

EVENT ELEMENTS

PrePlanning Webinar and Supplier Orientation

Make the most of your onsite experience by joining our Webinar a few weeks prior to the Event to review best strategies and details. Once onsite, before the formal Event kicks off, join us for an Orientation session where we will review best practices and technology tips. An executive attendee joins us for both the Webinar and Orientation to share their perspective and give suggestions on how to best approach other executives prior to, during and after the event.

BOARDROOM PRESENTATIONS

You will have the opportunity to present your Company, innovations, and capabilities in a unique setting to a small group of Executives, with similar interests or needs in products and categories. The presentations are twenty (20) minutes in length (twenty-five (25) minutes for NextPoint) and should provide a high-level overview of the innovations and capabilities that your Company offers this industry.

BOARDROOM GROUPS

A group of Executives that is pre-assigned and strategically assembled based on similar product/service interests. You will have the opportunity, several weeks prior to the Event, to review and approve your Preliminary Schedule. Your Company’s schedule will be available from this point onwards to aid in your team’s planning and management.

ONE-ON-ONE APPOINTMENTS

These are fifteen (15) minutes in length (twenty (20) minutes for NextPoint), with a five (5) minute transition, designed to provide a private environment to determine needs, partnership opportunities, next steps, and to continue building your business relationships. You will have a designated area to meet privately, as well as an area that can be used when not in a Boardroom session.

PEER TO PEER MEETINGS

You can use this time to collaborate with your peers and explore potential business opportunities or connect on existing relationships. Meetings can be made using the web-based Portal Appointment request system outside of the afternoon One-on-One schedule. You may determine the location and length of the meeting when making the request. Meetings can be requested using the CPMG connect! mobile app and seen within your schedule on the app.

KEYNOTE SESSIONS

Keynote Sessions bring you actionable and inspiring insight delivered on trends, opportunities, skills, best practices, and personal growth. Featuring leading speakers or panels from within and outside of the Industry.

NETWORKING

Connect with your peers and Executives during first-class interactive social events designed to develop and strengthen relationships in a casual and fun environment.

OPTIONAL ACTIVITIES

We may offer one or two optional activities before the Event officially begins for an additional fee. To participate you will need to pre-register. We offer a limited number of spaces, first come first served. When making your travel plans, please plan to arrive at the hotel early, as the optional activities commences prior to the start of the Event. For more information and to sign up, please visit the Event Portal!

TIMELINES

Registration Part 1

During Registration Part 1:

- Complete your Company's profile.
- Submit Company logo (if you are new to CPMG/logo has changed).
- Specify categories of products/services you will be presenting to this industry.
- Register your Event attendees.

Each attendee will receive an auto generated email with their own link to sign into the Portal. Your username will be the email you provided to us; you will be prompted to create your own password. Registration will take place in two parts. When Registration Part 1 closes, Registration Part 2 will open.

Registration Part 2

During Registration Part 2

- Indicate the Executives you would most like to see in your Boardroom Presentations.
- Select up to five (5) preliminary Executives that you would like to request to meet in a One-on-One Appointment. CPMG will manage all pre-event requests to maintain one point of contact.

Your Executive Selections and product/service categories, are critical to building your schedule. Executives are grouped by similar buying power, interests, responsibilities, and backgrounds. We match this criteria with your product or services for an optimal fit. This ensures that you will be presenting to Executives who have qualified interests!

Review Schedules

During the Schedule Review

- View the Executive attendees in the Groups you are presenting to.
- Review their profiles in order to personalize your presentation.
- Provide feedback to CPMG on your Groups.
- View your initial set of confirmed One-On-One Meetings.

A few weeks after Part 2 closes, your teams Schedule becomes available. It is extremely beneficial to have your entire team review the Schedule to prepare for your Company's 's experience at the Event. Reach out to us with any questions or concerns you may have. Our goal is to make every experience the best it can be.

Download the Mobile App

CPMG connect! mobile app can be used at any of the Connecting Point Marketing Group Events to manage your schedule and connect with other attendees. Your schedule will be accessible through the app a few days before the Event.

The mobile app is available in the iPhone App Store and Android Google Play by searching for "CPMG connect!"

Event Material/ Badge Pick-Up

At Badge Pick-Up you will receive:

- Name Badge (to be worn at all times)
- Event Directory

Information Desk

This will be the "information hub" throughout the Event. Visit the Information Desk for Event questions, Late Registration, Event Badges, and Material pick-up.

