



EACE22 EXHIBITOR INFORMATION

We are looking forward to having you exhibit at EACE's 2022 Annual Conference which will be held June 22-24 at the Borgata Hotel, Casino & Spa in Atlantic City, NJ. Included in this packet you will find important information and helpful tips.

On-Site Check-in / Registration

Please check-in upon arrival at the EACE22 Registration Desk to pick up your name badge. **You must wear your name badge at all times**, as this will serve as your ticket to access the exhibit floor and all conference functions and social events.

Transferring of name badges on-site is not permitted. Any changes to registered exhibitor reps need to be made by emailing admin@eace.org no later than two weeks prior to the event.

All exhibitors are required to load in and out exhibits via the Borgata loading dock. Under no circumstances will the exhibitor be allowed to move in or out through public areas.

What's included in your exhibitor registration?

- ONE name badge with full conference access to all sessions, events and food functions
- One skirted, 6-foot table, two chairs and wastebasket
- Internet Access:
 - Borgata guest rooms - EACE hotel guests receive complimentary wireless internet (instructions provided at hotel check-in)

- EACE22 Meeting Space (including Exhibit Hall) - Complimentary basic wireless

Need to register additional exhibitor reps? Additional reps are \$350 and includes access to all access to conference programming and functions. Please contact finance@eace.org to purchase additional representative tickets.

Hotel Information

Borgata Hotel, Casino & Spa | 1 Borgata Way, Atlantic City, NJ 08401

Cancellation Policy:

Cancellations may be made with a refund of your deposit up to 72 hours in advance of your check-in date. Contact the Borgata directly with questions regarding your reservation.

Parking:

- On-site self-parking fee: \$5.00 USD per visit
- Valet parking fee: \$10.00 USD per visit

For information on digital check-in/out, transportation, driving directions and local area attractions, visit <https://www.eace.org/eace22-hotel-area>

Electricity / A/V

Electricity and additional A/V needs are not included and should be ordered using the forms attached to this packet **no later than June 8, 2022.**

1. Under no circumstances shall anyone other than Borgata Technicians/Electricians make electrical connections.
2. Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by exhibitors.
3. All flexible cords shall be 3-wire unless the cord is a component part of an assembly which is specifically approved
4. Electrical code requires that any extension cord in a booth have mechanical protection from abrasion. If such protection is not supplied by the exhibitor, it can be supplied at additional charge. In addition, under no circumstances will any electrical cords be run under carpet.

5. Electrical wiring and equipment installation must conform to the National Electrical Code and the Electrical Code of Atlantic City.
6. Credit will not be given for electrical service installed and not used.

Shipping / Storage

Exhibitors are responsible for any expenses associated with shipping their materials and equipment. **The Hotel has no facilities for the storage of exhibits, equipment, or other materials.** Any shipments which arrive before the hotel guest's arrival or designated load in time may be turned away. All goods must be loaded out immediately after the event. Any goods left behind will be discarded.

If shipping directly to the hotel, the following address must be used:

Borgata Hotel Casino & Spa
One Borgata Way
Atlantic City, NJ 08401

ATTN: Hotel Guest: < insert exhibitor rep name> Arriving: < insert check-in date>

Items can be stored temporarily at the Front Desk until check in. There are storage fees associated with the packages being held at the Front Desk – typically \$5.

Return Shipments:

EACE does not print return shipment labels for exhibitors. **The Borgata does not have a business center so exhibitors should bring shipping labels with them if they need to ship items back.** If shipping Fed Ex – they require the customer to contact them directly to schedule a pickup.

