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**When is the show?**

The Watermark Conference For Women will be held on February 23, 2018 from 7:00am to 5:00pm. The exhibitor show will run concurrently.

**Where is the Conference?**

The Conference will once again be held in San Jose, CA. It will be held at the San Jose Convention Center: 150 W San Carlos Street, San Jose, CA 95113.

**Who attends the Conference?**

The Watermark Conference for Women is the state's premiere networking and educational experience designed to engage, enlighten and empower women from across the state.

The non-partisan Conference features nationally recognized speakers, presenters and panelists who are leaders in business, media, health, personal development and finance.

They share their experience and expertise on everything from leading change to managing money to finding a work/life balance.

Thousands of California businesswomen and community leaders participate in the Conference every year, to connect, learn practical and professional strategies from nationally recognized experts, and network with peers.

**How many attendees are expected?**

Over 6,300 women attended the SOLD OUT 2017 event. We anticipate to sell out early again this year.

**What kinds of exhibitors do you accept?**

We accept all types of exhibitors into the show each year. We strive to maintain a balance between the different types so as to offer our attendees the widest variety possible. Examples of exhibitor types include: museums, universities, retail vendors, healthcare organizations, non-profits, government agencies, professional services, and many more. Exhibitors can offer products, goods, services and information applicable to women. Many have volunteer, donor, education, and/or employment opportunities available for attendees as well.

The exhibit hall in 2018 will focus on six main categories that highlight our sponsors, non-profits, women owned business and companies that empower women: Health & Wellness; Community; Career; Small Business; Education; Small Business and Technology. There will be limited booths available in each category. The booth category may be used for booth assignment. When applying please indicate all categories that most describe your organization. If you cannot find the appropriate booth category, please select "Other".

**How do I become an exhibitor?**

Simply fill out the exhibit space application on line at [www.watermarkconferenceforwomen.org/exhibitors](http://www.watermarkconferenceforwomen.org/exhibitors). All applications are reviewed by a committee.

Once we receive your documents we will review them to determine if we will accept your business/organization into the show. Show management may limit the number of applications accepted in any given field, based on the total number of applications received in that area. If you are accepted, you will receive a confirmation email.

If you are not accepted for this year's Conference, we will not process your payment.

Exhibitors are prohibited from promoting political candidates.

**What is the difference between a standard and a premium corner booth?**

A standard booth is an inline booth. It is 10'x10' and has adjacent booths directly on either side. Standard booths generally also have booth directly behind. A premium corner booth, which is exposed to traffic on two sides, only has one neighboring booth,

and one located behind. It is also 10'x10' but is more highly visible as attendees walk by.

**When is the deadline to send in my exhibitor application?**

There is no deadline, but we anticipate that we will sell out, so it is recommended that you get your application in early. Booth assignments are also made based on when we receive your application. It is beneficial to submit your application as soon as you have confirmed your interest in participating.

**Are retail items required to be handmade?**

Retail items are not required to be handmade. However, all items must be an original design, or you must have the proper license or approval to sell the items. “Knockoffs” are strictly prohibited and trademark infringements will not be allowed.

**How much does it cost to exhibit?**

The cost for a standard 10x10 booth is \$800. A corner booth is \$900. Discounts are non-profit organizations, 501(c)(3) classified non-profits . See application for pricing grid.

**What is included with my booth fee?**

Each 10' x 10' section is defined by an 8' back drape and 3' side drape and includes carpet, a 6' draped table, 2 chairs, a wastebasket, 3 exhibit hall only passes, a listing in the Conference program (You must be registered by January 2nd to be included in the program) and on the website, and an identification sign. A maximum of 1 full conference pass can be purchased at a deep discount rate of \$150.

Internet and electricity are *not* included in your booth fee and must be ordered separately from the Conference decorating company.

Meals are not included.

**How many passes will I get for my booth staff?**

As part of your booth package, you will receive 3 exhibit hall only passes, per 10'x10' booth, for use by your booth staff. These passes are fully transferable should your booth staff change throughout the day. If you need more than three passes, please contact our office with the appropriate number of passes that you will require. These additional passes can be purchased for \$25 each. Please be advised that to avoid a crowded look in your booth, show management recommends no more than two booth staff per 10x10 area at any given time.

Additional Conference passes are available for purchase by emailing us:

[exhibitors@conferenceforwomen.org](mailto:exhibitors@conferenceforwomen.org)

**If I buy two booths, do I get two of everything?**

Yes. Each 10'x10' you purchase will get the full package. As a function of the space, exhibitors who elect to purchase an “island” space do not receive tables, chairs, or draping, unless specifically requested. These “island” booths are intended to be freestanding exhibits.

**Is lunch provided for exhibitors?**

If you decide to purchase the discounted Full Conference pass offered to exhibitors it will allow entry for one (1) member of your team into the keynote luncheon. The remainder of your booth staff has the option of bringing their own lunch or purchasing food from the concession stands available in the convention center.