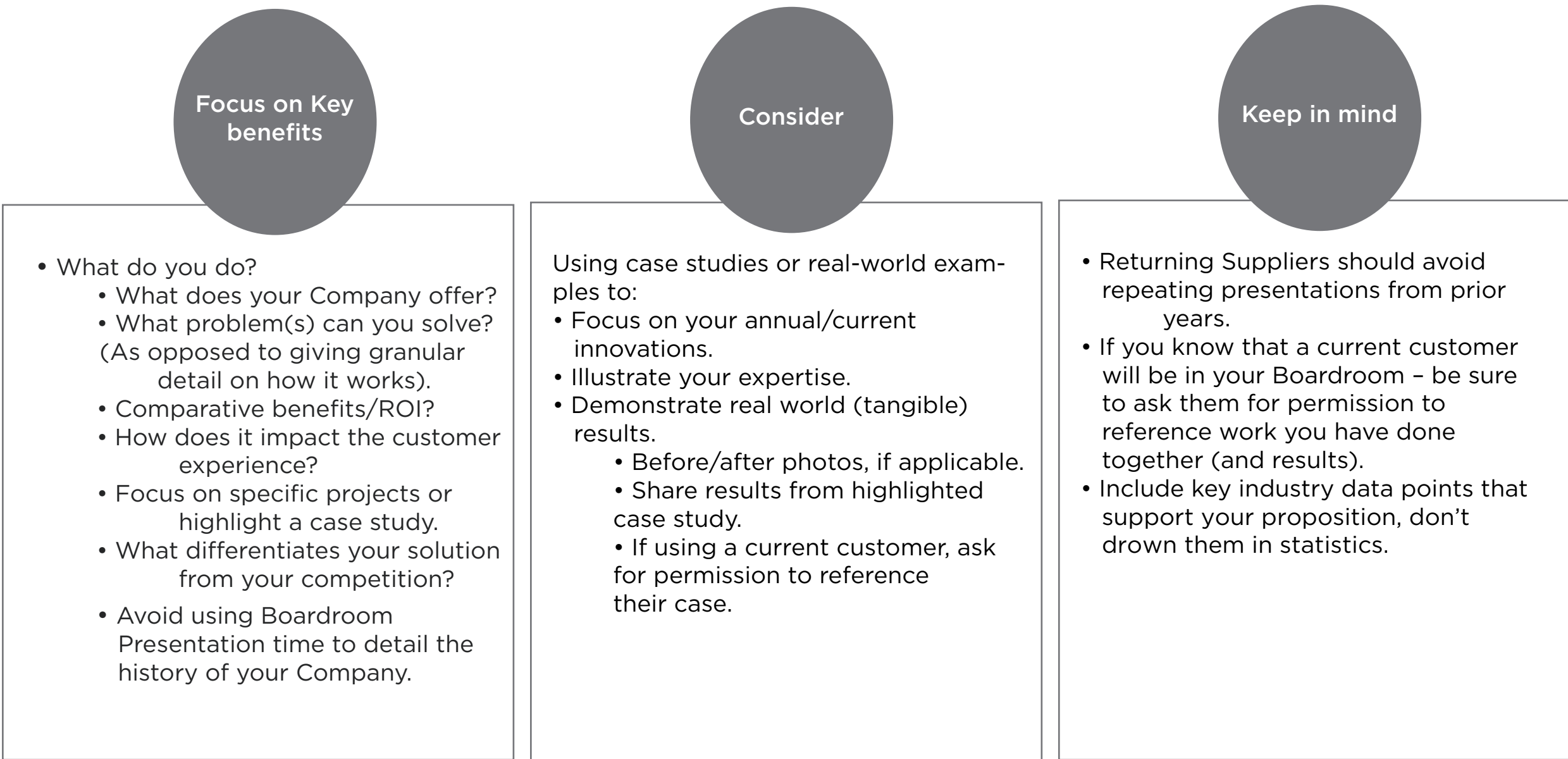
PLEASE LOG INTO THE EVENT PORTAL FOR DATES/DEADLINES

NEXT: BOARDROOM PRESENTATIONS

BOARDROOM PRESENTATIONS AND LOGISTICS

Given the caliber of the Audience, present your Company and solutions on a strategic level. Gain insight into how your Company can be a better partner/Supplier. Build questions into your presentation and weave them into the conversation.

