



# NHIA 2024 Exhibitor Webinar

## Know Before You Go

February 15, 2024



# Today's Presenters



**Ashlan Oberholtzer, MS, RD, LD**  
Vice President of Membership  
and Business Development



**Erica Platner**  
Director of Events



**Megan Postlethwait**  
Operations Manager



**Andrea Schermerhorn, CEM, DES**  
Sr. Sales Manager – Exhibits and  
Sponsorships

# Agenda

- NHIA and Exhibitor Success (10 min)
- Exhibitor Logistics (15 min)
- Freeman (10 min)
- Marketing and Sponsorship (5 min)
- Closing Remarks (5 min)



# NHIA 2024 + Exhibitor Success



# NHIA 2024 + Exhibitor Success:

## Exhibitor/Sponsor Schedule Highlights

### Saturday, March 23

- Exhibitor Move In: 8:00 AM – 5:00 PM
- Registration Open: 2:00 PM – 8:00 PM
- Welcome Reception: 6:00 PM – 8:00 PM (Hilton)

### Sunday, March 24

- Registration Open: 7:00 AM – 7:00 PM
- Exhibitor Move In: 8:00 AM – 1:00 PM
- Grand Opening of Exhibit Hall & Reception: 4:30 PM – 7:00 PM

### Monday, March 25

- Registration Open: 7:00 AM – 8:00 PM
- Morning Networking Continental Breakfast: 7:30 AM – 8:30 AM
- Exhibit Hall Open(Lunch Provided): 12:00 PM – 3:00 PM
- Infusion Side Chats: 5:30 PM – 6:30 PM
- Foundation Celebration(Ticketed Event): 6:45 PM – 8:00 PM

### Tuesday, March 26

- Registration Open: 7:00 AM – 6:00 PM
- Breakfast Symposia: 7:15 AM – 8:45 AM (Hilton)
- Morning Networking Coffee: 8:00 AM – 9:00 AM
- Exhibit Hall Open (Lunch Provided): 10:30 AM – 1:00 PM
- Dessert Networking Break: 1:00 PM – 1:30 PM
- Exhibit Hall Dismantle: 1:30 PM – 9:00 PM
- Infusion Side Chats: 4:15 PM – 5:15 PM
- NHIA Signature Networking Event: 6:30 PM – 9:30 PM

### Wednesday, March 27

- Farewell Breakfast: 8:00 AM – 9:00 AM



## NHIA FULL CONFERENCE SCHEDULE

*Note: Exhibitors may enter the exhibit hall one hour before it opens to attendees.*



# NHIA 2024 + Exhibitor Success:

By The Numbers as of February 14, 2024...

## Registration

- NHIA is expecting record attendance!
  -  Up 25% in registrations
  -  Up 14% in attendee/exhibitor ratio

## Exhibition

- 131 Exhibiting Companies
  -  Up 31% from 2023
  -  Up 19% from 2022
- Reimagined Learning Lab (Formerly Exhibitor Theater)
- Headshot Studio in Exhibit Hall
- Infusion Passport



# Exhibitor Logistics

# Exhibitor Logistics:

## Helpful Links

- [NHIA 2024 Official Vendors](#)
- [Exhibit & Sponsor Service Center](#) aka Exhibitor Portal
- [Freeman Service Manual](#)
- [NHIA 2024 Important Deadlines](#)
  - **February 22** – Shipments can begin to arrive at Freeman Advance Warehouse
  - **February 26** – Freeman Discount Deadline (furniture, rigging, labor, flooring etc)
  - **March 1** – Innovation Award Submission Deadline
  - **March 23** – Exhibitor Badge Registration Deadline
  - **March 23** – Shipments can begin to arrive onsite at the Austin Convention Center



# Exhibitor Logistics:

## Getting Around Austin

- Austin Convention Center – [500 E. Cesar Chavez, Austin, TX, 78701](#)
- Hilton Austin Convention Center – [500 East 4<sup>th</sup> Street, Austin, TX, 78701](#)
- Courtyard by Marriott Austin Downtown and Residence Inn Austin Downtown – [300 East 4<sup>th</sup> Street, Austin, TX, 78701](#)
- [Parking Around the Austin Convention Center](#)
- [Metro Rail information](#)



