

# HRS Exhibitor Responsibilities

## Signing Up

- Let your supervisor know that you are interested in staffing an exhibit booth.
- If approved as an exhibitor, work with administrative staff to arrange travel, lodging and conference registration.

*NOTE: We will always send an experienced exhibitor with someone exhibiting for the first time.*

## Pre Conference Preparations

- Arrange a time as an exhibit team to be briefed with administrative staff – includes an overview of steps in process, materials, expectations, travel arrangements, responsibilities (who will be taking laptop, Exhibit Folder\*, etc.)
- Learn how to set up exhibit board and display materials (how to arrange exhibit furniture and hard copy materials)
- Review HRS website and study documents to ensure that you have a good understanding of study design, content, how to use the website, etc.
- Review conference website to familiarize yourself with scope of conference, likely audience, interests of conference participants, as well as gain information on logistics (conference location, exhibit hours, dates, local transportation, etc.)
- Get Exhibit Folder\* from administrative staff
- Review Exhibit Folder\* and be sure to ask questions
- Schedule and arrange for secure transportation for conference laptop (work with computer support team); test laptop sign-on procedures.
- Just before leaving, ascertain any news items related to the study (new or pending data releases, data collection schedules, publications, employment opportunities, etc.)
- Dress: “Smart Casual” dress, comfortable but sturdy footwear recommended.

*NOTE: Use the Exhibitor Checklist to make sure you have everything you need.*

## Arrive at Conference

- Register with Exhibitor Registration and obtain appropriate conference ID
- Install exhibit during pre-determined set-up times (includes accepting delivery of equipment, furniture, electrical connections and phone lines; setting up of exhibit board and arranging display materials)
- Noting conference requirements, determine work schedule with co-exhibitor(s), maintaining at least single person coverage at all times.

## While at Conference....

- Encourage visitors to enter exhibit space by smiling, saying hello and making eye contact if possible.
- Ask if familiar with HRS –
  - if no, sink the hook; Provide brief overview of general study description, value, usefulness (e.g., “The HRS is a nationally representative longitudinal study of people over 51 in the U.S. The study is conducted by the University of Michigan Survey Research Center and the datasets are available to the public free of charge via the Internet”)
  - if yes, ask if data user (if yes, try to get sense of what they are doing the data, and who they might be working with)
  - if yes and not a data user – how do they know about the study and can you provide additional information?
- Ask what their areas of interest are and try to make a match with the HRS – how it might be useful to the work they are doing.

## HRS Exhibitor Responsibilities (continued)

- Ask if they'd like to take away any materials – really handouts with contact information
- Keep track of approximate number of visitors to booth and whether or not familiar and/or users
- Keep track of approximate volume of materials handed out – how much of what materials
- If time permits:
  - Check the list of exhibitors for other U of M groups. Locate their booth(s). Tell them where our booth is located. See if they'll let you leave a few of our brochures at their booth (write our booth location on brochures).
  - Check the conference program for presentations featuring HRS (it may be easiest to scan the participant list first for familiar names, then look at the sessions listed for those persons). Mark those presentations so that they can be entered into our presentations database when you return from the conference.
  - If possible, give individuals who are making presentations using HRS data a few brochures or information sheets to hand out during their sessions.
- ITEMIZED receipts are REQUIRED for reimbursement – KEEP YOUR RECEIPTS.
- Enjoy yourself!

### ***Taking Down the Exhibit***

- At pre-determined dismantling hours, pack remaining display materials in shipping boxes. Use pre-printed labels provided in Exhibit Folder\*.
- Pack the exhibit board in the display case
- Complete Bill of Lading (usually required by Exhibit Contractor) to arrange pick up of materials for shipment back to UM.

### ***Post Conference***

- Complete HRS Exhibit Evaluation Form and return to administrative staff with Exhibit Folder\*.
- Return the laptop
- Return packing materials to administrative staff
- Turn over summary of all conference expenses and receipts to administrative staff. Important: Travel reimbursement claims must be submitted to the University within 30 days of the completion of the trip.
- Schedule conference debriefing with [Public Relations/Outreach Working Group]

### ***\*HRS Exhibit Folder***

For each conference, an Exhibit Folder will be prepared. This folder is essential to the success of the exhibit as it contains the following information:

- Registration confirmation
- Exhibitor Information
- Shipping Labels
- Receipts for furnishings, equipment rental, phone/internet/electricity hookups
- Tax exemption certificate if available for that State
- Travel Itineraries for all HRS exhibitors
- List of HRS resources in case of minor emergencies (materials delayed/missing, hotel problems, etc.)
- Travel Guidelines: What is/isn't covered for a UM business traveler, reimbursement guidelines, etc.
- Exhibitor Checklist