



## VENDOR INFORMATION PACKET

Thank you for joining FutureCon for the Kansas City, KS 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>	Wednesday, September 22nd, 2021
<b>Venue:</b>	The Venue in Leawood
<b>Address:</b>	4800 W 135th St. Suite 108 Leawood, KS 66224
<b>Set Up Time:</b>	7:00 AM – 8:00 AM CDT the morning of event
<b>Booth hours:</b>	8:00 AM – 5:00 PM CDT
<b>Happy Hour:</b>	5:00 PM – 8:00 PM CDT

**Please note:** Upon arrival, you will go to check-in at registration and pick up your badge and lanyard. You will then be directed to your booth space. 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. Meals and beverages included for staff.**



*The Venue in Leawood*



*Parkway Room*

## Sponsorship Resource Center:

TBD

## **DELIVERABLES:**

### **Speaker/Presentations**

If you have a speaker, please, send me your speaker's name, email, headshot, title, & bio **along with** the presentation topic, abstract and slides.

We need this information with as much lead time as possible prior to the event date to update the agenda, the website, social medias, & all other promotional materials.

Time slots will be filled on a first come basis. Platinum sponsorships are guaranteed prime slots.

### **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 – you pick the topic!
4. Must NOT be a sales or marketing pitch – this is what your virtual booth is for
5. Must follow the Code of Conduct – please be respectful to others and do not disparage sponsors

### **Drawings and Giveaways:**

Attendees will be encouraged to visit every booth. We have several strategies in place. If you plan to have a prize giveaway, send me your prize and the value (and a graphic, if you have one). Host will be announcing prize winners at the end of 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. Link to register additional staff: TBD

**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 = vCard in the Network Lounge**

#### **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).