

Vendor Pre-Registration Call November 2025





### **AGENDA**

- Registration Opening
- BD/Sales/Marketing Representative Registration
- Tabletop Exhibits
- Sponsorships
- Registration Demo
- Questions





### REGISTRATION OPENING





### REGISTRATION FOR TABLETOP EXHIBITS & SPONSORSHIPS

- THURSDAY
- 4 DECEMBER 2025
- 11AM EST



#### **DECEMBER 2025**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			





### REGISTRATION SYSTEM 2026 IS SIMILAR TO PREVIOUS YEARS

- Registration is simple and fast; a demo is included at the end of this presentation
- On December 4<sup>th</sup>, vendors will be registering to purchase a tabletop and/or sponsorship(s), but will **NOT** be registering any attendees
- An email will be sent after payment to register the appropriate BD/Sales/Marketing/Senior Executive representative





## BD / SALES / MARKETING REGISTRATIONS





### **GENERAL REGISTRATION**

- No later than 3 weeks after payment for your exhibit/sponsorship purchase has been received, you will receive an email containing a registration link for the appropriate number of BD/Sales/Marketing/Senior Executive representative registrants
  - <u>NOTE</u>: It is recommended that you register **as soon as possible** after receiving the link to guarantee your spot. Substitutions can be made at any time.
  - <u>NOTE</u>: For companies paying with credit card, the person who is making the tabletop/sponsorship purchase will receive BD/Sales registration link before end of December
- Each registration includes a 1-year membership to GCSG allowing access to information from current and prior conferences, the full member network and other member benefits
- All companies will be limited to a total 2 BD/Sales/Marketing/Senior Executive representative registrations (excluding speakers or committee members)



Additional vendor call will be scheduled in March to present latest conference details;
 we recommend both marketing and BD teams to attend



#### **SPONSORSHIPS**

- Diamond, Platinum & Gold sponsorships
   Ability to purchase up to two (2) BD/Sales/Marketing/Senior Executive representative registrations
- Silver sponsorship or below
   Ability to purchase one (1) BD/Sales/Marketing/Senior Executive representative registration
- Purchase of multiple sponsorships (Silver and below)
   Ability to purchase BD/Sales/Marketing/Senior Executive representative registrations is additive up to a MAXIMUM of two (2)
- Total purchase ≥ \$20,000 on sponsorship & tabletop exhibits (does not include registration fees)

Ability to purchase one (1) additional delegate pass for a VP-level executive





#### **PAYMENTS**

- Full payment is expected <u>within 30 days of registration</u>
- If timely payment is not received, GCSG reserves the right to cancel any purchase and offer it to a waitlisted vendor. BD/Sales representatives will not be allowed to register until full payment for the sponsorship/tabletop exhibit has been received.
- A \$150 administrative fee will be assessed for
  - Payments made via any method other than credit card
  - Payments requiring the manual processing of a credit card
- Please note: BD reps are required to pay an attendance fee; this is not included in the price of a tabletop or sponsorship





### **SUBSTITUTIONS**

- Substitutions can be made via the online registration system at any time up until the start of the conference
- We recommend registering attendees as soon as you receive the registration link from GCSG
  - The total number of BD/Sales/ Marketing representatives allowed to register for the conference is capped
  - Once sold out, no additional BD/Sales/ Marketing representatives can be added





### **CANCELLATIONS**

- Cancellation requests must be submitted via the online registration system
- Cancellation requests received at least 6 weeks prior to conference start, i.e. prior to 15 March 2026, will receive
  - Individual conference registration refund of registration fee paid less a \$250 administrative fee
  - Exhibitors/Sponsors a 50% refund of fees paid

No refund can be given for cancellations received less than 6 weeks prior to conference start





### TABLETOP EXHIBITS



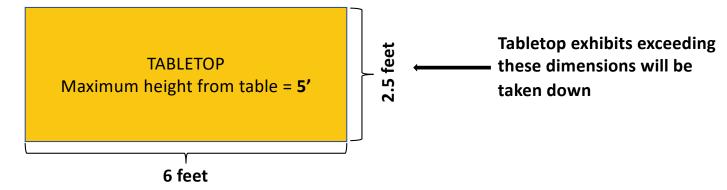


Subject to change

### TABLETOP SIZES AND FEES

- Skirted table approximately 2.5' by 6' in size, with 115v power strip/3 prong socket, chairs and WiFi
- No exhibition materials are allowed on the floor
- Two types of tabletops
  - Premium \$7,000 (attendee registration extra) 10 tables available
  - General \$5,500 (attendee registration extra) 68 tables available

• Tabletop size





### **TABLETOP EXAMPLES**











### PREMIUM VS STANDARD TABLETOPS

Standard Tabletop	Premium Tabletop
Number of BD/Sales reps allowed to register: 2	Number of BD/Sales reps allowed to register: 2
Located in Exhibit Hall, open during scheduled networking hours	Premium location outside the exhibit hall; visible branding and foot traffic throughout the event
Participation in Vendor Reception and Vendor Prize Drawing Networking Activity	Participation in Vendor Reception and Vendor Prize Drawing Networking Activity
Recognition as a conference exhibitor on the GCSG website and conference app	Recognition as a premium conference exhibitor on the GCSG website and conference app