# Exhibitor Logistics:

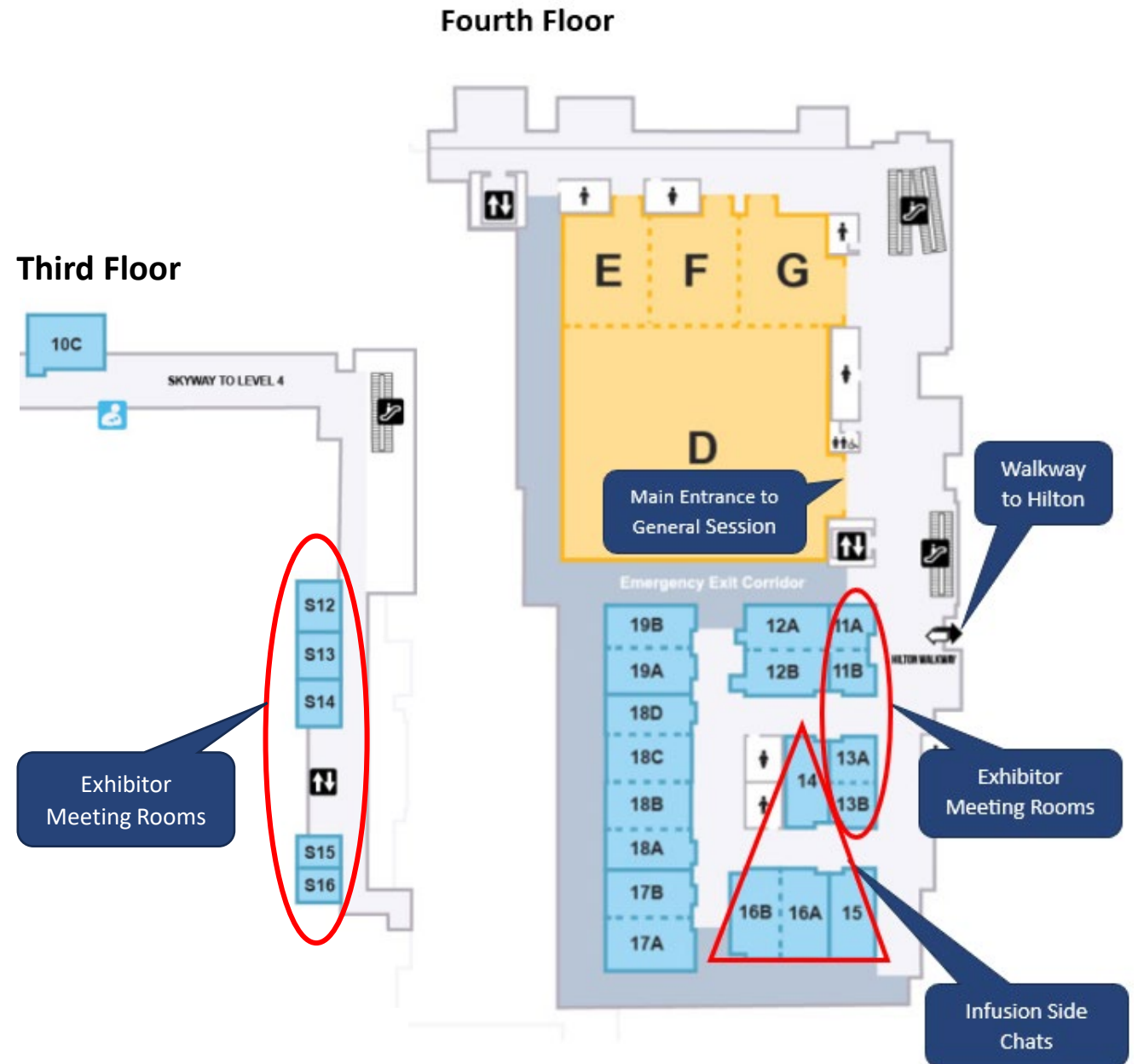
## ACC Overview

### 3<sup>rd</sup> Floor

- Small Exhibitor Meeting Rooms

### 4<sup>th</sup> Floor

- Medium/ Large Exhibitor Meeting Rooms
- Infusion Side Chats
- Walkway to Hilton
- General Session
- Educational Tracks