Exhibitor-Specific Activities & Networking Opportunities

Wednesday, June 22	
8:00 AM – 11:00 AM EACE22 Exhibit Hall is located in Salon BC in the Borgata Event Center. Stop by the EACE22 Registration Desk FIRST to pick up your name badge.	Exhibitor Set-up. (EACE Videographer will be coming around to booths between 9:00 - 11:00am to record your 30-second plug for the Exhibitor Montage Video (see example). Time-permitting, video to be played immediately following the Opening Keynote or at the Thursday Breakfast.
2:00 PM – 2:15 PM Salon BC	Exhibitor Networking Break
3:15 PM – 4:00 PM Salon BC	Exhibitor Showcase & Dessert Bar (EACE22 attendees to meet the exhibitors while enjoying desserts.)
5:00 PM – 6:00 PM Salon BC	Exhibitor Networking & Welcome Reception (EACE22 attendees network with exhibitors while enjoying cocktails and light appetizers.)
Thursday, June 23	
8:00 AM – 4:30 PM Salon BC	Exhibit Hall is Open to Attendees. (LinkedIn Headshot and Selfie Station, Hospitality Lounge within exhibit hall)
8:00 AM – 9:00 AM Salon D	Networking Breakfast with Exhibitors (Exhibitors are permitted ONE BRANDED TABLE PER REGISTERED EXHIBITOR REP . Your registration comes with one representative, so if you did not register additional exhibitors, you are allowed one table. If you are participating, come 10-15 minutes early to add table signage, handouts, giveaways etc.) EACE does not provide signage for tables. Exhibitor is responsible for removing signage after the breakfast.
10:15 AM – 10:45 AM Salon BC	Exhibitor Networking Break
4:00 PM – 4:30 PM Salon BC	Exhibitor Networking Coffee Break
4:30 PM	Exhibitor Break-down and Move Out

Exhibitor Passport

All conference attendees receive the exhibitor passport with registration materials. They need to have a certain number of exhibitors marked off to enter their passport into the final conference raffle to win Apple AirPods. **EACE will have colored sticker dots on site for exhibitors to use. If you prefer to use a branded stamp or sticker, please bring with you.**

If your company is donating prizes for the Exhibitor Passport, contact EACE22 Exhibitors & Sponsors Co-Chairs Sonya Lawyer (slawyer@stevenson.edu) and Jeannine Morber (jmorber@stevenson.edu) to coordinate.

Conference Attendee List

All conference registrants receive an attendee list 1-2 weeks prior to the event in a "Tips for Your Trip" email. (If you do not receive this, **please check your spam!**) The attendee list will include name, organization, email, city and state in PDF format. **EACE policy does not provide this list in Excel format or additional lists upon request.**

If you are an EACE member, you can view the attendee list at any time! This list updates in real time and includes contact information.

https://www.eace.org/eace22_attendees

Giveaways

Exhibitors are welcome, and typically do, bring promotional materials (brochures, flyers, etc.) as well as branded giveaways to attract attendees (water bottles, chap sticks, chip clips, etc.) to their booths.

You may distribute wrapped candy/mints at your booth. You may NOT distribute any food/beverages that are not wrapped.

Mobile App

Download the EACE22 Mobile App:

Search the App Store or Google Play for “**EACE Events**.” Then choose the EACE 2022 Annual Conference app in the list of available shows. [DOWNLOAD HERE](#)

Already have the EACE App on your phone from a past conference? Click on the EACE App icon from your mobile device. From the main dashboard, select the button on the bottom of your screen called “Exit to Conference List.” From here, you can select the EACE 2022 Annual Conference Event.

Enhance your mobile app exhibitor listing!

The primary exhibitor contact received an email directly from EACE’s app provider, Core-Apps on June 2, 2022. Check your spam folder for this message which contains your login to the exhibitor portal: <https://exhibitors.core-apps.com/eace22>

As a registered exhibitor, EACE is giving you access to upload your logo (.jpg format, no larger than 300 dpi) and handouts (.pdf format only) so that they are displayed on your Exhibitor Listing and available for download by users of the mobile app.

Participating in the mobile app is a great way to draw attendees to your booth.

[Additional changes to your exhibitor listing must be sent to EACE HQ at admin@eace.org no later than June 10, 2022.](mailto:admin@eace.org)

For technical support or help logging in to the exhibitor portal, contact support@core-apps.com.

Enhance Your Exhibitor Experience by Becoming a *Friend of EACE*

If you want to **boost your exhibitor presence to create a long-lasting impression**, there are various add-on opportunities to meet your goals at any budget.

The following opportunities **start at just \$250** for the *Friends of EACE* level:

- 30-minute live workshop/webinar
- Promotional E-blast
- Social Media Spotlight Day
- EACE Update Newsletter Feature

As a *Friend of EACE*, your company extends exposure beyond just EACE22 attendees.

