



EXHIBITOR

NEWS LETTER

AUGUST 2023

We've Moved!

We are so excited for our move to the Gaylord National Resort & Convention Center. The Gaylord is host to many other large shows in our industry and offers added benefits to having our housing and meetings all in one central location. Along with a move often comes changes, but we are happy to confirm that we will once again have our Main Stage General Sessions on the show floor! We have had such positive feedback about the traffic on the show floor and we wanted to ensure that continues. All attendees will enter through the show floor main doors and walk through the exhibits into the Main Stage location. As soon as each morning session ends, the show floor will be opened for the day and everyone leaving the sessions will exit again onto show floor. Make note of the hours below.



Take Note: Show Hours

As mentioned above, having the Main Stage on the show floor is a positive impact and will provide more face-to-face time with our attendees. Please note the following schedule of when the show floor will be advertised as "open" and plan to have your booth staffed during these hours.

Saturday, December 9	Early Move-In (Per Approval) 8:00AM - 5:00PM
Sunday, December 10	Exhibitor Move-In 8:00AM - 5:00PM
Monday, December 11	Exhibit Hall Open 10:00AM - 6:00PM
Tuesday, December 12	Exhibit Hall Open 9:45AM - 6:00PM
Wednesday, December 13	Exhibit Hall Open 9:45AM - 2:00PM
	Exhibitor Move-Out 2:00PM - 7:00PM (No large dismantling until Main Stage is closed around 3:30PM)

Book Your Hotel Now

Booking a discounted room in the AOC 2023 block using the booking link below benefits you, the exhibitor, and supports AOC. When you "book within the block," you help AOC keep meeting costs as low as possible, enabling us to provide some of the essential features meeting attendees have come to enjoy, such as the Welcome Reception, Crows' Nest, and complimentary lunches and happy hours! Rooms booked in the block also help AOC secure future room blocks over competitive dates and at competitive rates.

Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD 20745

BOOK NOW

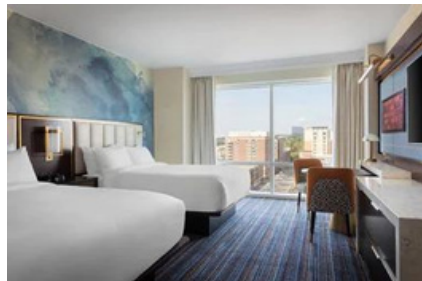
Reservations must be made by Monday, November 20, 2023, in order to secure your room at the heavily discounted AOC rate. Please note that rooms in the block may sell out before this date so book early!

Room Pricing: \$265 per night + tax**

**Rates are exclusive of tax at the time of check-in (currently 18%), subject to change without notice.



BUYER BEWARE... several housing agencies promote themselves to exhibitors and attendees as an official contractor with AOC. They solicit companies for rooms that are outside of our official housing block. Companies have experienced significant problems with these firms regarding confirmation of rooms and deposits. Official AOC event solicitations will only come directly from a crows.org email address. Please know that AOC Show Management does NOT provide your contact information to anyone other than our official show contractors. AOC is not responsible for any reservations made with any other firm.



Company Information on A2Z

There have been some changes to the exhibitor portion on A2Z that AOC is still setting up and receiving training on. Please hold off on making any updates to your company profile until after things are set-up. We will send details on how to make changes and what areas should be focused on once it is ready to go live.

Drive Traffic to your Booth

One of the best ways to guarantee you see the attendees you want to see at AOC 2023 is to invite them to visit your booth at the show! We want to help facilitate this by showcasing your booth through our “[Exhibitor Happenings](#)”.

If you have any special events in your booth during show hours, we want to know. Examples include product release, demo, dessert station, meet & greet, giveaways, press release, etc. If you would like to be included in this listing, please complete the [form](#) by October 15, 2023, for printed inclusion and NLT November 30 to be on the website and app. We will not be able to accommodate additions after November 30.

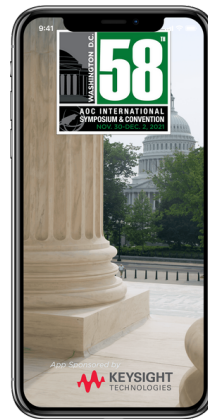
Attendee Registration is Now Open

Our registration is now open for Master Pass (paid attendees) and Exhibit Hall Only attendees. Please note that this is different from your comp booth personnel registrations that come with your booth space. **Booth Personnel registrations will open in September.** The Master Pass registration includes the following which are not included in the Booth Personnel registrations: access to Symposium Breakout and Technical Sessions; all recorded sessions and briefings as released by the speakers.



Get Noticed

Signage and branding are great ways to get noticed and draw customers to your booth. We still have multiple [opportunities available](#). Contact Sean Fitzgerald - fitzgerald@crow.org or 703-549-1600 ext. 222 to purchase.



Questions?

Additional convention information can be found on the [AOC 2023 event website](#). For questions regarding exhibiting or sponsorship you can contact Ciria Fear Price, fear@crow.org.

