



Hello NSGC Exhibitor!

Thank you for your support and participation as an exhibitor at the NSGC 42nd Annual Conference, taking place October 17-21. We are now just 4 weeks out from the conference, and as you continue to prepare, please keep in mind the following important information to ensure a smooth exhibit experience.

Click [here](#) for up-to-date information on the NSGC 42nd Annual Conference.

Exhibitor Schedule

Below are the official hours for the 42nd Annual Conference. Times are subject to change.

Move-In

Tuesday, October 17 8:00 a.m. – 5:00 p.m.
Wednesday, October 18 8:00 a.m. – 11:00 a.m.

Exhibit Hall Hours

Wednesday, October 18 12:15 p.m. – 2:00 p.m.
Exhibit Hall Open (lunch options available for purchase)
3:30 p.m. – 4:00 p.m.
Refreshment Break in the Exhibit Hall
5:30 p.m. – 7:00 p.m.
Exhibit Hall Welcome and Poster Reception

Thursday, October 19 10:30 a.m. – 11:00 a.m.
Refreshment Break in the Exhibit Hall
12:30 p.m. – 3:00 p.m.
Exhibit Hall Open (lunch options available for purchase)
4:30 p.m. – 6:30 p.m.
Exhibit and Poster Reception

Friday, October 20 10:00 a.m. – 2:00 p.m.
Exhibit Hall Open (lunch options available for purchase)

Move-Out

Friday, October 20 2:00 p.m. - 6:00 p.m.
Saturday, October 21 8:00 a.m. - 12:00 p.m.

Payment Reminder – Action Required!

Exhibitor must remit 100% of their total fees at this time. Pat Brayley, NSGC’s Accounts Receivable Coordinator, will be sending reminders to all those with outstanding balances. If you would like to

request your outstanding balance and invoice, you can contact Pat at pbrayley@nsgc.org. No exhibitor will be allowed to move in without being paid in full or receive access to the Exhibitor Service Manual unless otherwise approved by NSGC Show Management.

Lead Retrieval – Recommended Purchase

You may use the link [here](#) to access the lead retrieval online ordering form. The early bird pricing order deadline is **Tuesday, October 3, 2023**. For questions, please call 312-321-6812 or email itevents@smithbucklin.com.

Exhibitor Booth Staff and Full Conference Registrations – Action Required!

If you have staff members who will be attending the sessions *and* assisting at the booth, please make sure to register them for an **Exhibitor Full Conference** badge so they have access to CEUs and the exhibit floor. Each 10x10 space is allotted **two (2)** complimentary **Exhibit Hall Only** badges.

Hotel Reservations – Action Required!

NSGC has secured a block of rooms at the Hyatt Regency McCormick Place for attendees and exhibitors. Rooms are limited and available on a first-come, first-served basis. The hotel cutoff date is **Friday, September 22, or whenever rooms sell out** whichever occurs first.

HYATT REGENCY MCCORMICK PLACE

2233 S Martin Luther King Dr

Chicago, IL 60616

\$299 regular + taxes/fees

\$339 with a view + taxes/fees

Unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official NSGC housing vendor. The headquarter hotels will not call exhibitors to make housing arrangements. If you are contact by a housing vendor, please notify exhibit@nsgc.org.

Exhibitor Services Manual – Action Required!

The Exhibitor Services Manual is now available. This important document contains deadlines and details relative to your participation in October. To access the Exhibitor Services Manual please [click here](#). The early bird pricing deadline for most services is **Wednesday, September 27**. Make sure to place any orders through Shepard or our other preferred vendors by this date to get the best pricing available. Remember, when completing the forms in the manual, include your company name and booth number. If you need this information resent to you, please contact us at exhibit@nsgc.org.

Floor Covering – Action Required!

As a reminder, the Exhibit Hall is not carpeted, and flooring is required. Please be sure to either order carpet from Shepard or provide an alternate floor covering. The early-bird pricing deadline ends on **Wednesday, September 27**. Pricing for carpet coverings after the deadline and onsite will increase.

Mobile App – Action Required!

The detailed company profile page within the app is customizable with your branding and company details. You may use this link [here](#) to find additional resources regarding the mobile app. If you need to grant access for another team member to update the profile, please send us a note at exhibit@nsgc.org with their name and email address. Please keep in mind that they must register for the conference using

one of your registration allotments or additional registration as we only allow for one non-registered booth set-up staff member.

Your staff team may not appear when you are working on the backend of your profile. Please note all registrations will be loading into the platform closer to the event and you will be allowed to add them to your profile at that time.

Additional instructions, specifications, and tips for the mobile app company profile can be found on the NSGC [Exhibitor Resources Page](#), and don't hesitate to reach out to us at exhibit@nsgc.org with any questions.

Exhibitor Marketing Kit

Make sure all your contacts know you'll be joining us at the NSGC 42nd Annual Conference! Utilize our Marketing Kit, found [here](#), to make the most of the last few weeks before the conference.

Sponsorship Opportunities

In past years, NSGC exhibitors with Sponsorship Opportunities experienced an **average of 55% more leads** generated than those who did not purchase an opportunity. Earn more business by investing in one of our sponsorship / advertising offerings.

Sponsorships are still available and can be found in the [Sponsorship Prospectus](#). If you would like to have your company featured throughout the conference, please contact Amanda Patrick, apatrick@nsgc.org, to discuss the open options.

On behalf of NSGC, we are excited that you will be joining us this October. If there is anything we can do to assist you, please feel free to contact us at exhibit@nsgc.org or view the [Exhibitor Resource Center](#) for more details.

Thank you,
NSGC Exhibits Team



NSGC Exhibits Team
exhibit@nsgc.org

National Society of Genetic Counselors
330 N. Wabash Avenue, Suite 2000
Chicago, IL 60611

[***Visit the Exhibitor Resources Center!***](#)