 Conference logo banners will be provided for your use in email signatures or on your company website, LinkedIn or other social media platforms



The <u>2026 US Conference Exhibitor & Sponsorship Agreement</u> has all the details



### **REGISTRATION WAITLIST FOR TABLETOPS**

- In the event the tabletop exhibits sell out, a wait list will be created; during registration, you will need to click a button to be added to the waitlist
- Companies will be notified in the order that they joined the waitlist if exhibit space becomes available





### **EXHIBIT GUIDANCE**

- All exhibit materials must fit completely on the tabletop provided (approximately 2.5' X 6')
- No exhibit materials are allowed on the floor in the exhibit area
- Exhibitors may only install tabletop displays with a <u>maximum</u> height of 5' from the top of the table
- One tabletop per company (including subsidiaries or sister companies) is permitted.
  - A company is defined by the highest level of the organization regardless of brand differentiation within the overall organization
- Exhibitor personnel must wear their registration badges at all times and not exchange the provided lanyards



Exhibitors are responsible for bringing set-up/tear down materials (scissors, tape, etc.)



### **Cvent LeadCapture**

- We will be offering Cvent LeadCapture app for purchase
  - \$249 for 1 license
  - \$448 for 2 licenses
- Each license can only be installed on a single device
- App will allow user to scan QR codes on attendee badges to obtain:
  - Name
  - Title
  - Company
  - E-mail address
- Purchase can be made at time of tabletop/sponsorship purchase or added at any time up until the start of the conference





### **SPONSORSHIPS**





### **SPONSORSHIPS**

- Currently planning for 40+ sponsorship opportunities ranging in price from \$500 to \$15,000
- All sponsorships include
  - Recognition on website and conference app
  - Recognition on signage at the event
  - Recognition on slide carousel projected in plenary room before, after and between sessions
- Additional benefits may include
  - Recognition by Master of Ceremonies
  - Logo on sponsored item (App, Lanyard, etc.)
  - Ability to provide items with logos to attendees (table drop, etc.)







### KEY DATES TO PROVIDE SPONSORSHIP/EXHIBITOR INFORMATION

Activity	Requirement	Due Date
GCSG Night Out	Signage, collateral, & giveaway items for approval; vector file logo	4 wks after purchase
Sunday Meet & Greet	Signage, collateral, & giveaway items for approval; vector file logo	4 wks after purchase
Vendor Showcase	Title & description	1 wk after purchase
Recharge Stations	Signage for each recharge station (~15-18)	6 wks after purchase
Sponsored Emails	Logo (vector file preferred); 120-word paragraph	Immediately after purchase
Digital Sign(s)	Vector File for logo- specifications will be provided upon purchase	6 wks after purchase
Floor Clings	Vector File for logo – specifications will be provided upon purchase	6 wks after purchase

Logos will be required from all sponsors; the above dates are critical for the listed sponsorships





### SOME IMPORTANT NOTES ...





### SOME IMPORTANT NOTES FOR ALL VENDORS (1)

#### Website

- The <u>GCSG website</u> contains useful information, especially the North America events site. Please use it!
- The <u>Resources page</u> includes the Exhibitor and Sponsorship Agreement, the Sponsorship Opportunities document, shipping labels and more

#### More vendor information

There will be another vendor call early March with the latest information





### SOME IMPORTANT NOTES FOR ALL VENDORS (2)

### **Shipping process**

- Materials shipped require a GCSG label
- Hotel will accept shipments starting on or around April
   22<sup>nd</sup>

### Logo's

- Exhibitors and sponsors need to upload company logos to the CVENT Exhibitor Portal within two weeks of purchase
  - 1. .jpeg or .png format
  - 2. A vector file (.ai, .eps, .pdf, .svg) may be requested for certain sponsorships







### SOME IMPORTANT NOTES FOR ALL VENDORS (3)

Neither the resort or GCSG will accept responsibility for your material shipments; there are 2 options

#### 1. Drayage company

- GCSG has partnered with SITE Event Logistics for the European and Asia conferences to help ensure your shipment is delivered on time
- Note: SITE Event Logistics is a recommended supplier NOT affiliated with GCSG
- Contact: Dean Haddow at dean@siteeventlogistics.com

#### 2. Fedex at the resort

- Coordinate with the Fedex at the resort a shipment to the hotel with your own Fedex account
- The resort will not notify the shipper of package receipts and will only accept delivery of prepaid shipments



Please note this is different from previous years!



### **GCSG CONTACTS**

- For questions or concerns regarding exhibitor tabletops/registration, please contact: <a href="mailto:VendorHelp@mygcsg.com">VendorHelp@mygcsg.com</a>
- For questions or concerns regarding sponsorship opportunities, please contact: <a href="mailto:SponsorshipHelp@mygcsg.com">SponsorshipHelp@mygcsg.com</a>





### REGISTRATION DEMO





### **REGISTRATION PROCESS**

#### Registration Demo Video (vimeo.com)

(previous conference example is similar to this conference registration process)









If not available an option to get on the waitlist will appear





### QUESTIONS: REGISTRATIONS, TABLETOPS & SPONSORSHIPS







# WE'RE LOOKING FORWARD TO SEEING YOU IN APRIL IN SAN DIEGO, CALIFORNIA!