Not only will you reach the entire EACE community of 1,800+ members, your company received the following added benefits:

- Branding on every page of the EACE website
- Branding on every monthly EACE Update newsletter
- Branding and recognition at the EACE22 Annual Conference

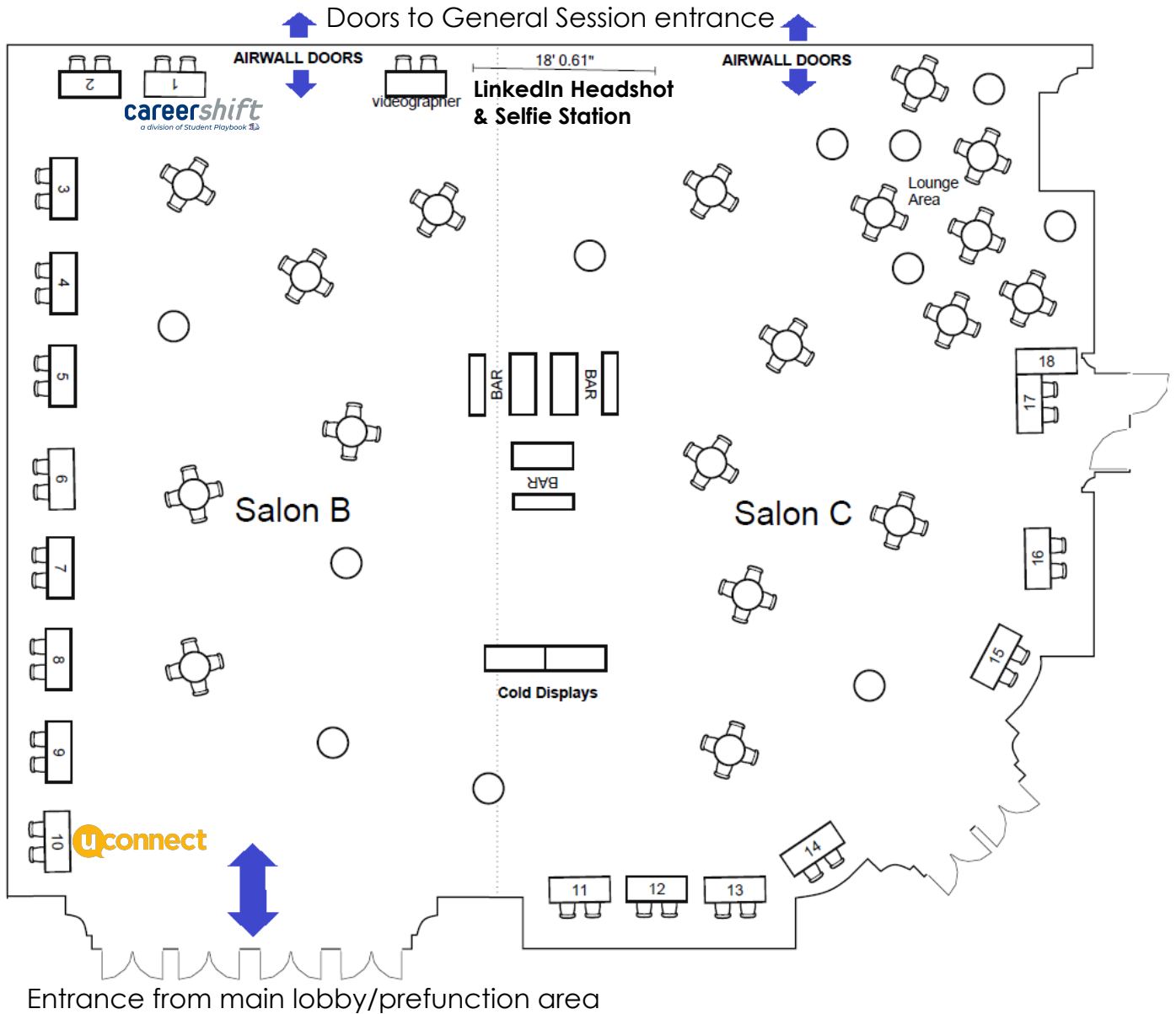
Find out more: <https://www.eace.org/eace22-sponsorship#friends>