Rely on Our Team, we would be happy to review your presentation before the Event and provide feedback. Please reach out to schedule a call.



Boardroom Feedback

Executives are asked to provide feedback on presentations through the Portal, which enables you to view feedback in real time as soon as it is submitted.

Feedback includes:

- A Rating of the quality of your Company's presentation. You will also see the overall Event average as a comparison point.
- Executives may also include a comment regarding the score they have given.
- Executives can choose to share their email addresses with you.

Questionnaire

If your Company has specific questions for the Executives, we encourage they be asked through the Portal.

- Within the Portal “settings” tab, you can select the three questions that you would like to ask the Executives.
- You may use the three default questions provided, or you may change them by adding three questions of your own.
- Your team can see these responses and who gave them in the “Results” tab.
- Your questions can be edited until **7:00am on the first** morning that boradroom sessions begin.

Takeaways/Handouts

We do not believe that takeaways are essential for your success. If you choose to provide a takeaway, please review the following:

- Remember that not all Executives are able to accept takeaways.
- Be cognizant of the weight and size of your takeaways.
- Items that exceed the 18” x 14” x 8” size of the shipping box will be the responsibility of the Supplier to ship.
- Liquids cannot be shipped.

Your Boardroom setting is available twenty (20) minutes prior to your presentation time. Arrive early and use this time to setup. To avoid difficulties, consider finding your Boardroom location the day before and get acclimated in the environment. Be poised to greet the Executives as they enter the room and prepared to begin your presentation immediately.

SET-UP

- BOARDROOMS WILL BE SET EITHER U-SHAPE OR CONFERENCE STYLE.**
- THE LAYOUT AND SIZE OF SOME OF THE ROOMS MAY BE DIFFERENT FROM ONE TO ANOTHER.**



Complimentary Boardroom items:

- LCD projector
- Wireless Presenter
- 7’ X 7’ Screen
- Speakers
- Wireless internet
- HDMI and VGA cables



**LAPTOPS AND TABLETS ARE NOT PROVIDED IN THE BOARDROOMS.
PLEASE COME PREPARED WITH YOUR OWN LAPTOP.**

Set-Up Note:

- 16:9 widescreen format projection (build all presentations in widescreen format).
- iPad - need an Apple iPad dock connector to VGA adapter.
- Apple laptops need their VGA adapter/“dongle” to hook to projector. The availability of this adapter cannot be guaranteed by our AV partner. Please bring them with you for use in the Boardrooms.

Logistics

Timing

- Boardroom presentations are twenty (20) minutes (twenty-five (25) minutes forNextPoint) , which includes Q&A.
- You will have twenty (20) minutes to set up your Boardroom, prior to your start time, and five (5) minutes to break down.
- Executives have five (5) minutes to transition between Boardroom Presentations.

Presentation Software

You do not have to use an electronic presentation in your Boardrooms, but should you choose to, consider the following guidelines:

Presentation Design

- Create a logical structure / roadmap.
- Save a backup copy of your presentation.
- Keep written notes to refer to if you want to go into further detail.
- Be creative, make your presentation memorable.
- Try not to read your presentation from the slides.

Visual Clarity

- Limit the number of slides being used, and the amount of text on each slide.
- Use large, legible font.
- Use visual aids.

Boardroom Group Leader

- A Group Leader will be assigned to each Boardroom and can aid with timing and provide insight into the Group's dynamics.

Audio Visual Technicians

- An AV technician will be assigned to a Boardroom area and can provide technical assistance including:
 - Connecting to the LCD projector/wireless remote/speakers.
 - Setting display resolution.
 - Miscellaneous technical support.

ONE-ON-ONE APPOINTMENTS AND LOGISTICS

Preparation

- Know who you are meeting with, have an objective for each meeting and ensure that there is a clearly defined follow up plan.
- Have a plan for who will lead your Appointment requests onsite. We recommend that one (1) person be responsible for making and responding to requests to maximize efficiency and prevent duplicate requests being made.
- Keep in mind, if you are seeing an Executive in a Boardroom on the second day of the Event, you want to request a One-on-One on the second day, not the first.
- Depending on how many attendees you have participating in the Event, you can “double book” your Company, and have two (2) simultaneous meetings with two (2) Executives at the same time.
 - If you double book Appointments, determine who from your team is meeting with each Executive so they are prepared to welcome them as they arrive.
 - There are extra tables set up around the ballroom to host a second meeting if your team is “double booked”.
 - These tables are not assigned; please do not “claim them” or move them, as they are intended to be shared and to provide additional space for all attendees.