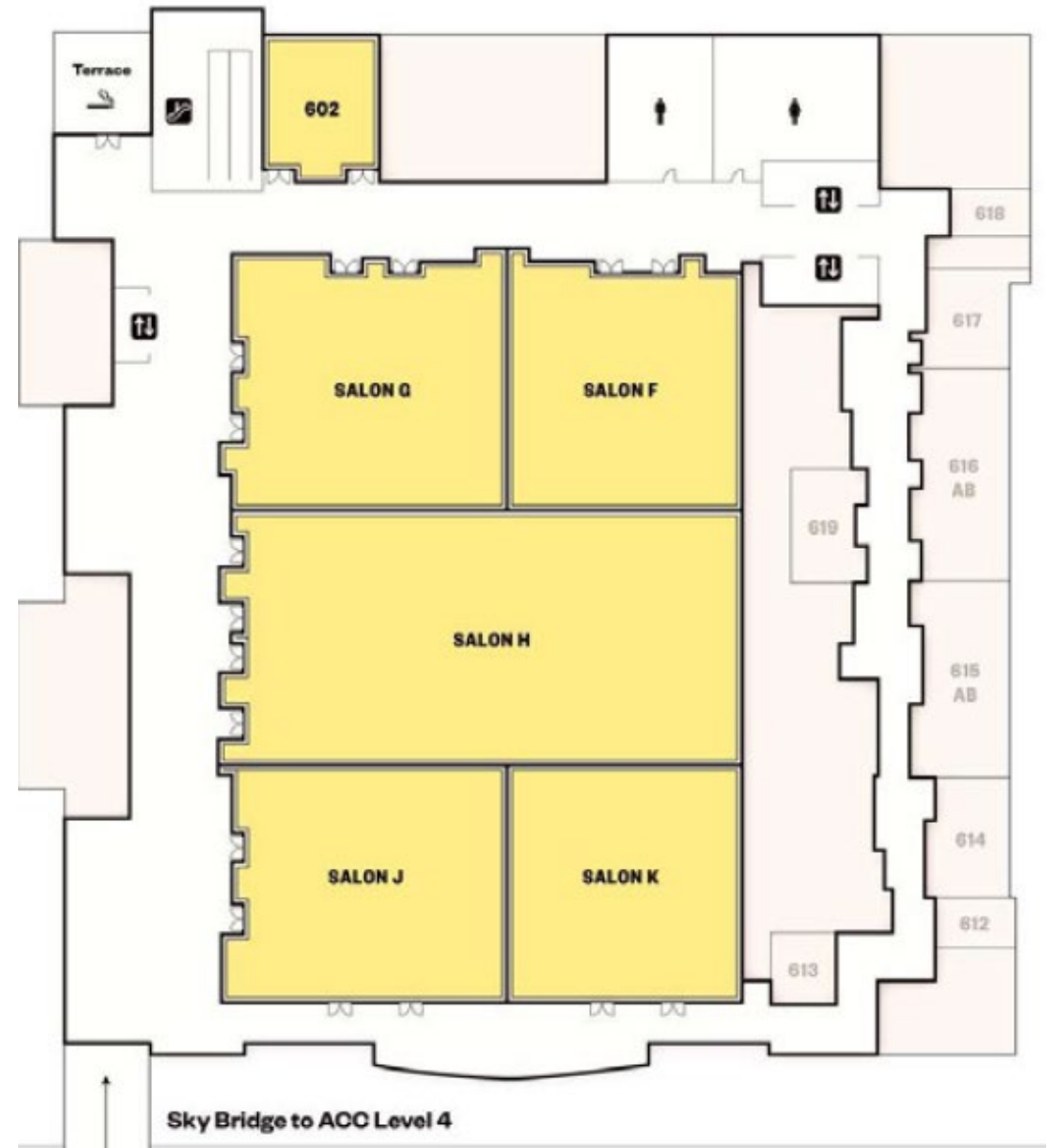


# Exhibitor Logistics:

## Hilton Overview

### 6th Floor

- Breakfast Symposia
  - Salon H
  - Salons J/K
- Executive Pre-Conference
- SCC Pre-Conference
- Lunch and Learns



# Exhibitor Logistics:

## Exhibitor Move-in and Out Schedule

Exhibitor Move-in and Out Schedule		
Saturday, March 23, 2024	8:00 AM – 5:00 PM	Exhibitor Setup
Sunday, March 24, 2024	8:00 AM – 1:00 PM	Exhibitor Setup
	4:30 PM – 7:00 PM	Grand Opening Reception
Monday, March 25, 2024	12:00 PM – 3:00 PM	Exhibit Hall Open (Lunch provided)
Tuesday, March 26, 2024	10:30 AM – 1:00 PM	Exhibit Hall Open (Lunch provided)
	1:30 PM – 9:00 PM	Exhibitor Dismantle

All Exhibit Hall Hours are exclusive!

- Wristbands are needed for EAC's and Exhibitors onsite before Registration opens (Saturday 8:00 AM – 2:00 PM)
- Booth Inspections will begin at 12:00 PM Sunday
- Lunch Provided Monday and Tuesday in Exhibit Hall
- Booths must be staffed during exhibition hours
- Dismantle cannot begin until the Exhibit Hall is closed on Tuesday at 1:00 PM
- Carriers must check-in to pick up shipments by Tuesday at 5:30 PM