5 Tips for Exhibitors

1. **Attend the social events.** The best way to network with attendees is to attend the Entertainment Night and other social events.
2. **Engage in social media.** EACE attendees are very active on social media. Use #EACE and #EACE22 to get your name out there! Here are the links to EACE's channels: [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [Blog](#)
3. **Bring branded giveaways** to attract people to your booth. Examples can include magnet clips, pens, power banks etc.
4. **Bring return shipping labels with you.** Don't forget, the Borgata does not have a business center for printing.
5. **Stand, don't sit.** Don't sit behind your table – get up and engage!

Save the Date for EACE23!
June 26-28, 2023 | Baltimore Marriott Waterfront | Baltimore, Maryland

EACE22 Exhibit Hall Floorplan (Borgata Salon BC)

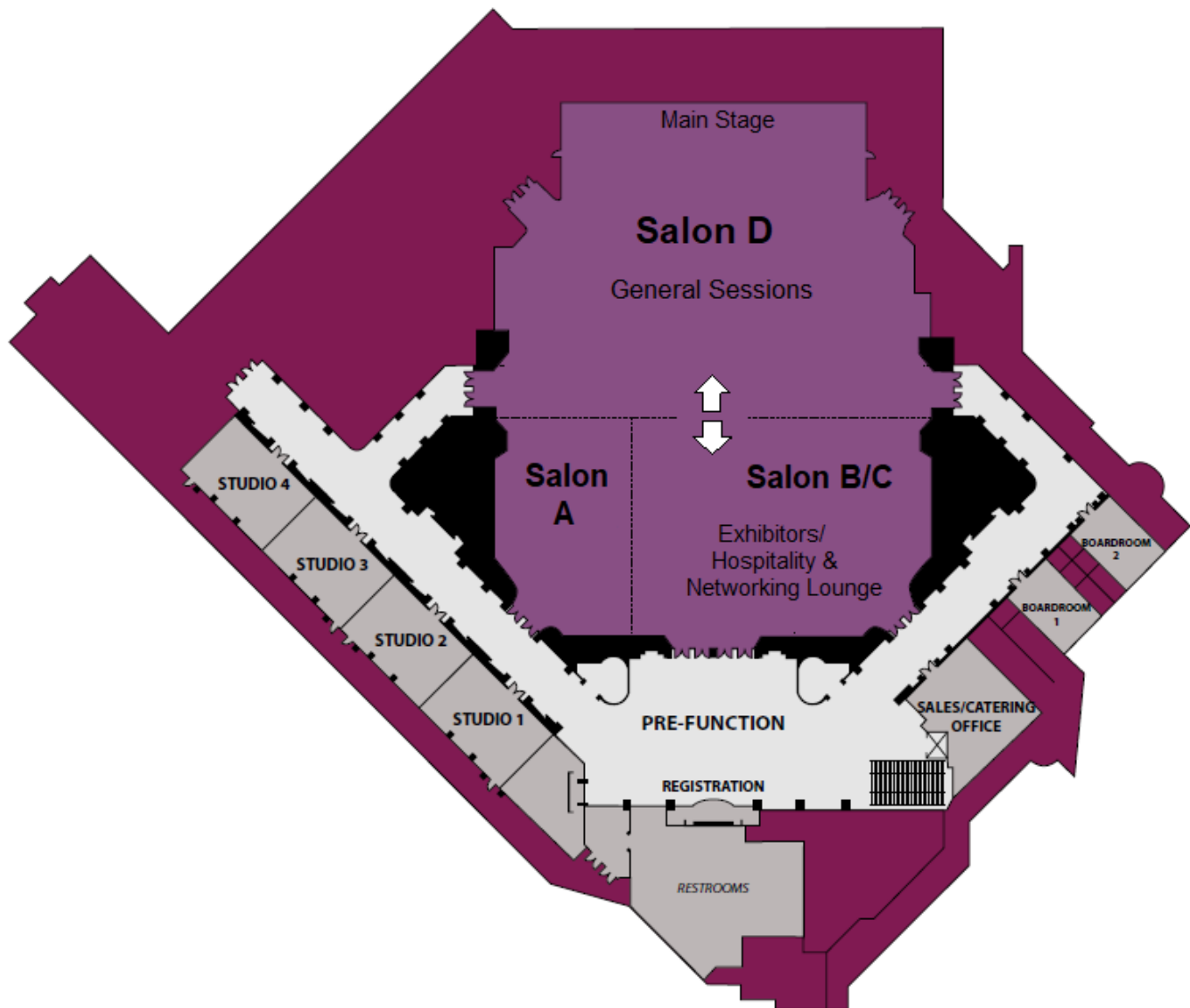


