



TABLETOP EXHIBIT AREA

6' Tabletop Display with Carpeted Exhibit Area

INCLUDED WITH TABLETOP:

- 6' Draped Table
- 2 Side Chairs
- 5 Amp Electrical Drop**
- 7" x 44" One-Line Company ID Sign

NOT PERMITTED:

- Backdrops
- Pop Ups Exceeding 6 ft. height
- Blocking Neighboring Exhibits

** Note: Additional Power MUST be ordered in advance of the show.

TABLETOP EXHIBIT HOURS

MONDAY, DECEMBER 16

MOVE IN 11:00 AM - 3:00 PM
 EXHIBITS OPEN 4:00 - 6:00 PM

TUESDAY, DECEMBER 17

EXHIBITS OPEN 8:30 AM - 2:30 PM
 MOVE OUT 2:30 - 4:00 PM**

**** AREA MUST BE CLEARED BY 4:00 PM**

FREEMAN SERVICES

PLEASE REVIEW FREEMAN KIT FOR FREEMAN'S PRE-SHOW & POST-SHOW MATERIAL HANDLING & SHIPPING

PRE-SHOW SHIPPING DEADLINES Freeman Warehouse Accepting Shipments: November 18 - December 9
 Freeman Accepts On-Site Package: December 16, after 11:00 AM

POST-SHOW Empties cases will be available at 2:30 PM
 3rd Party Shipping Companies MUST check in by 3:15 PM and have gear removed by 4:00 PM
 FedEx/UPS forms or labels must be printed prior to move out.
 EVERY BOX MUST HAVE FORM OR LABEL ATTACHED.

ADDITIONAL SERVICES **SOS GLOBAL SHIPPING SERVICES**
 In addition to Freeman, SOS offers onsite delivery to all SVG Events.
 Please fill out SOS Bill of Landing & return to the below contacts:
 Ellen Cooke - ecooke@sosglobal.com
 Alan Hopson - ahopson@sosglobal.com

SECURITY

SVG cannot guarantee against loss or damage of any kind, but will endeavor to protect exhibitors by providing general security on a 24 hour basis from the beginning of move-in to the end of move-out. We recommend all smaller items not be left behind on tabletop overnight.

For more tabletop information, visit www.thesvgsummit.com/exhibitor-resources



EVENT SPONSOR GUIDE

#SVGSummit

Tips for making the most of your SVG Summit experience

BEFORE THE SHOW

1. Let the editorial team know what you plan to show

Showing new gear? Highlighting a special solution? Email the SVG Editorial Team and let us know so we can promote!

2. Update your branding on www.sportsvideo.org

Create a new web banner or customize your url to highlight your Technology Showcase tabletop.

3. Share on social media

Tag every post with #SVGSummit to maximize your exposure, and use your SVG social graphic across your platforms.

4. Set up appointments

Schedule meetings with your customers and top prospects before you get to the show.

5. Keep an eye on www.theSVGSummit.com

Identify the key workshops and panels that fit your company and plan to have someone sit in and network.

AT THE SHOW

1. Attend workshops and panels

Make sure a member of your team is in on every conversation that's relevant to your company.

2. Split up and have a game plan

While one person works the table, send everyone else to network and encourage attendees to visit the table.

3. Be a part of the social conversation

Keep an eye on SVG's social channels for relevant posts to share, and remember to post your own using #SVGSummit.

4. Engage attendees

Encourage your team working the table to be present and actively engage with attendees as they walk by.

5. Think long term

The SVG Summit is about building relationships, identifying prospects, and learning about industry trends.

AFTER THE SHOW

1. Follow up with SVG Summit attendees!

2. Watch SVG's social channels for post-event videos, photos, and more featuring your company!

3. Have a comment or suggestion for Team SVG? Let us know when we send the post-event survey!

www.thesvgsummit.com



SOCIAL MEDIA GUIDE

Maximize your reach to SVG Summit attendees

As part of your SVG Summit experience, here are some handy guidelines to maximize your exposure and reach before, during, and after the show using social media platforms like Twitter, Instagram, LinkedIn, and Facebook. As an SVG Summit sponsor, you can be a huge driver of the social conversation surrounding the event and leverage that conversation to put your brand front and center for those attending the show.

GENERAL TIPS

Use #SVGSummit on all your posts relating to the SVG Summit to ensure everyone attending will see your content.

Remember, social is visual! We encourage you to post photos of the event, your booth, your products, etc.

And don't forget to let attendees know where they can find your company at the show: at your booth, in a workshop room, or on a panel!

BEFORE

Promote your presence at the show and spread the awareness of the event throughout your social community by dedicating posts on your company's social media channels to #SVGSummit.

We have provided you with an SVG social graphic spotlighting your sponsorship of the SVG Summit — use it in your pre-show promotion!

DURING

SVG will be sharing video clips, photos, and quotes from panels and workshops. We encourage you to share content posted by SVG on Twitter, Facebook, and Instagram, as well as your own favorite moments.

Share what's going on at your Tech Showcase through pictures, video, and more. Have fun with it, and remember to include your location!

AFTER

Keep the buzz of the SVG Summit alive by sharing your own experiences through text, pictures, video, and more. Keep tagging #SVGSummit!

SVG will be sharing content across our social channels in the weeks following the SVG Summit — make sure to like, favorite, retweet, and share your favorite posts!

SVG SOCIAL



@sportsvideo



Sports Video Group



@sportsvideogroup



Sports Video Group

SAMPLE POSTS

Who's headed to NYC for the #SVGSummit? We're excited to be part of the biggest sports broadcast tech conference of the year! Register today!

We'll be at the #SVGSummit. Will you? Come see us at [Booth #]. Register today!

Want to check out the newest high-speed lenses in the business? Stop by @CompanyA in Mercury Ballroom to check out what we've got! #SVGSummit

It's been a great show so far! The next networking break is coming up, so come see #CompanyB in Rendezvous. #SVGSummit

Looking to learn the latest in HDR? Stop by @CompanyC in the Petit Trianon — experts are standing by! #SVGSummit

#SVGSummit