# Exhibitor Logistics:

## Final Exhibitor Tasks

- [Exhibit & Sponsor Service Center](#) aka Exhibitor Portal
- COI - must be submitted before installation is allowed
  - *Insurance for only the duration of the meeting can be purchased through [Rainprotection](#). More information is in your exhibitor portal.*
- EAC's - Also needs to provide their COI.
  - EACs do not need to be registered for set up and dismantle but do need to show ID. [INPUT EXHIBITOR APPOINTED CONTRACTOR INFORMATION](#)
- [Order Carpet/Flooring](#) (flooring required)– Much more expensive when onsite
- Register Your Booth Staff

# Exhibitor Logistics:

## Austin Convention Center

- Discount Deadline Date: **March 8, 2024**
- **Internet:** Complimentary Wi-Fi is offered throughout the building, including the exhibition.  
*If you are relying on the internet to showcase your product or service, we strongly recommend a wired internet connection for guaranteed service.*
- **Electrical:** Electric is NOT included with your booth package
- **Utilities:** Exhibitors must order utilities/plumbing through the Austin Convention Center.

Email: [accdexhibitorservices@austintexas.gov](mailto:accdexhibitorservices@austintexas.gov)

Phone: 512-404-4000

[Austin Convention Center Online Ordering](#)



# Exhibitor Logistics:

## Lead Retrieval

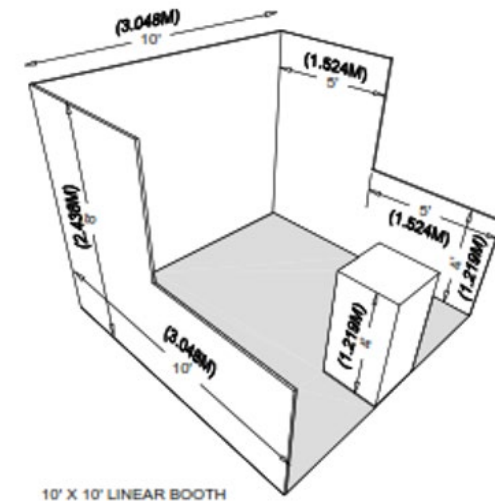


- Purchase Lead Retrieval in your exhibitor portal
  - [Lead Retrieval Flyer](#)
- Order before **March 10** to avoid onsite fees
- Questions? Review the tasks in your exhibitor portal or email [NHIAleads@discoversb.com](mailto:NHIAleads@discoversb.com)

# Exhibitor Logistics:

## Booth Rules and Regulations

- [IAEE Booth Guidelines](#)
  - Inline booths (10x10, 10x20, 10x30, etc.)
    - Max height 8ft in the rear half of the booth space
    - Max height of 4ft in the front portion of the booth space
    - Display materials must not obstruct sight lines of neighboring booths
  - Islands Booths (20x20, 20x30, 20x40, etc.)
    - Island booths have aisles on all 4 sides
    - Max height of 20ft, including hanging signs
    - Respect sight lines of adjacent exhibits
- Any portion of your exhibit with visible unfinished areas must be draped off at the exhibitor's expense
- All booths must be properly installed and event-ready by 1PM on Sunday, March 24.
- Onsite Rules:
  - Helium balloons are not allowed into the building
  - Keeping Aisles clear – No presentations in the aisle





# Freeman Services



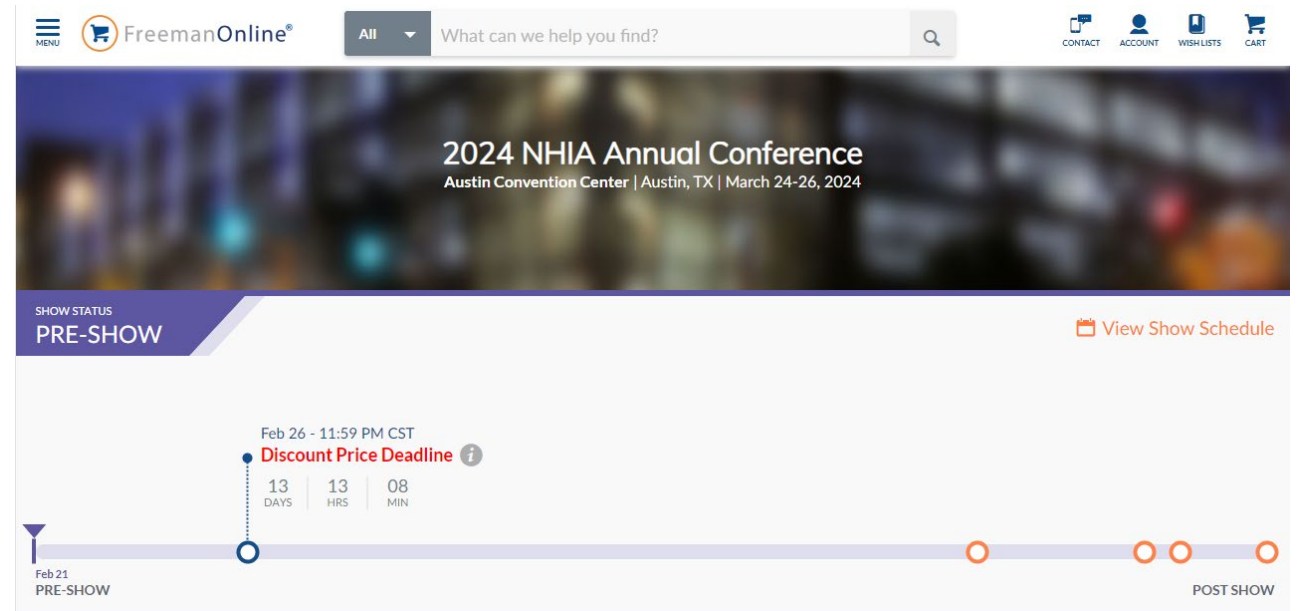
# Freeman:

