Rosen Shingle Creek | Orlando, FL

www.AFassanoCo.com/nma
The oldest and largest nonprofit professional, educational, national, and scientific organization representing the interests of African American physicians and the millions of multi-ethnic patients they serve. For more than 120 years, the National Medical Association (NMA) has served as the conscience of the medical profession and is committed to:

- Preventing the diseases, disabilities, and adverse health conditions that disproportionately impact persons of African descent and underserved populations
- Supporting efforts that improve the quality and availability of healthcare to underserved populations
- Increasing the representation, preservation, and contribution of persons of African descent in medicine

The Annual Convention and Scientific Assembly

The 2018 NMA Annual Convention and Scientific Assembly *delivers*:

- Leading African American physicians, physician executives, academicians, scientists, and other health professionals
- Opportunities to reach 2,500+ physicians and private practice owners with buying power
- The audience most important to your business

Table of Contents

- Attendee Demographics ................................................................. Page 3 - 4
- Why Exhibit? ............................................................................. Page 5
- Exhibitor Product Categories ...................................................... Page 6
- Exhibit Hours and Presentation Theaters Dates & Times .......... Page 7
- Exhibitor Rates & Benefits ............................................................. Page 8
- Sponsorship Opportunities ........................................................... Page 9 - 12
- About Auxiliary of the National Medical Association .......... Page 13
- Contact Information / Important Dates ..................................... Page 14

Connect with 2,500+ physicians and other health professionals.
Contact: Kathleen Lawrence at 856-302-0893.
Attendee Demographics

The 2,500+ attendees at NMA are primarily clinicians working with patients in hospitals, clinics, and private practice.

Primary Job Setting

- Managed Care: 31%
- Institution Based: 22%
- Private, Group, Solo Practice: 47%

Years in Medical Practice

- 1-10 Years: 19%
- 11-20 Years: 25%
- 21-30 Years: 25%
- 31-40 Years: 15%
- 41-50 Years: 9%
- 51-60 Years: 7%

Average Annual Attendance by Geographic Region

- South Atlantic: 29%
- Northeast: 20%
- Midwest Central: 19%
- West South Central: 13%
- West: 13%
- East South Central: 1%

Learn how you can effectively reach your target audience.
Contact: Kathleen Lawrence at 856-302-0893
Attendee Demographics

NMA 2018 Scientific Specialty Sessions

- Aerospace and Military Medicine
- Allergy, Asthma, and Immunology
- Anesthesiology
- Basic Science
- Community Medicine and Public Health
- Dermatology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- Neurology/Neurosurgery
- Obstetrics and Gynecology
- Ophthalmology
- Orthopedics
- Otolaryngology
- Pathology
- Pediatrics
- Physical Medicine and Rehabilitation
- Physician Executives
- Plastic and Reconstructive Surgery
- Podiatry
- Postgraduate Physician
- Psychiatry and Behavioral Sciences
- Radiology
- Urology
- Women’s Health

Type of Practice

- Primary Care 52%
  - Community Medicine and Public Health, Family Practice, Internal Medicine, Obstetrics & Gynecology, Pediatrics
- Specialty Physicians 32%
  - Allergy and Immunology, Anesthesiology, Dermatology, Emergency Medicine, Ophthalmology, Otolaryngology, Women’s Health, Pathology, Physical Medicine and Rehabilitation, Psychiatry and the Behavioral Sciences, Radiology, Urology
- Surgical Physicians 10%
  - Neurology/Neurosurgery, General Surgery, Plastic and Reconstructive Surgery, Orthopedic Surgery
- Health Professionals 6%
  - Aerospace/Military Medicine, Basic Science, Physician Executives, Residents/Medical Students, Podiatrists, Health Professionals

- Other 6%
- Surgical Physicians 10%
- Specialty Physicians 32%
Why Exhibit

NMA’s Annual Convention and Scientific Assembly attracts more than 2,500 leading African American physicians, physician executives, health professionals, academicians, and scientists from across the country each year and offers exhibitors a targeted audience not only in primary care, but twenty-one specialties, as well as surgical physicians who are institution based or work in private or group practices.

Exhibitors who partner with NMA will benefit from the exposure to the largest gathering of African American physicians, physician executives and specialists with buying power or are influential in decision making for their institution or practice.

NMA Convention and Scientific Assembly is:

- **Cost-Effective**
  By bringing exhibitors face-to-face with precisely the right targeted attendees, NMA 2018 offers an unparalleled opportunity to make new contacts and deepen relationships with existing business partners.

- **A Powerful Resource**
  No other marketing strategy enables you to better concentrate your resources and make the most of your time. By targeting the right exhibitors and buyers in the same location, NMA delivers a powerful & effective marketing and business development platform.

- **Home to a Professional Community**
  The exhibit hall is the marketplace for the NMA community to find the latest and most innovative products and technologies in medicine today. NMA Convention and Scientific Assembly is home to a professional community that includes MDs., DOs, DPMs and other health professionals.

*Develop stronger relationships between physicians and your medical products, services, and technologies.*

Reserve Your Exhibit Space Today!
Contact: [Kathleen Lawrence](mailto:Kathleen.Lawrence@NMA.org) at 856-302-0893.
Exhibitor Product Categories

Connect with more than 2,500 physicians, physician executives, health professionals, academicians, and scientists. Attendees visit the exhibit hall daily to discover your products, services, latest technology, and best practices.