1	Careershift, a division of Student Playbook *Sponsor	9	Wix.com
2	GoinGlobal	10	uConnect *Sponsor
3	Career Fair Plus	11	SkillsFirst
4	Handshake	12	Symplicity
5	Educational Housing Services (EHS)	13	Interstride
6	StandOut by CollegenET	14	CareerSpots
7	12Twenty	15	Vault Firsthand
8	SkillsSurvey	16	
		17-18	EACE Technology Committee Genius Bar



EACE22 MEETING SPACE FLOORPLAN

Level 2: The Borgata Event Center



MAP KEY

FINE DINING

- 1 Izakaya
- 2 Old Homestead
- 3 Angeline
- 4 American Bar & Grille

CASUAL DINING

- 1 Starbucks
- 2 Borgata Baking Company
- 3 The Metropolitan
- 4 Noodles Of The World (N.O.W.)
- 5 Borgata Buffet
- 6 Bread + Butter
- 7 The Marketplace Eatery
- 8 Sunroom

SHOPPING

- 1 Retail Piazza
- 2 Borgata & Co.
- 3 The Shoppes at The Water Club

SPA

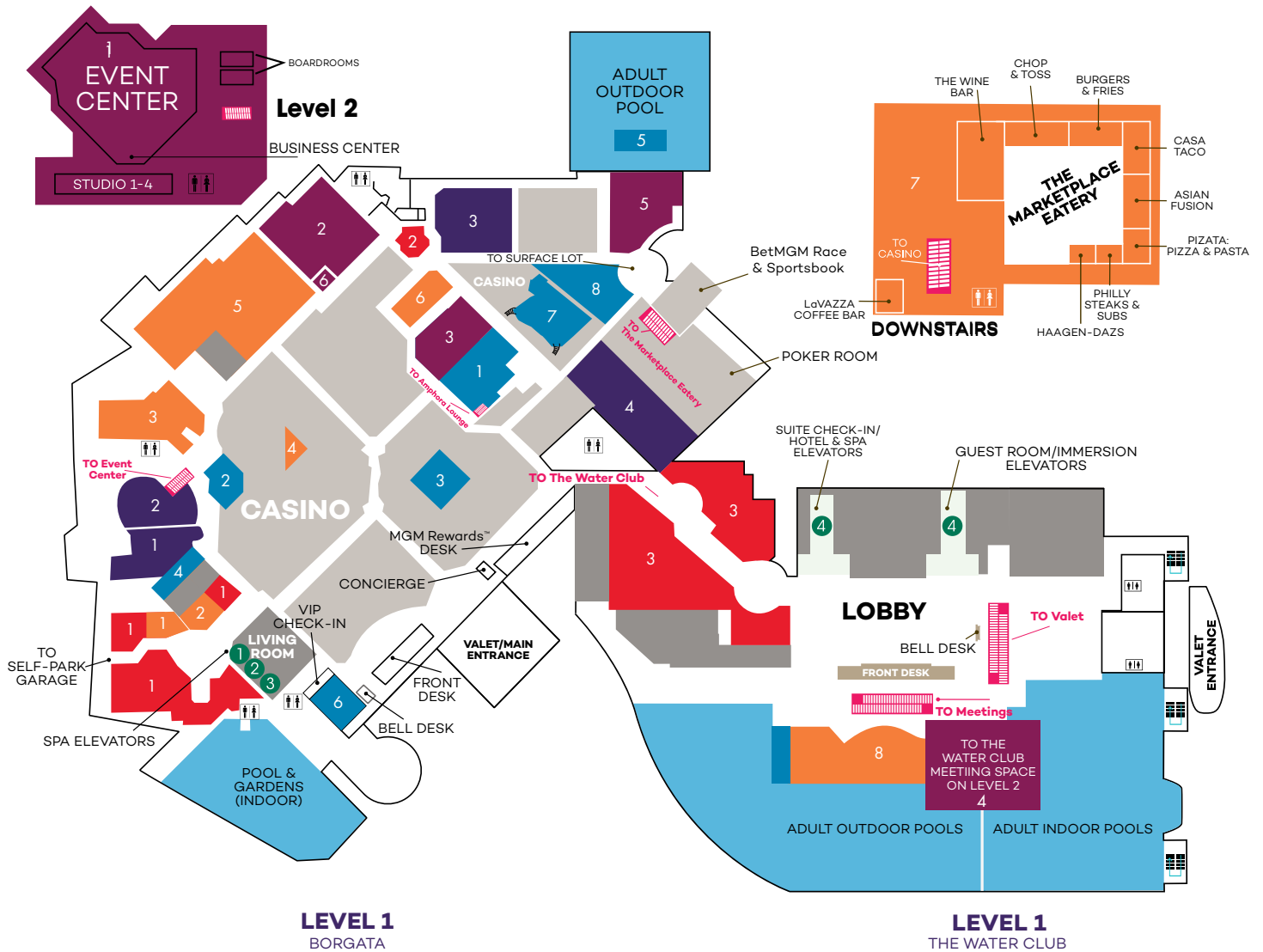
- 1 Spa Toccare at Borgata
- 2 The Salon
- 3 The Barbershop
- 4 Immersion Spa at The Water Club

