



**FutureCon**  
Your CyberSecurity Conference HQ

**COLUMBUS, OH**  
**Thursday, August 26, 2021**

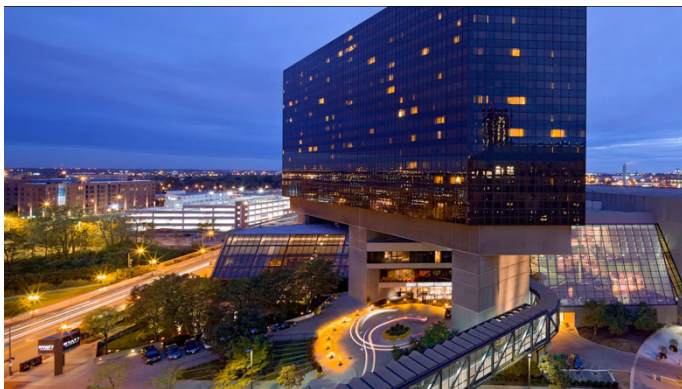
## VENDOR INFORMATION PACKET

Thank you for joining FutureCon for the Columbus, OH CyberSecurity Conference! We are so excited to return to in person events, and are happy you are here with us 😊

Below you will find the general information needed for the conference, including arrival, set up, attendees, presentation guidelines, and more! I look forward to working with you!

<b>Date:</b>	Thursday, August 26 <sup>th</sup> , 2021
<b>Venue:</b>	Hyatt Regency Columbus
<b>Address:</b>	350 North High Street, Columbus, Ohio 43215
<b>Set Up Time:</b>	7:00 AM – 8:00 AM EDT the morning of event
<b>Conference Time:</b>	8:00 AM – 5:00 PM EDT
<b>Happy Hour:</b>	4:00 PM – 6:00 PM EDT

**Please note:** Upon arrival, staff will check-in at registration & pick up badge, lanyard, and event info flyer. We will direct staff to the vendor room. A 6 ft table, 2 chairs (double that if you are a Platinum Sponsor), Wi-Fi, and electricity are included in your sponsorship. **Please do not tear down your booth prior to the end of the conference.**



*Hyatt Regency Columbus*



*Regency Balcony/Floor*

If you plan to be onsite, please let me know! We must submit a headcount to the venue and make sure onsite staff will receive badges. This includes staff and any speakers.

Onsite staff will be provided with a flyer with details of the event (agenda, wifi pw, shipping info, prize info, and breakdown info & any other housekeeping notes)

Sponsorship Resource Center:

<https://futureconevents.com/columbus-sponsorship-resource-center/>

## **DELIVERABLES:**

### **Speaker/Presentations**

If you have a speaker, send me your speaker's headshot, bio and email along with the presentation topic, abstract and slides ASAP. Time slots will be filled on a first come basis, meaning the earlier you sign up for sponsorships, the earlier in the day your presentation will be.

### **Presentation Guidelines:**

1. The speaker should not have a sales/marketing title – the higher the title, the better!
2. Must be educational
3. Must pertain to CyberSecurity
4. Must NOT be a sales or marketing pitch – this is what our Exhibitor room is for
5. Must follow the Code of Conduct – please be respectful to others and do not disparage sponsors

Presentations should be sent in PowerPoint format (preferred) to [leina@futureconevents.com](mailto:leina@futureconevents.com) and [meagan@futureconevents.com](mailto:meagan@futureconevents.com), no later than the Friday prior to the event. Sending PowerPoints ensures that you can access presenter mode during the presentation, allowing you to see your notes.

## Drawings and Giveaways:

Attendees will be encouraged to visit every booth with bingo cards. We encourage you to have a prize giveaway! Send me your prize and the value (and a graphic, if you have one). My team (or onsite sponsors) will be announcing prize winners at the end of the event by pulling from completed bingo cards. Reps will hold on to the prize as a display for their table. **Please do not bring any prizes to raffle off at your own booth while at the event!**

The giveaway item should not be any product that your company sells. Some examples of past vendor prizes include, gift cards, Amazon electronics, Apple products, Echo, Nintendo, Coffee Makers etc.

## Staff:

2 staff working the event – I need their names, emails and titles – once I register them, they will receive a confirmation email.

Additional reps (each booth has 2 chairs) must register through the Sponsorship Resource Center - \$50 each additional rep. Register additional reps at this link: <https://futureconevents.com/columbus-sponsorship-resource-center/>

**Pre-Show Informational Conference Calls are always on the TUESDAY before the event at 1:00 PM Central Time. An invite will be sent out to you and any registered staff!**

We send out a VIP Invite template including your unique promo code. We encourage you to share the invite with your sales team that will work the event. Your sales team can invite any prospects they want to get in front of using your promo code for free admission to the event (\$100 value). (If you need this invite again, please let me know).

Lead retrieval will be through the platform = download attendees' vCard in the Network Lounge on EngageZ.

Pre-reg list is sent out the morning of the event as well (assuming we have received payment for this event).

**Important Note:**

\*FutureCon LLC is not responsible for any packages shipped to or from the venue. Please make sure your packages are easily identifiable for your representative. This venue may charge for INCOMING & OUTGOING packages. Check the Sponsorship Resource Center for this venue's specifications on shipping (pricing, whether or not the venue has automatic pick-up from hotel or you have to call in the pick-up).