## Freeman Online

- Provides access to ordering services for the event
- Login is based on company credentials
- Order now to avoid onsite prices and availability – **Discount Deadline February 26!**

### Contact Information – Call or Text

- US or Canada (888) 508-5054
- International: +1-817-210-4869
- Chat: [Ping us!](#) 7 am – 7 pm CT M-Th and 7 am – 5 pm CT Fri
- [Contact us](#)



The screenshot shows the FreemanOnline website interface. At the top, there is a navigation bar with a menu icon, the FreemanOnline logo, a search bar with the placeholder text "What can we help you find?", and icons for CONTACT, ACCOUNT, WISHLISTS, and CART. Below the navigation bar is a banner for the "2024 NHIA Annual Conference" held at the Austin Convention Center in Austin, TX, from March 24-26, 2024. The main content area is titled "SHOW STATUS PRE-SHOW" and includes a "View Show Schedule" link. A prominent feature is a "Discount Price Deadline" timer set for February 26 at 11:59 PM CST, with a countdown of 13 days, 13 hours, and 08 minutes. A progress bar at the bottom indicates the event timeline from "Feb 21 PRE-SHOW" to "POST SHOW".

# Freeman:

## Shipping/ Material Handling

- Accepting advanced warehouse shipments **Thursday, February 22** through **Monday, March 18**.
  - Shipments received at the warehouse after **Monday, March 18** will be received with an additional 'after deadline' surcharge.
  - Warehouse materials are accepted Monday – Friday between 8 am and 3:30 pm local time.
  - This is highly recommended so that freight is at your booth in a timely manner.
  - [Freeman Advance Warehouse Shipping Labels](#)
- Direct shipments to the ACC will be accepted starting on **Saturday, March 23**.
  - Shipments received before this date may be refused by the facility or may incur holding fees (any charges incurred for early freight are the responsibility of the exhibitor.)
  - 600 sqft exhibitors moving in on the 1st are advised to ship to the advanced warehouse.
  - [Freeman Show-Site Shipping Labels](#)
- Freeman manages all incoming shipments. Information on handling fees may be found in the [Freeman Service Manual](#).

# Freeman:

## Exhibitor Service Center Hours

- Saturday, March 23, 2024 8:00 AM – 5:00 PM
- Sunday, March 24, 2024 8:00 AM – 4:00 PM
- Monday, March 25, 2024 11:00 AM – 3:00 PM
- Tuesday, March 26, 2024 9:30 AM – 9:00 PM

# Freeman:

## Austin Union Rules/Labor Jurisdictions

- Full-time, bona fide employees of the exhibiting company may unpack, assemble, dismantle, and pack displays and equipment
- Exhibitors are allowed to set-up and/or dismantle their own booths, provided it is done by full-time, bona fide employees of the exhibiting company. Power tools may be used for set-up and/or dismantle.
- Exhibitors are **not** permitted to borrow tools, ladders, or other equipment from the exhibition facility and/or Freeman
- Exhibitors **may not** use scooters, forklifts, genie lifts, pallet jacks, condors, scaffolding, scissor lifts, motorized dollies, or similar motorized hydraulic equipment at any time during the event.
- Exhibitors may not stand on chairs, tables, or other rental furniture
- Individuals not employed by the exhibiting company, Freeman, or EAC are not permitted to help with the booth installation or dismantle

# Freeman:

## Material Handling Services

- Exhibitors are allowed to perform their own material handling, provided they meet all of the following criteria:
  - Personnel performing the work must be bona fide, full-time company employees of the exhibiting company.
  - They must be off-loading from a company-owned truck or rental vehicle or from a car, van, or truck owned by personnel of the exhibiting company.
  - All trucks, including rental vehicles, over 24 feet in length will be offloaded or loaded by the official material handling contractor.
  - They may use only hand operated equipment, which they have provided; two wheeled hand trucks and four wheeled flat trucks are permitted. The use of fork trucks, pallet jacks, lift gates or any other mechanical equipment is not permitted by anyone other than Freeman, the official General Service Contractor (GSC).



