



EXHIBITOR SHOWCASE FAQS

Frequently Asked Questions

**When is the
Exhibitor
Showcase?**

Tuesday, September 17, 2024 at the Alerus Center in Grand Forks, ND with **setup from 8:00 am to 9:40 am**. The Exhibitor show will be open to attendees starting at **9:45 am and finish around 3:30 pm**. Exhibitors are welcome to stay until 5 pm.

**How long is the
Exhibitor
Showcase?**

It is a one-day show that is held only on Tuesday, September 17, 2024.

**When will I be
able to set up
for the
Exhibitor
Showcase?**

8:00 am until 9:40 am on Tuesday, September 17, 2024.

When I arrive which door should I enter through for easiest access to the Exhibitor Showcase area?

Use **Door #5** on the Northeast side of the Alerus Center for the most direct route to the Exhibitor Showcase area. Ample parking is available out front. If you shipped items to the Alerus Center in advance, please follow the directions below.

Note: Make sure to stop by the registration area located by door #5.

Can I ship my booth and other materials in advance?

BOOTH SHIPMENTS TO THE ALERUS CENTER: Due to limited on-site receiving and storage services (“drayage”), Alerus Center is only able to offer limited storage of shipments. Please time the arrival of your shipment as close to the conference as possible.

All shipments should be addressed:

ALERUS CENTER
Attn: Hennessy Locsin/ ND SHRM
1200 S 42nd Street
Grand Forks, ND 58201

Packages can be picked up from the Admin office through Door #1 on the south side of the Alerus Center. Packages will not be delivered to your booth.

Does the venue have general exhibitor guidelines? Nails, pins, and staples are not allowed, damages may result in additional charges. Non-residue tape or mat tape are acceptable alternatives. Matte tape can be purchased from Alerus Center for \$18 per roll. For more frequently asked questions about the venue, please refer to <https://www.aleruscenter.com/plan-your-visit/frequently-asked-questions>

What is provided to each exhibitor? A table, 2 chairs, wifi, and pipe & draping.

How big are the booths? The booths are 10' x 10'

What size are the tables? The tables in each booth are 8ft

Is electricity available? Yes, but please note that electricity MUST be booked directly through the Alerus Center prior to 8/20/24 at www.aleruscenter.com/shrm

Is Wi-Fi available? Yes, the wifi is 'Alerus Public' and no password is required to access

Will table cloths or extension cords be provided at each booth?

Table clothes can be rented from the Alerus Center for an additional charge at www.aleruscenter.com/shrm. Exhibitors are allowed to bring their own skirting and/or tablecloths. Extension cords will not be provided. If you register for electricity, electricity will be provided right up to the booth.

How many Exhibitors do you anticipate at the conference?

40 exhibitors total will be allowed.

Are Exhibitors required to give away prizes or gifts?

No. Exhibitors are not required to give away anything. However, if you have a prize drawing, exhibitors will be required to handle drawing the winner and distributing the prize on their own. Our suggestion would be to draw winners by 3pm on 9/17/24 and send the winner a direct message in the Whova conference app to pick up the prize before the Exhibitor Showcase ends. If you need assistance please let Mykal Carlson, ND SHRM State Director-Elect, or let another NDSHRM State Council member know and we will assist with messaging.

Additionally, ND SHRM Foundation Director, Ashley Nordstrom, will be reaching out for donations for the silent auction fundraiser. Ashley can be reached at anordstrom@polartel.com. We appreciate anything you can donate to the SHRM Foundation.

What times are specifically available for conference attendees to visit exhibitors? The specific times marked for attendees to visit with exhibitors and sponsors are from 9:45-10:45am; 11:45am-12:45pm; and an extended break with appetizers from 1:45-3:20pm. In between those times, concurrent breakout sessions with speakers will be occurring for attendees. The Exhibitor Showcase will remain open but we anticipate that traffic to be lighter in comparison to the listed break times.

Will lunch be provided to exhibitors? Yes. Lunch is available along with the conference attendees in the same area as the Main Stage (Ballrooms 4&5) from 11:45 am-12:45 pm.

What time can exhibitors pack up their booth? We will release exhibitors at 3:30 pm.

How many booth representatives are permitted and what if I want more than that? Each booth is permitted **2 booth representatives**. If you want more than two representatives, please contact sponsorship@ndshrm.com for more information. For the comfort and safety of everyone at the Exhibitor Showcase we do request you limit the number of representatives to no more than four.

Please be aware that the names provided to represent the booth will solely be allowed to work the exhibitor show. If these booth representatives would like to attend sessions or additional days of the conference, they need to register for an [all conference pass](#)

How do I register for the conference as an attendee?

Access the [Attendee Registration](#) page and complete the steps. Alternatively, your company can increase your participation at the conference by becoming a sponsor with some sponsorship levels including registrations. For more information on becoming a sponsor please contact Mykal Carlson (sponsorship@ndshrm.com) and/or check out our conference website page, <https://ndshrm.com/stateconferencesponsors/>

I signed up to include an attendee item in welcome bags. Is there a deadline to send these?

Thanks for boosting your brand by including an attendee welcome bag item! If you signed up to include an attendee bag insert during your registration, there was an email sent on 8/2/24 with shipping instructions. The deadline to have attendee bag inserts delivered is 8/26/24, so please ship as as soon as possible.

If you are a Platinum, Gold, or Silver sponsor, including an item is included in your sponsorship. If you would still like to send an item and did not receive instructions or need them resent, please email sponsorship@ndshrm.com

My company is planning an event during the conference. Will there be other after-hours events going on?

Yes, many local SHRM chapters are planning to host networking events for their chapter members on the evening of Tuesday, September 17th. **We recommend hosting your event on the evening of Monday, September 16th to avoid conflicts!**

How many participants do you anticipate at the conference?

350-400 attendees

Will an attendee list be provided to Exhibitors?

If you are a Platinum, Gold, or Silver sponsor, yes, these will be emailed to the primary contact that registered for the booth *AFTER* the conference. Conference attendee lists will not be provided to other levels of sponsorship/booth registration, but if you are a Bronze sponsor or attendee and have access to the conference app, Whova, you are welcome to export from there.

Is there a hotel room block?

Yes, there are many hotels within walking distance, as well as the CanadInn which is connected to the Alerus Center. Please see our [conference page](#) and scroll down to the lodging section for address, rate, and block name.

How does my company become more visible at the conference?

If you'd like more visibility than the other exhibitors, we recommend becoming a sponsor at the Platinum, Gold, Silver, Bronze, Supporter or exclusive sponsorship level. For more information on becoming a sponsor please contact Mykal Carlson (sponsorship@ndshrm.com) and/or check out our conference website page, <https://ndshrm.com/stateconferencesponsors/>.

Who will be available from ND SHRM if I need assistance the day of the event?

Mykal Carlson, Sheila Neuleib, Marie Bittner, Griffin Gillespie and other ND SHRM representatives will be in the Exhibitor Showcase area to address your questions. If you don't see an ND SHRM volunteer, please inquire at the registration desk area as they will be able to contact a team member that can assist.

Still have questions?

E-mail the Sponsorship Committee at sponsorship@ndshrm.com.

Thank you for being a part of the 2024 ND SHRM Conference!