



**AOC**  
**2023** International  
Symposium  
& Convention  
60<sup>th</sup> ANNIVERSARY

December 11-13, 2023  
National Harbor, MD

**EXHIBITOR**

# NEWS LETTER

**OCTOBER 2023**

## Don't Miss Out!

a2z is finally up and running for exhibitors. We sincerely apologize for the headache it has been this year with their new system. <https://aoc23.smallworldlabs.com/home>

We have moved all exhibitor print descriptions back into our program guide. The deadline to submit this is **October 13**. With their new system we are unable to pull past info so everyone must complete this for this year regardless of if you have done so in the past.

It is easier for me to understand things if I can see it, so I created a video explaining the process to login and how to make the necessary updates. If you have already completed logging in and updating your company print description you can save yourself the time of watching. Please don't hesitate to reach out if this is overwhelming or you are not finding what you are looking for. I would love 100% of exhibitors to be in the program guide with their description.

View video: <https://crows.sharepoint.com/:v:/g/EQRPH3zbxKJCrlZXze-RHgwBZrSy7lPxtvFa0M8AMMCMEA?e=NKdNpj>

## Highlight Your Company

Outside of having your company description in the printed program there are several other ways to highlight your company at AOC 2023.

This year we are continuing our “Exhibitor Happenings”. This is a free service for you as valued exhibitors. Have a new product you are showcasing? Are you doing a raffle in your booth? Maybe you are hosting a special food and beverage time in your booth. Whatever it may be, submit your “Exhibitor Happening” to have it highlighted through the show app!

Did you know that you can purchase an ad space in the printed program guide that will be distributed to all attendees? Color full page ads are \$5,000 and half page ads are \$3,500.

Contact Sean Fitzgerald ([fitzgerald@crows.org](mailto:fitzgerald@crows.org)) to secure your spot or for additional questions.

## 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

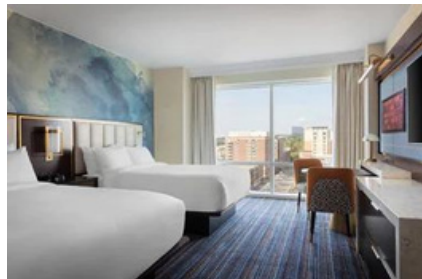
Reservations must be made by Monday, November 20, 2023, in order to secure your room at the heavily discounted AOC rate. Please note that rooms in the block may sell out before this date so book early!

**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.



## Our Exhibitor Kit Has Gone Digital

Audie Expo has moved to a web-based exhibitor kit. It has all the helpful information and forms to place orders. The link to this kit is <https://audieexpo.boomerecommerce.com/> but please note you must login to view the kit. If you have any difficulties getting into the kit please reach out to Heather Friscea ([heather@audieexpo.com](mailto:heather@audieexpo.com)) for assistance.



## Upcoming Dates and Deadlines

**Monday, October 9** - AOC offices are closed

**Friday, October 13** - Company print descriptions are due

**Monday, November 6** - Advanced warehouse begins accepting shipments

**Friday, November 10** - Deadline for EAC and COI forms to be submitted

**Friday, November 10** - AOC offices are closed

**Friday, November 17** - Audie Expo discounted ordering ends

**Thursday, November 23** - AOC offices are closed

**Friday, November 24** - Advance warehouse early shipping rates end

## Booth Personnel Registration is Open

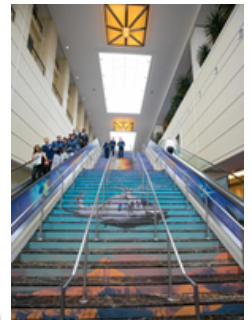
All booth main contacts should have received an email with a link and instructions to register your booth personnel. The email came from [cs1@blueskyz.com](mailto:cs1@blueskyz.com)

Our registration company is BlueSkyz/Convention Strategy Group. If you have not seen this email please reach out to [cs1@blueskyz.com](mailto:cs1@blueskyz.com) for assistance. As a reminder you get 4 comp booth personnel per 100sqft of booth space. Anyone with a Master Pass registration will be marked as booth personnel as well, so no need to register someone twice.



## 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](mailto: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](mailto:fear@crow.org).