# Freeman:

## Booth Flooring Required

- Carpeting/Floor Covering is **not** included and must be [ordered](#) through Freeman or delivered onsite
  - It is the responsibility of each exhibitor to provide flooring for their entire booth.
- Freeman will automatically lay carpet in booths that are not yet covered **Sunday Afternoon**, unless prior notification has been received by NHIA or Freeman that the exhibitor will provide their own floor covering. The exhibitor will be invoiced by Freeman for this service at the onsite rates listed in Freeman online

# Freeman:

## Arrival Checklist

- Check your booth
- Verify the correct booth location before setting up
- Ensure all packages and freight are present
- Make sure your electrical and/or internet has been installed if ordered
- Carpet ordered though Freeman should already be installed
- If something is not correct or you have questions, please go to the Freeman service desk

# Freeman:

## Booth Cleaning

- Vacuuming and trash removal service is **not** included with your booth package
- Porter service is required for all exhibitors that have ordered booth catering
- Booth cleaning may also be ordered onsite if needed, however, higher rates will apply

[ORDER BOOTH CLEANING](#)

# Freeman:

## Move Out Check list

### During Move-out:

- Confirm your **labor order** with the Exhibitor Service Center and check in at the labor desk to pick up laborers.
- Once the show has ended, allow up to three hours for your empty containers to be returned. [Priority empty return](#) can be purchased as supply lasts.
- Refer to the [Quick Facts](#) (show information at a glance) available on FREEMAN ONLINE for the date/time the show should be cleared and the time your shipments should be picked up by your outbound carrier.
- You must stop by the Exhibitor Service Center to complete your [outbound shipping paperwork](#) if you have not done so already. Once your shipment is packed, complete the Material Handling Agreement and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.
- If your shipment contains valuables, wait for your carrier to arrive, or hire a security guard. Do not label boxes with their contents (ex., plasma screen, computer equipment) if they are high-value items.

# BrightAV:

Official Audio Visual Provider

Bright AV – Audio Visual Provider

Discount Deadline Date: **March 4, 2024**

- LED Monitors
- Touchscreen Monitors
- Computers
- Lighting

Email: [exhibits@brightav.com](mailto:exhibits@brightav.com)

Phone: 1-800-517-5373

[Bright AV Online Ordering](#)







# Housing Update

# Housing Update:

Discounted Hotel Rate Sold Out!

Due to record registrations, the discounted hotel rate is sold out, however, you can still [book a competitive rate at the conference hotels.](#)



# Marketing and Sponsorship

# Marketing and Sponsorship:

## Exhibitor Promotional Tools

- To ensure you have a successful experience, we offer Exhibitor/Sponsor Marketing Graphics. These tools will help you promote your participation as one of NHIA's valued partners.
- The social media graphics can be downloaded from your exhibitor portal.

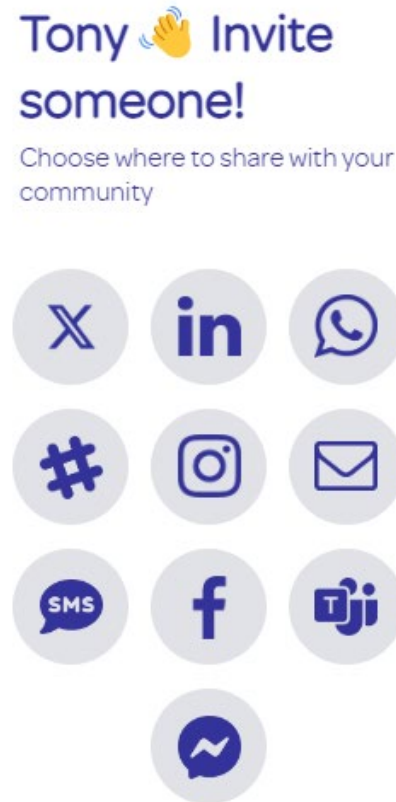




# Marketing and Sponsorship:

## Exhibitor Promotional Tools

- Send a marketing email to your clients promoting your participation at NHIA 2024!
- Most recent invite to utilize this tool was sent on 2/14



# Marketing and Sponsorship:

## Exhibitor Spotlights

- Be part of the promotion for 2024 in an NHIA blog post!
- Exhibitor Spotlight questions are available to Platinum and Gold level event sponsors and FIAC members
- Login to your Exhibitor Portal to submit your answers!

