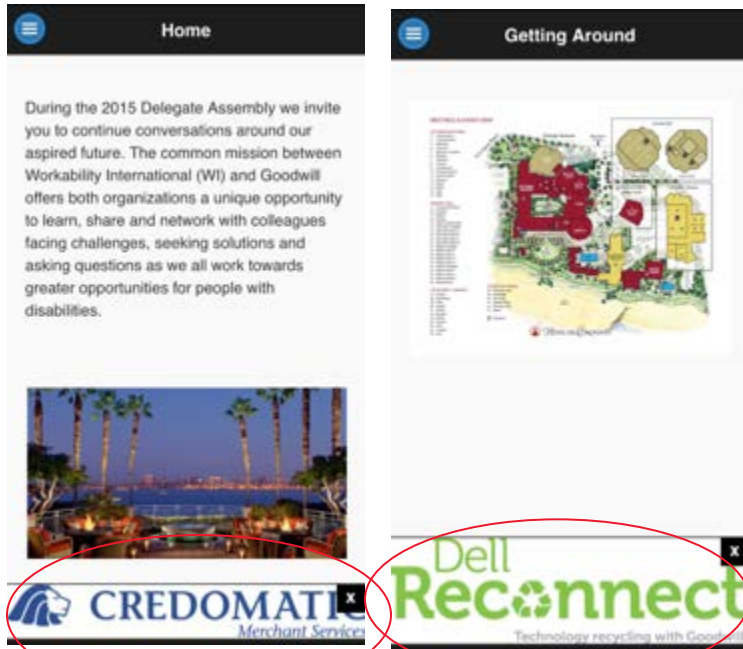
Mobile App – Logo on Sponsor Page

Print – Logo on Conference Brochure



SPONSORSHIP & ADVERTISING

Mobile Sponsorship



\$5,000

Exhibitor Webinar Series



\$1,500

Webinar Series
 Month Prior to Show
 10 minute Introduction
 6 Month Marketplace
 Qtr. Page Booklet Ad
 IT/POS – 7/15
 Marketing – 7/22
 Operation – 7/29





Retail Award Supporting Sponsors

Retail Award
Acknowledgment

VIP Table Seating

(1) 30-min Webinar
(Sep '15 – Sep'16)

Logos
App/Print/Online

12 Month
Marketplace

Half Page
Booklet Ad

Cost \$3,500

SPONSORSHIP & ADVERTISING

Cyber Café
Visibility via
attendee usage
of Cyber Cafe

\$5,000

Dinners
Engage one on
one at dinner with
your core target
staff
IT, PR

\$2,500

Beverage Bar
Increase your
brand awareness
at event
receptions

\$5,000

Conference
Booklet Ad

\$1,000

**Welcome Reception & Bag
Drop**
Enjoy total event awareness by
welcoming up to 500 attendees in
their rooms and all attendees at
the 1st reception of the
conference

\$5,000

Conference
Screen Ads

\$2,000



THE USE OF GII LOGO



Exception

GII Contractual Annual Sponsors
GII Contractual Partners



**Member
Marketplace**



**Permitted by All
Annual Sponsors
GII Partners**



GOODWILL'S MISSION AND YOU

Booth Donations

Green Exhibiting

BOOTH ITEMS OFTEN LEFT BEHIND....



A Pair of Jeans



A Kid's Bicycle



A Box of Books



Sports Equipment



A Hand Bag



Old Cookware

CAN TRANSFORM LIVES...

TRADESHOW
DONATE



GREEN EXHIBITING - GII

Tchotchke Recycling – Donation bins for unwanted / unused giveaways

Name Badge Recycling – Donations bins for badges after use

Online exhibitor kits – Provided via website and online orders

Drinking Water – Water stations with recycling cups at show site

Communication – Digital, text or app vs print

Technology - Digital screens and lead capture

Donation Program – Give back booth items vs shipping back

GREEN EXHIBITING - YOU

Tchotchkes – Use long shelf life items or made out of reusable, biodegradable, recyclable material

Booth accessories - Rent or reuse booth properties, decorations, linens, pop up walls vs buying

Lighting - Use LED lighting to extend lighting life for reuse

Marketing material - Print collateral on recycled paper, double sided or use thumb drives or QR codes

Technology – Employ digital signage or laptops/monitors to demo your business or products, where possible

**GREEN EXHIBITOR CONTEST
WINNER TO GET A FREE BOOTH MINNEAPOLIS 2016
RUNNER UP – FREE WEBINAR IN 2015**



Q & A

THANK YOU