One-on-One Appointment Request System

A few weeks prior to the Event, you will receive access to your Company's Preliminary Schedule through the Portal. You will receive an email when your preliminary schedule is available for review. Your Company's schedule will be available from this point onwards to aid in your team's planning and management. You may schedule One-on-One Appointments with Executives during the time shown on the agenda set aside for One-on-One Appointments.

*Be sure that “ADMIN@CPMGEVENTS.COM” is in your Company's “safe email list” so these informative emails do not end up in spam folders.

One Week before Event

- Executives can send appointment requests to your Company.
- Your Company will be allowed to respond to these requests via the Portal.

Saturday before the Event

- Your Company may begin sending meeting requests to Executives beginning at noon.
- The scheduling system is accessible through any internet-enabled device.
- At any one time, your Company can have five (5) outstanding requests to Executives. As the Executives respond, your Company can make additional requests.

One-on-One Meeting Place Etiquette

- The meeting area has been designed for quiet, private dialog between Executives and Suppliers. You will not find a traditional trade show appearance or the traffic.
- We politely ask that you refrain from stopping Executives when they walk past your location, as they are on their way to a scheduled Appointment; in order for the schedule to stay on time, the Executives must move quickly to their next Appointment. If there is someone you are having difficulty connecting with, please ask the info desk if an introduction can be made.
- If you would like to meet with an Executive during a One-on-One time that you are not scheduled, use the online system to make those requests.
- We ask all participants to be considerate of their neighbors in the One-on-One area and to refrain from loud music or audio demonstrations.

One-on-One Appointment Strategy

- An empty area is a lost opportunity, have at least one team member in your area at all times.
- Know your schedule and plan which team member will greet your pre-scheduled Executive; this is especially important if you have two Executives from different companies at the same Appointment time.
- Take notes during your meetings for post-Event follow up.

Displaying Marketing Material

- An 8’ x 8’ space with your Company's name displayed over it offers a home base for your team while at the Event. It is intended for private meetings with the Executives.
- Nothing should be hung or attached to the structure/material.
- Free standing signage may be placed against the back or side walls or on the tabletops, provided all signs meet the requirements listed below:
 - Signs against the back wall are limited to 6’ high (just below the white curved sign).
 - Signs against the side wall are limited to 3’ high.
- You will be notified if your signage does not comply and if it becomes necessary, CPMG reserves the right to remove any signage that continues to exceed the requirements listed above.

INCLUDED AS PART OF YOUR PARTICIPATION PACKAGE, YOU WILL RECEIVE THE FOLLOWING



One-on-One Area Set-up:

- Backdrop Unit (with Supplier Company Name and location number)
- 30” Round Skirted Table
- 4 Chairs
- 5amp/500-Watt Plug Strip
- Wireless internet



IF YOU REQUIRE ADDITONAL EQUIPMENT, YOU WILL NEED TO PLACE AN ORDER DIRECTLY THROUGH OUR AV PARTNER (SEE AV FORM IN THE TOOL BOX IN THE EVENT PORTAL).

