

# NASCC: THE STEEL CONFERENCE

incorporating the World Steel Bridge Symposium and the SSRC Annual Stability Conference



## Exhibitor Workshops & Product Showcase

Invite your current and potential customers to learn more about your best products and unique expertise through our exhibitor workshops at The Steel Conference! Exhibitor workshops provide an opportunity for our exhibiting companies to promote and/or sell a product and/or service to our attendees. Workshops are offered in 45–90 minute time slots that take place before and during officially scheduled conference sessions.

### Exhibitor Workshop Benefits:

- Meeting space for 75–100 attendees at the America's Center
- Audio-visual equipment (screen, projector and laptop)
- Stage with lectern and microphone
- Listing in The Steel Conference Final Program & Mobile App
- Signage outside the workshop room

Product showcases are 20-minute demonstrations that provide exhibitors with a high-value live marketing opportunity right on the exhibit floor. These face-to-face sessions are an increasingly popular way for exhibitors to make a big impression, showcase products, techniques and/or services and demonstrate how a product or service is used in practical setting.

### Product Showcase Benefits:

- Theater style seating in the exhibit hall for 75 attendees
- Audio visual equipment (screen, projector, laptop, wireless handheld microphone and audience Q&A microphone)
- Stage with lectern
- (75) wireless headsets for participants
- Listing in The Steel Conference Final Program & Mobile App
- Signage in demo area
- Dedicated staff to manage the success of product demos

April 3–5  
2019

America's  
Convention Center  
St. Louis, Missouri



cisc icca  
imca

[www.aisc.org/nascc](http://www.aisc.org/nascc)

## Company Information

Company \_\_\_\_\_

*Company name should be completed exactly as it will appear in official NASCC: The Steel Conference publications.*

## Contact Information

Primary Contact \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ E-mail \_\_\_\_\_

*Only the designated contact will receive workshop and product demo information and logistical kit.*

## Session Selection

Please indicate at least three preferred time slots and rank in order of preference. Due to limited availability, workshops are assigned on a first-come-first-served basis and are limited to ONE workshop\*\* and ONE product showcase per exhibitor. Time slots are based on first-come-first-served basis, so we recommend you sign up early! Indicate your choice(s) below and submit to Lisette Miller at [miller@aisc.org](mailto:miller@aisc.org) no later than **Friday, January 18, 2019**.

### Exhibitor Workshop Request

Wednesday, April 3, 2019		Workshop Title	Rank
7:00 – 7:45 a.m.	.75 hours		
8:00 – 9:00 a.m.*	1.0 hours		
9:15 – 10:15 p.m.*	1.0 hours		
1:30 – 3:00 p.m.*	1.5 hours		
3:15 – 4:45 p.m.*	1.5 hours		
5:00 – 6:00 p.m.*	1.0 hours		

Thursday, April 4, 2019		Workshop Title	Rank
7:00 – 7:45 a.m.	.75 hours		
8:00 – 9:00 a.m.*	1.0 hours		
9:15 – 10:15 a.m.*	1.0 hours		
noon – 1:00 p.m.*	1.0 hours		
2:00 – 3:30 p.m.*	1.5 hours		
4:00 – 5:30 p.m.*	1.5 hours		

Friday, April 5, 2019		Workshop Title	Rank
7:00 – 7:45 a.m.	.75 hours		
8:00 – 9:00 a.m.*	1.0 hours		
9:15 – 10:15 a.m.*	1.0 hours		
10:45 – 11:45 a.m.*	1.0 hours		

\* These workshops are scheduled during the same time slots as regular conference sessions and are limited to one per exhibitor.

\*\* If you'd like to host a second workshop, it must take place during the 7:00 a.m. time slot.

# Exhibitor Workshop & Product Showcase 2019 Application

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## Product Showcase Request

Thursday April 4, 2019	Showcase Title	Rank
10:00 – 10:20 a.m.		
10:30 – 10:50 a.m.		
11:00 – 11:20 a.m.		
11:30 – 11:50 a.m.		
noon – 12:20 p.m.		
1:00 – 1:20 p.m.		
1:30 – 1:50 p.m.		
2:00 – 2:20 p.m.		
2:30 – 2:50 p.m.		
3:00 – 3:20 p.m.		
3:30 – 3:50 p.m.		
4:00 – 4:20 p.m.		
4:30 – 4:50 p.m.		