NIGHTLIFE/BARS

- 1 Premier Nightclub
- 2 Gypsy Bar
- 3 B Bar
- 4 Long Bar
- 5 Borgata Beer Garden
- 6 Lobby Bar
- 7 Level One Cocktail Bar & Lounge
- 8 BetMGM Sportsbook & Bar

ENTERTAINMENT/ MEETING SPACE

- 1 Event Center
- 2 The Music Box
- 3 Central Conference Center
- 4 Water Club Meeting Space
- 5 Signature Room
- 6 Box Office





THE WATER CLUB 
A SIGNATURE HOTEL BY BORGATA 

AV and Electrical Services Pricing Guide

June 2021

Exhibitors, please observe these guidelines:

The AV Form

should be used for AV requests and for
electrical services required for AV setups only
For more comprehensive AV needs please contact us at 609-317-7804
or sciotta@theborgata.com

The Electrical Form

should be used for electrical and banner requests
Electrical services listed are available in the Ballroom / Salons only
Please call for information on other venues.
For questions regarding electric requests please call 609-317-7804

All Requests must be faxed to 609-317-1037 or emailed to sciotta@theborgata.com
no later than 14 days prior to the event.

Thank you for choosing Borgata

AUDIO VISUAL ORDER FORM FOR EXHIBITORS



Event _____ Room _____
 Group Name _____ Booth _____
 Contact Info _____ Start Date _____ End Date _____

Display Equipment	Rental Rate (Per Day)		# of Units		# of Days		Extension
20" Data Monitor	\$125	X		X		=	
32" Flat Panel Display Monitor	\$175	X		X		=	
48" Flat Panel Display Monitor	\$300	X		X		=	
52" Flat Panel Display Monitor	\$350	X		X		=	
65" Flat Panel Display Monitor	\$400	X		X		=	

Media Equipment							
DVD Player	\$25	X		X		=	
Single CD Player	\$25	X		X		=	
Digital Media Player	\$50	X		X		=	

Microphones / Public Address							
Wired Microphone (includes stand)	\$50	X		X		=	
Wireless Mic (Lapel Mic or Hand-Held Mic)	\$160	X		X		=	
Overhead Speakers (Full Ballroom)	\$800	X		X		=	
Desktop Computer Speakers	\$35	X		X		=	
Small PA - 1 powered speaker	\$100	X		X		=	
4 Channel Mic Mixer	\$40	X		X		=	