IMPORTANT INFORMATION

FORMS
To fill out and submit a form, please visit the tool box in the Event Portal. If you have any questions, please contact us! ROOM DROP FORM If there are items that you want to have delivered directly to the guest room(s) of the Executives, please download complete the Room Drop Form. SHIPPING FORM If you plan to ship literature, materials, or room drop items to the hotel, please read the form carefully. Liquids or breakables are not permitted. If you are planning to give samples or takeaways to the Executives: As a courtesy, we provide Executive with an 18” x 14”x 8” shipping box and cannot gaurantee that large or heavy materials will be shipped. FOOD AND BEVERAGE FORM If you would like to serve food or beverages to Executives in your Boardrooms or One-on-One location, you must coordinate directly with the Hotel. No outside food or drink will be permitted in the Boardroom or One-on-One areas. CPMG does provide snacks and bev-erages to the Executives throughout their Boardrooms and during One-on-Ones. AUDIO VISUAL FORM If you require anything other than what we provide in your Boardroom and One-on-One location (i.e., digital screen, TV, etc.), you may order those items through our AV Partner.
Event Badges
• Must be worn at all times throughout the Event. • Access to any Social Functions, Content Sessions, Meals, One-on-One Meeting area, etc. is prohibited without a badge. • Onsite Security will be on hand to check badges. • Badges are non-transferable. Additional Badges • Additional badges may be available with the purchase of a sponsorship; contact us for further details. • Additional badges are not available for individual sale. • Guest badges are not available.
Portal
The Portal will allow you to: • View your current Boardroom and One-on-One Schedule, as well as accept pending One-on-One Appointments, and make your own re-quests. • Preview a complete listing of the Executive companies attending the Event, with their company profiles. • Learn about our Opening and Daily Keynote speakers. • Download, or view, the full Event Directory as a PDF with complete profile details for Executives and Suppliers that will have interactive links when the Event begins. • Navigate your way around the Resort with the property map, as well as get a snapshot of the One-on-One Area. • Join us in supporting the local Food 4 Kids Backpack Program by donating through the Portal. • Post Event - revisit the Portal after the Event to view Post Event Resources, including photos, keynote presentations, your Company’s Board-room Questionnaire results, shared Executive emails, and more.
POST EVENT STRATEGY
As you are following up on the connections you made at the Event, please keep these guidelines in mind: • Have reasonable expectations and understand that it may take some time for active dialogue to commence. • Be patient. It can be a long process trying to connect with Executives post-event. • Follow up. • Clearly reference any onsite conversation that you had with an Executive and strive to differentiate yourself from other Suppliers. • Follow through on what you promised to deliver Post-Event. Note: The Portal will be updated to show Post-Event Resources like Event photos and materials from our Keynote speakers. You can also download your Boardroom results and notes.
Connecting Point T&C’s
• Our team is committed to creating an Event experience where our customers, partners, and team can safely and effectively conduct business. Please visit our website to read the most updated Terms and Conditions.

FREQUENTLY ASKED QUESTIONS

What is the Dress Code?

- **Business Casual during the day.**
- **Evening activities are casual or resort attire.**
- **Please check the Weather Channel forecast pre-Event.**

When should I arrive and depart?

- **Supplier Reception and Orientation will take place on Day 1 of the Event, arrive no later than mid-afternoon.**
- **If you are participating in the optional activities, plan to arrive a day early.**
- **Depart anytime on the final day of the Event.**
- **Remember to check ground transportation date/time availability in the Event Portal before booking your flights.**

Are meals provided?

- **The following meals are included in your participation package:**
- **Welcome Reception and Dinner Parties**
- **Breakfast each day of the event**
- **Lunch on each Full Event day.**
- **Daily refreshments during the One-on-One Appointments**

What if I am arriving outside the Registration Times?

- **If you will miss registration and plan to attend the Welcome Reception, email us, as you need your badge to attend all social events.**

What is The Supplier Reception and Orientation?

- **An Executive and a Supplier will join our panel to share their thoughts on how to be successful at the Event.**
- **A representative from our AV provider, will be available if you would like to test your presentation with the LCD projectors that will be supplied in the Boardrooms.**
- **Even if you have been to an Event before, consider attending the Reception/Orientation just the same. We are always sharing new information, and it’s a great way to socialize and interact with your peers in a relaxed environment.**

What are the Networking Opportunities?

- **Within the Event agenda, you will find many opportunities to enjoy first class meals and events designed to expand, develop, and strengthen your business relationships. From the Welcome Reception to the Closing Dinner and Entertainment, and everything in between, the opportunities to connect are numerous, so bring plenty of business cards.**
- **Attending all networking functions. Split up your team and mingle individually with the Executives.**
- **Invite Executives to sit with you.**
- **Exchange business cards.**
- **Using the social functions to build relationships with the Executives.**
- **Avoid heavy discussion unless initiated by the Executive. If you build a relationship, there will be time for the sales pitch later.**

How is the Boardroom set up?

- **LCD projector with a remote**
- **Wireless Presenter**
- **7’ X 7’ Screen**
- **Audio Speakers**
- **Wireless internet**
- **HDMI and VGA cables**

What is provided in my One-on-one location?

- **1 - Backdrop Unit (with Supplier Company Name and location number)**
- **1 - 30” Round Skirted Table**
- **4 - Chairs**
- **1 - 5amp/500-Watt Plug Strip**
- **Wireless internet**

What else should I bring?

- **Plenty of current business cards.**
- **Your laptop and necessary cords.**
- **Back-up materials for your Boardroom presentation; you want to be prepared in the event of computer equipment failure, etc.**
- **Sunglasses and sunscreen – Lunch is often hosted outdoors in favorable weather conditions.**