

Line Instructions for the Exhibit PRE SHOW Plan Form

Line 1: Event Name

List the name and a brief description of the conference or event.

Line 2: Date

The date the form is originally filled out

Line 3: Dates of Event

The official date of the conference or event

Line 4: Warehouse Shipment Deadline

List the date exhibit hardware, literature, publications or other give-aways are due to the NOAA warehouse to be included in the bulk shipment that is sent directly to the show site. If there is not a bulk shipment being sent, place N/A in this box.

Line 5: Location

List the geographical location of the conference or event to include convention center name, city, and state.

Line 6: Line Offices Involved

State if it is a One-NOAA exhibit as well as any other line offices involved in the exhibit.

Line 7: Lead Office

List the office which has the lead role in the event as well as a contact person from that office.

Line 8: Exhibit Booth Size

State the size of the exhibit in feet

Line 9: Number of Booth Personnel

Report the approximate number of NOAA staff that will have an active role in the exhibit. In parentheses, report the number of NOS staff that will be actively present.

Line 10: Number and Type of Event Attendees

Report the approximate number of attendees that will attend the conference or event.

Provide in a sentence or two, the description or background of the attendees.

Line 11: Why Are We Attending

Briefly state why we are exhibiting at the exhibit.

Line 12: NOAA Exhibit Message/Theme

Briefly explain the overall theme(s) for the exhibit. Secondly explain the specific NOS theme(s) that will contribute to the exhibit.

Line 13: Specific Objectives

List the specific measurable objectives for participating in the exhibit. These should have clear and concise action items with measurable results.

Line 14: Exhibit Hardware

Briefly list or describe the physical exhibit components that will be utilized in the exhibit.

Line 15: Key Information From Previous Exhibit Participation

Recount any lessons learned or other key information taken away from similar previous exhibit participation.

Line 16: Estimated Exhibit Costs

State the approximate overall exhibit costs. This should include but are not limited to costs such as booth space, carpet and electrical rental, exhibit furniture rental, labor services, and shipping.