Lighting & Other Services							
Specials / Lighting Patterns	\$30	X		X		=	
Floor Lights / Up Lights (each)	\$20	X		X		=	
Lighting Trees / 2 lights	\$80	X		X		=	
High Speed Internet Access	\$300	X		X		=	
Telephone Line	\$100	X		X		=	
Video Signage (2 - 13' x 18' screens)	\$2,000	X		X		=	

Standard Minimum Setup Fee >	\$75
Equipment >	
Additional Labor >	
6.625% Tax >	
Total Charges >	

Deposit to Acct # 50545-352500

IF PAYING BY CREDIT CARD PLEASE COMPLETE	Credit Card Type: MC VISA AMEX DISC
Account Number: _____	Exp Date _____
Cardholder Name (Please Print): _____	Signature _____
IF PAYING BY CHECK	PLEASE RETURN A COPY OF THIS FORM WITH PAYMENT 30 DAYS PRIOR TO EVENT TO:
BORGATA CASINO AND SPA	One Borgata Way, Atlantic City, NJ 08401 Attn: Entertainment Dept.
IF CHARGING TO MASTER ACCOUNT	Acct # _____ Signature _____

NOTES: Please fax this form to 609-317-1037 no later than 14 days prior to your event
 For items not on this form or any other questions please call 609-317-7804
 Quantities are limited. Availability must be confirmed by Borgata AV Dept.
 "Day of" requests do not guarantee availability
 A 50% late fee may apply for cancellation with less than 48 hours notice.

ELECTRICAL SERVICE APPLICATION AND DISCLAIMER



Please call 609-317-7804 with any questions

PLEASE FILL OUT ALL SECTIONS BELOW		
Name of Convention		Authorized By
Exhibiting Firm		Authorized Signature
Start Date	End Date	Title
Room	Booth#	Phone
Street		Cell
City		Fax
State	Zip	Email

AVAILABLE SERVICES (Studios have 120 VAC only)	1 DAY	2 DAYS	3-5 DAYS	Multiply by >>	No. of Services	Subtotals
120 VAC 500W Maximum Single Receptacle <i>(For one item, i.e., a computer, DVD/TV, etc.)</i>	\$80	\$160	\$240	x		
120 VAC 20 Amps 1800W With Quad Box <i>(For more than one item not to exceed 1800 w)</i>	\$100	\$200	\$300	x		
120/208 20 Amps Single Phase	\$200	\$400	\$600	x		
120/208 30 Amps Single Phase	\$250	\$500	\$750	x		
120/208 60 Amps Single Phase	\$300	\$600	\$900	x		
120/208 20 Amps Three Phase	\$250	\$500	\$750	x		
120/208 30 Amps Three Phase	\$300	\$600	\$900	x		
120/208 60 Amps Three Phase	\$350	\$700	\$1,050	x		
100 Amps Three Phase (Camlocks only)	\$500	\$1,000	\$1,500	x		
200 Amps Three Phase (Camlocks only)	\$650	\$1,300	\$1,950	x		
400 Amps Three Phase (Camlocks only)	\$800	\$1,600	\$2,400	x		
Events Center Power Distribution System	\$2,000	\$4,000	\$6,000	x		
RENTAL ITEMS						
10' Extension Cord	\$15	\$30	\$45	x		
25' Extension Cord	\$20	\$40	\$60	x		
Power Strip / Quad Box	\$20	\$40	\$60	x		
BANNERS						
Smaller than 8' x 4'	\$75	n/a	n/a	n/a	n/a	
* See below Larger than 8' x 4'	\$150	n/a	n/a	n/a	n/a	
Do you require 24 hour service? Yes No	Note: There may be a late fee of an additional 50% for any orders received within 13 days of your event.			Subtotal: _____		
Please indicate other pertinent information:				6.625% Tax: _____		
				Total Charges: _____		
Deposit to Acct # 50545-352500						

IF PAYING BY CREDIT CARD PLEASE COMPLETE		Credit Card Type:	MC	VISA	AMEX	DISC
Account Number: _____			Exp Date _____			
Cardholder Name (Please Print): _____	Signature _____					
IF PAYING BY CHECK PLEASE RETURN A COPY WITH PAYMENT 30 DAYS PRIOR TO EVENT TO:						
BORGATA CASINO AND SPA		One Borgata Way, Atlantic City, NJ 08401			Attn: Entertainment Dept.	
IF CHARGING TO MASTER ACCOUNT Acct # _____ Signature _____						

