



Dear ONS Exhibitor:

Thank you again for your support of ONS! Our team is looking forward to working with you to make your participation at ONS Annual Congress a success. Please don't hesitate to reach out to a member of our team at any time during your planning for Congress:

[Jennifer Shupe](#) (312-673-5742), [Amanda Strombeck](#) (312-673-4844), and [Andrew Haigh](#) (312-673-5442), sales managers, sell exhibit space, product theaters, symposia, and conference sponsorship opportunities. If you are interested in any of these opportunities please reach out to a member of the sales team.

[Jeannie Weber](#), exhibits and sponsorship coordinator, is your main contact for all questions once you have contracted your participation. Jeannie can be reached at 312-673-5794.

Exhibitor Resources Page

Please bookmark the ONS 42nd Annual Congress [Exhibitor Resources Page](#). On the page you can find the most up-to-date information related to your exhibit in the Learning Hall. This includes the schedule, floor plan, registration and housing information, exhibitor services kit, and more. As additional information becomes available it will be posted to this page.

Exhibitor Services Kit

Please find the ONS 42nd Annual Congress Exhibitor Services Kit on the [Exhibitor Resources Page](#) of the Congress website. The manual is composed of ONS Show Management Forms, Shepard Forms, Housing and Registration information, and Utilities and Additional Services for your ordering needs. All forms are important to the success of your exhibit. Should you have any questions regarding the manual or any exhibitor services, please contact Shepard Expo Customer Service at 407-888-9669 or lasvegas@shepardes.com. ***Please note: at this time all Congress payments are past due. In order to access the service kit your balance must be paid in full.***

Exhibitor Registration and Housing

Exhibitor badge registration and housing are integrated into one website. **Experient is the official housing provider for 2017 Annual Congress.** ONS has worked diligently with the hotels in Denver to establish room blocks for attendees and exhibitors. **Improper solicitation of hotel reservations from any company or housing provider other than Experient is not approved by ONS.** Reservations made by unaffiliated organizations may appear to be for lower rates; however they may be illegitimate, have

unreasonable cancellation or change penalties, or be completely non-refundable. Please be aware of, and report any unauthorized solicitation to ONS.

To register for badges and reserve hotel rooms please [click here](#). If you would like to request a block of 5 or more rooms, please [click here](#). If you have any questions or need help accessing the website, registering, or booking housing, please e-mail onsocehx@experient-inc.com.

New Product Program • \$1,000 (Availability: 36)

The New Product Program offers the opportunity to showcase artwork and information on a new product your company has launched within the last year. Your benefits include recognition in the conference guide, exposure on the New Product Showcase display in a high-traffic area at the convention center, and signage for your exhibit booth indicating that you are a participant. Participation is limited and is first-come, first-served. Note: Product must have been launched within the last year and not displayed at previous ONS Congresses. To participate in the New Product Program, simply complete and submit the [Sponsorship Application](#) to [Jennifer Shupe](#) and [Amanda Strombeck](#).

Marketing, Advertising, and Sponsorships

Plan your presence at ONS Congress. Consider marketing, advertising, and sponsorship opportunities to build brand awareness, educate attendees, drive traffic to your booth, and create memorable experiences for customers and prospects. We are offering a number of NEW opportunities this year - many are limited and all opportunities are sold first-come, first-served. Review the [Event Prospectus](#) and [Sponsorship Prospectus](#) for all opportunities. Some opportunities we expect will sell-out quickly include:

- Learning Hall Theater Presentations
- Focus Groups
- Chair Drops
- Snack Breaks (in your booth)

Contact [Jennifer Shupe](#)(312-673-5742) and [Amanda Strombeck](#) (312-673-4844) to discuss your goals and we can help you make your plans.

Thank you,

ONS Show Management