### EXHIBITOR SPOTLIGHT

Baxter

Gold Member  
FIAC

“ Can you share a brief summary of what your company does and how that fits into the home & alternate site infusion industry?

Baxter provides a comprehensive portfolio for the Home Infusion Pharmacy from nutrition compounding to ready-to-use premixed medications. Wherever care is given, Baxter is there.

” What are you most looking forward to at NHIA 2023 in Washington, D.C.?

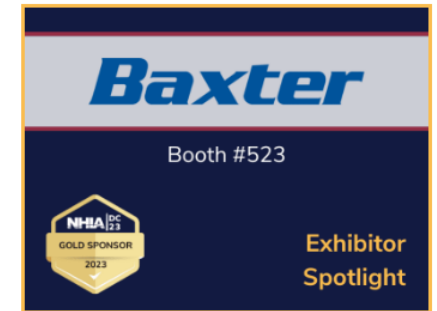
Interacting with the attendees and understanding their pressing issues and how Baxter can help.

“ What are the biggest challenges your customers are currently facing?

Perceived safety concerns, limited CMS reimbursement, limited resources (financial and personnel)

” What are you most excited to share with attendees at the conference?

The launch of our newest automated compounder - ExactaMix Pro and on-going successes with the DoseEdge Pharmacy Workflow Manager.



Share:



NHIA 2023 Photo Gallery

[Read More >](#)

NHIA 2023 Tuesday – Health Equity in Home Infusion

[Read More >](#)

NHIA 2023 Monday, March 27 Recap

[Read More >](#)

NHIA 2023 Sunday, March 26 Recap

[Read More >](#)

Infusion Journal  
Peer-reviewed research



# Marketing and Sponsorship:

## Innovation Award

- NHIA's Exhibitor Innovation Award recognizes efforts by supplier organizations to advance the home and alternate site infusion industry.
- Products and services introduced by NHIA Annual Conference exhibitors within the last 2 years are eligible and evaluated by a panel of judges made up of industry leaders and experts.



### Gasgon Medical

#### AirVault

AirVault is a novel closed-system air trap that safely and proactively removes Air-in-Line (AIL), a leading disruptor of IV infusion. AirVault safely traps the air in a sealed chamber and works regardless of orientation or movement of the patient.



# Marketing and Sponsorship:

## Brand Awareness

### **Learning Lab: Custom Expo Session - \$4,000 per 30 minute session**

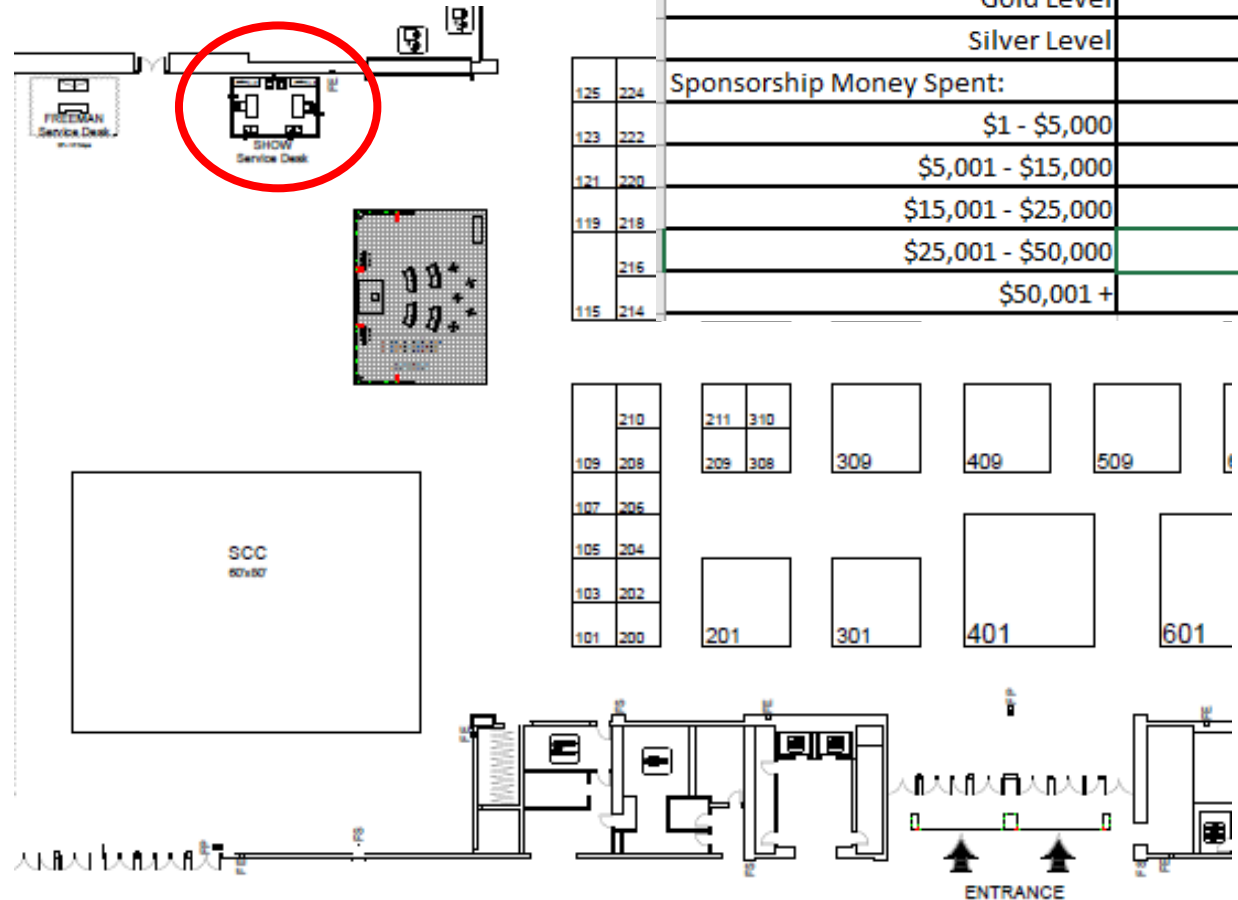
- For NHIA 2024, we are leveling up this experiential learning offering—providing dynamic seating for attendees in a highly visible, dedicated area of the exhibit hall and reducing downtime to keep engagement levels high. Use this opportunity to highlight your products and services or as a thought leadership opportunity to showcase your expertise and the challenges home and alternative site infusion professionals can solve by working with you.