  

Friday April 5, 2019	Showcase Title	Rank
9:30 - 9:50 a.m.		
10:00 - 10:20 a.m.		
10:30 - 10:50 a.m.		
11:00 - 11:20 a.m.		
11:30 - 11:50 a.m.		
noon - 12:20 p.m.		
12:30 - 12:50 p.m.		

Workshop and showcase preferences, titles and descriptions are due by no later than Friday, January 18, 2019. Workshop requests made after this time will not be printed in the final program. Workshop confirmations will be sent the week of February 4.

Applications may be sent to Lisette Miller: [miller@aisc.org](mailto:miller@aisc.org)

## Best Practices for Engaging Your Audience

### Tip #1

#### It's best not to demonstrate a product sitting down.

You give up control of the presentation and your audience. If there are two of you, the lead presenter should remain standing, perhaps working at a flip chart or white board. If you are solo and you use a laptop at points, don't sit at the laptop. Stand instead. Also, turn off the laptop screen. This will force you to look up at what they are looking at and it will keep you from looking and talking into the laptop.

### Tip #2

#### Use stories to enhance the demonstration.

Going one step further, tell a story from the customer's point of view. Use a real-world issue the customer may face and illustrate how your product can solve this particular issue.

### Tip #3

#### Make every presentation and demo a two-way dialogue.

### Tip #4

#### Get the audience talking early.

Start the presentation with pre-planned questions to get the audience talking early. It relaxes you, and it makes them more comfortable and receptive. It also helps you locate the target and then hit it.

# Exhibitor Workshop & Product Showcase Fine Print/Meeting Details

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## Location and Room Setup

### workshops

AISC will supply and assign meeting rooms at the America's Center. Your room setup will be that of the other sessions that day, in most cases theatre style with chairs only. You will receive the room assignment as part of your workshop confirmation notice. Any display materials may need to be removed at the end of each session if another session immediately follows.

### product showcases

The product showcase stage will be located in Exhibit Hall 1. The product showcase is an open floor plan concept set in theatre style for 75, with chairs only. Participants will listen to the demonstration through headsets. Through this energizing, original setting, you'll grab your target customers attention right on the show floor!

## Workshop Promotion

AISC will provide one general sign per room/stage per day, posting all of the functions taking place on that specific day. Your workshop title and company name will be posted on this sign. The title and description for all workshop requests received prior to **Friday, January 18, 2019** will be listed in the Mobile App and Final Program, which is distributed at the conference. Descriptions must be 75 words or less. AISC's editing staff reviews and makes any necessary edits to all text. Workshop requests received after January 18 will not be guaranteed program listing, nor will they be guaranteed to be listed on the signage outside the meeting room.

## Food & Beverage

Exhibitors have the option to purchase refreshments directly from the convention center's caterer, Levy Restaurants. You may make arrangements directly with our catering contact, Erika McCarty. [emccarty@levyrestaurants.com](mailto:emccarty@levyrestaurants.com) | 314.342.5254

Visit [www.aisc.org/nascc/exhibitors](http://www.aisc.org/nascc/exhibitors) to download Levy's menu and order form.

## Audio Visual

### workshops

AISC will provide basic audio visual (*screen, projector, laptop and lectern microphone*). If you require additional audio visual equipment, you must contract directly with PSAV, the convention center's AV provider to place an order. Contact Aaron Heepke.

Visit [www.aisc.org/nascc/exhibitors](http://www.aisc.org/nascc/exhibitors) to download Projection's AV order form.

### product showcases

AISC will provide the following audio visual: *screen, projector, laptop, wireless handheld microphone and audience Q&A microphone*. In addition to the basic AV provided, the stage will have (75) wireless headsets for participants. These headsets will connect to the microphones so your presentation is heard, even in the hustle of the exhibit hall! Please reach out to Lisette Miller ([miller@aisc.org](mailto:miller@aisc.org)) if you require additional audio visual equipment. Due to the quick turnaround between each exhibitor demo, additional AV is not guaranteed.

## Request Form and Scheduling

### workshops

Due to the increasing popularity of the exhibitor workshop, and the limited space available to us at the convention center, AISC can only guarantee ONE 60/90 minute workshop per exhibitor for the 2019 conference. However, the 45 minute time slots in the mornings and evenings have much more flexibility. If you prefer to host multiple workshops, please choose only one 60/90 minute slot for your initial workshop and 45 minute slots for subsequent workshops.

### product showcases

AISC can only guarantee ONE 20-minute product showcase per exhibitor for the 2019 conference.



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American Institute of Steel Construction  
312.670.2400 | [www.aisc.org](http://www.aisc.org)