>> Application must be faxed to 609-317-1037 no later than 14 days prior to the event. <<

IMPORTANT NOTICE TO EXHIBITORS ON THE FOLLOWING PAGE
ANY LABOR ABOVE THE PRIMARY CONNECTION WILL BE CHARGED AT \$75/HR. - 1 HOUR MINIMUM

NOTICE TO EXHIBITORS

- 1 Under no circumstances shall anyone other than Borgata Technicians/Electricians make electrical connections.
- 2 Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by exhibitors.
- 3 All flexible cords shall be 3-wire unless the cord is a component part of an assembly which is specifically approved
- 4 Electrical code requires that any extension cord in a booth have mechanical protection from abrasion.
If such protection is not supplied by the exhibitor, it can be supplied at additional charge.
In addition, under no circumstances will any electrical cords be run under carpet.
- 5 Electrical wiring and equipment installation must conform to the National Electrical Code and the Electrical Code of Atlantic City.
- 6 Borgata reserves the right to refuse hookup of any electrically unsound equipment.
- 7 Credit will not be given for electrical service installed and not used.
- 8 Motors over 1 hp must have a fusible switch.
- 9 To avoid delay, all equipment must be labelled with full information as to current, voltage phase, cycle, horsepower, etc.

STANDARD CONDITIONS FOR EXHIBITS AND DISPLAYS

NON-FLAMMABLE MATERIALS: All materials used in any room at Borgata MUST be non-flammable to conform with the Fire Regulations of the State of New Jersey, and the City of Atlantic City.

Exhibitors MUST have available for inspection a valid "Certificate of Flameproofing" for all materials while attending the trade show or other event.

Material not conforming with such regulations will be removed immediately at the exhibitors expense.

GAS ENGINES: Under no circumstances may engines which use combustible fuel be operated in the building.

Arrangements must be made for Borgata personnel to transport vehicles from street level to the exhibit space.

Other motors may not be operated without consent of the convention manager.

RIGGING: Any hanging of signs, banners, or other materials which require attachment to the building, must be done by Borgata personnel.

SPECIAL NOTICES: If nails, bracing wires, or other fasteners used in erection of displays need to be attached to the building, this work must be done by Borgata employees. Property or equipment damaged by exhibitors must be replaced in it's original condition at the exhibitors expense.

LOAD IN / LOAD OUT: All exhibitors are required to load in and out exhibits via the Borgata loading dock.

Under no circumstances will the exhibitor be allowed to move in or out through public areas.

LIABILITY Borgata will not be responsible for any injury, loss or damages that may occur to the exhibitor, the exhibitor's employees, property or to any other person prior, during, or subsequent to the period covered by the exhibit contract provided that said loss or damage is not caused by the willful negligence or wrongful act of any employee of the hotel. Each exhibitor expressly releases the Hotel from such liabilities and agrees to indemnify the hotel against any and all claims for such injury, loss or damage.

INSURANCE: Exhibitors who desire to carry insurance on their exhibits must do so at their own expense.

STORAGE: The Hotel has no facilities for the storage of exhibits, equipment, or other materials. Arrival of goods must be coordinated through the convention organizer and must arrive as agreed upon. Any shipments which arrive before the designated load in time will be turned away.

All goods must be loaded out immediately after the event. Any goods left behind will be discarded.

CLIENT OWNED ITEMS: Any client owned items which are entrusted to Borgata technicians as part of their displays or technical setups must be picked up at the end of the event or series of events or Borgata can not be responsible for them.

BILLING NOTES:

The posted rates include only the primary connection, i.e. providing the lines and connecting to already properly wired equipment.

Any required wiring or connections beyond a primary connection will be quoted on a per job basis, with advance information only.

Additional charges apply when extra rigging is needed due to unusual size, shape or condition of a banner.

Signee assumes responsibility for full replacement value of equipment not returned.

BORGATA RESERVES THE RIGHT TO CLOSE DOWN ANY EXHIBIT WHICH DOES NOT CONFORM TO THESE REGULATIONS.