### **Headshot Lounge- \$12,500**

- Put your company's name front and center at the lounge on the exhibit hall floor. NHIA will provide a photographer to take headshots for attendees. Attendees will see your company at the forefront as they enter this area. Headshots will be available on Monday and Tuesday during exhibit hall hours.

# NHIA 2025 On-Site Sales Location

- Location: Exhibit Hall 5
- Behind Learning Lab
- Appointments for booth selection sent Mid-March
- Appointments based on accumulated Priority Points
- Onsite appointments begin Monday, March 25th



NHIA Priority Points	
Criteria	Points Allowed
Booth Size	5 (per 10x10)
FIAC Member	50
NHIA Member Status:	
Gold Level	25
Silver Level	10
Sponsorship Money Spent:	
\$1 - \$5,000	1
\$5,001 - \$15,000	5
\$15,001 - \$25,000	10
\$25,001 - \$50,000	15
\$50,001 +	20

125	224
123	222
121	220
119	218
	216
115	214

	210	211	310				
109	208	209	308	309	409	509	
107	206						
105	204						
103	202						
101	200	201	301	401		601	



# Closing and Next Steps

# RECAP:

## Important Contacts

NHIA Sales

Email: [nhia@discoversb.com](mailto:nhia@discoversb.com)

Phone: 301-658-2042

NHIA Operations

Email: [nhiaops@discoversb.com](mailto:nhiaops@discoversb.com)

Phone: 301-263-7650

Freeman

Contact US: [Freeman Exhibitor Support](#)

Phone: 1-888-508-5054

BrightAV

Email: [exhibits@brightav.com](mailto:exhibits@brightav.com)

Phone: 1-800-517-5373

Austin Convention Center

Email: [accdexhibitorservices@austintexas.gov](mailto:accdexhibitorservices@austintexas.gov)

Phone: 512-404-4000



# RECAP:

## Helpful Links

- [Floorplan](#)
- [Exhibitor Portal](#)
- [Important Information and Dates](#)
- [Conference Website](#)
- [Freeman Exhibitor Service Kit](#)
- [Bright AV Online Ordering](#)
- [Austin Convention Center Online Ordering](#)
- [Sponsorship Prospectus](#)
- [Lead Retrieval](#)
- [Rainprotection Exhibitor Insurance Program](#)

# RECAP:

## Key Take-Aways from Today's Webinar

- Recording will be posted within 48 hours to the exhibitor portal and emailed out to all exhibitors.
- Utilize the additional resources and links in your exhibitor portal
- Get those last-minute orders in and prepare for Onsite

**Contact the NHIA Exhibitor Operations team with questions**

[NHIAOps@discoversb.com](mailto:NHIAOps@discoversb.com)

**For sales questions about exhibits or sponsorships, contact the**

**NHIA sales team at [NHIA@discoversb.com](mailto:NHIA@discoversb.com)**

Visit us onsite in the exhibit sales office behind the Learning Lab.