**How are booths assigned?**

Booths will be assigned by the exhibitor show management approximately one month prior to the event. Sponsors will be placed first. Following current sponsors, exhibitors will be placed in order of when their application was received.

Returning exhibitors will receive preferential booth assignments so long as they are registered by November 1.

Exhibitors will be notified of their booth number as soon as assignments are completed.

Returning exhibitors are generally given priority over new representatives from the same company, provided they get their applications in early. If we receive an application from a new representative of a given organization and the returning exhibitor has not yet applied, we will attempt to contact the previous year's exhibitor with a deadline to submit an application and full payment to maintain their placement.

**Can I request a booth number/location?**

The floor plan has not yet been set for this year's Conference and exhibitors are placed based on the date their application was received. We are, therefore, unable to accommodate specific booth location requests. If you will require special accommodation for medical reasons or a disability, please contact Exhibit Show Management.

**When is move-in and move-out?**

Move in will be on February 22 from 10:00 am – 5:00 pm. 10'x20' or larger booths can begin set up at 8:00 am. All exhibits must be completely installed and ready for viewing by 7:00 a.m. on February 23. Move out will be immediately following the Conference, from 5:30 p.m. to 8:30 p.m. on February 23. No exhibits may be dismantled prior to closing at 5:30 p.m.

**I only have a few items. Do I have to set-up prior to show day?**

Yes. All exhibits must be completely set up and ready to go no later than 7:00 a.m. the morning of the event. You will not have adequate time to make your booth presentable in the morning before the attendees arrive and are allowed into the exhibit hall.

A limited number of exceptions can be made every year and must be approved in advance. In order to be considered you must have a 20 minute or less booth set up with no electrical or rentals. If interested, contact us for details.

**How do I order rentals, electrical, telephone, etc?**

All rentals, electrical, telephone, internet access, material handling and union labor will be coordinated through the Conference's decorating company. The decorating company will send you an exhibitor kit directly once booths have been assigned, usually via email.

Please contact the decorating company directly for inquiries regarding rentals and move-in/move-out assistance.

**How do I ship things to the show?**

You will be given specific instructions from the decorating company on how to ship to and from the show. Additional material handling fees will apply.

**Why do I need to check in during move-in?**

Event management requires all exhibitors to check in during move-in hours, the day before the event. You will receive a welcome packet with Conference schedule information. You will also pick up all of your event badges.

Exhibitors who fail to check during move-in are considered no-shows, and their booth space reverts back to the Conference to be filled by another interested party. No refunds will be issued to exhibitors who fail to show.

**What if I need to cancel my booth?**

Cancellations received in writing by January 2 will receive a 50% refund. No refunds will be given after that date. You can send written cancellation to:

[exhibitors@conferenceforwomen.org](mailto:exhibitors@conferenceforwomen.org)

**Who is Universal Odyssey?**

Universal Odyssey, Inc. is the event management company that has been hired to organize the Exhibit Hall and attendee registration for the Conference.

Contact information for the exhibit show management is:

Watermark Conference for Women  
Exhibit Hall Management  
[exhibitors@conferenceforwomen.org](mailto:exhibitors@conferenceforwomen.org)

**How do I register to attend the Conference?**

You will also automatically receive 3 exhibit hall only passes with your booth. These passes **will NOT** allow you to enter the general session or breakout sessions. A maximum of 1 full conference pass **can** be purchased by registered exhibitors at a deep discount rate of \$150 and must be registered for and paid with the exhibitor application (available while supplies last).

These passes are completely transferable. Show management will not require the names of your booth staff or guests.

To register for additional Conference passes go to [www.watermarkconferenceforwomen.org](http://www.watermarkconferenceforwomen.org).

**Can I share a booth?**

You may invite another vendor to display information in your booth, however, they will not receive any recognition in the Conference program, on the website, or signage. All booth sharing must be approved, **in advance**, by show management. In addition, you must include a full description or photos of their exhibit along with your initial application.

**What permits do I need to sell items in my booth?**

All booths selling products or services at the Conference must have a sales permit from the state of California.

**Are there dedicated exhibit hours?**

The hall is open throughout the entire Conference and maintains a constant flow of traffic during concurrent sessions as well as breaks. There will also be dedicated exhibit hall time, where attendees are directed to the area specifically. A schedule will be posted online.

**Can I serve food/beverages at my booth?**

All food, alcohol and non-alcoholic beverages, and concessions are operated and controlled exclusively by the Convention Center. Exhibitors who would like to offer samples at their booths must inform exhibit show management at the time of their application, with a description of the products to be samples as well as a description of the packaging. Only authorized samples offered by a distributor or manufacturer are permitted to be provided. Exhibitors must comply with all convention center and health department rules and regulations.

Once we are notified of your intent to offer food samples, we will send you the appropriate forms that you'll need to complete from the convention center AND the health department.

Any fees or permits required will be the sole responsibility of the exhibitor.

Exhibitors are **not** permitted to distribute candy or any other food items from their booth without the express consent of exhibit show management and the Convention Center.

No food may be sold in your booth.