Information Technology
- EHR/EMR
- Electronic Prescription
- IT Services and Equipment
- Cloud-based Image Management Solutions
- Computer Hardware, Software, and Applications
- Practice Management Applications and Services
- Telemedicine

Medical Devices and Equipment
- Anesthesiology Equipment
- Dermatology Equipment
- Diabetic Equipment
- Diagnostic Equipment/Services
- Hospital Equipment
- Imaging Devices
- Insulin Delivery
- Laboratory Supplies
- Laser Surgery Technology
- Medical Devices
- Monitoring Equipment
- Syringes
- Surgical Devices
- Therapeutic Equipment

Practice Management and Professional Practice
- Health Information Services
- Healthcare Management Consulting
- Managed Healthcare Insurance
- Medical Apparel
- Medical Associations
- Medical Billing
- Medical Training
- Risk Management Services

Professional and Educational
- CME/Online Programs
- Educational Materials
- Government Health Services
- Professional Associations
- Professional Services
- Public Services
- Recruitment

Publishing
- Books, E-books, and Journals
- Mobile Applications

Research
- Clinical Research
- Laboratory Research Products
- Laboratory Services
- Market Research
- Specialty Reference
- Statistical Research and Analysis

View the NMA 2018 exhibitor list and see if your competition is already participating.

Discover NMA 2018 Annual Convention and Scientific Assembly.
Contact: Kathleen Lawrence at 856-302-0893
### Exhibit Hall Hours, Dates, & Times

#### Rosen Shingle Creek

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, August 12</td>
<td>Ribbon Cutting</td>
<td>4:00 PM</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall Grand Opening Reception</td>
<td>4:00 PM – 6:00 PM</td>
</tr>
<tr>
<td>Monday, August 13</td>
<td>Hall Open</td>
<td>11:00 AM – 3:00 PM</td>
</tr>
<tr>
<td>Tuesday, August 14</td>
<td>Hall Open</td>
<td>11:00 AM – 3:00 PM</td>
</tr>
</tbody>
</table>

#### Presentation Theaters extend your reach!

Present new research findings on disease case-based studies, give product details and demonstrations, and highlight new products to a key audience. Presentation Theaters are available for one-hour presentations. AV equipment package is included. Complimentary food & beverage is provided by NMA.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, August 12</td>
<td>Hall A3</td>
<td>5:00 PM – 6:00 PM</td>
</tr>
<tr>
<td>Monday, August 13</td>
<td>Hall A3</td>
<td>11:30 AM – 12:30 PM</td>
</tr>
<tr>
<td>Tuesday, August 14</td>
<td>Hall A3</td>
<td>11:30 AM – 12:30 PM</td>
</tr>
</tbody>
</table>
Exhibitor Rates

10’ x 10’ booths include carpet, 6’ skirted table and 2 chairs.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Premium Booth</td>
<td>$3,700</td>
</tr>
<tr>
<td>10’ x 10’ Corner Booth</td>
<td>$3,600</td>
</tr>
<tr>
<td>10’ x 10’ Inline Booth</td>
<td>$3,550</td>
</tr>
<tr>
<td>10’ x 10’ First-Timers Booth</td>
<td>$3,200*</td>
</tr>
<tr>
<td>10’ x 10’ Non-Profit Booth</td>
<td>$2,200* (must provide a 501c(3) form)</td>
</tr>
<tr>
<td>10’ x 10’ Publisher Booth</td>
<td>$2,200*</td>
</tr>
</tbody>
</table>

*First-timers, non-profit, and publishers will be assigned inline booth locations.

Exhibitor Benefits:

- **NMA Bingo!** Exhibit Hall Activity Game – drives attendees to your booth
- Access more than 2,500 health professionals
- Unlimited exhibitor registration – registered company staff personnel may attend sessions where space allows, however NO CME credits will be offered
- Unopposed exhibit hours – giving you the opportunity to meet exclusively with attendees
- Annual Convention Program listing* includes a 50-word description and company name in print and online
- Exhibitor listing in the Mobile App
- Complimentary Conference Program
- Exclusive exhibitor promotional opportunities
- Exclusive exhibitor housing rates
- Use of the pre- and post-conference attendee mailing through NMA Mailing House for a one-time use of your NMA approved marketing material
- Opportunity to purchase a Presentation Theater promoted in pre-convention marketing materials, the Convention Program Book and onsite signage
- Opportunity to hold non-CME Satellite Symposia and be promoted in the Convention Program*

*if description is received by June 29, 2018

Connect with 2,500+ physicians and health professionals.
Contact: Kathleen Lawrence at 856-302-0893
Opportunities have been created to extend your engagement with physicians and health professionals. Contact Kathleen Lawrence at 856-302-0893 to develop a unique package.

Advertising/Branding – Digital and Print

- Annual Convention Program Book Advertising
  - Back Cover ............................................................................................................. $8,000
  - Inside Front Cover ................................................................................................. $7,000
  - Inside Back Cover ................................................................................................. $7,000
  - Full page; Full color ............................................................................................. $6,000
  - Half page; Color ..................................................................................................... $4,000
  - Full page; B&W ....................................................................................................... $3,000
  - Half page; B&W ..................................................................................................... $2,500
  - Enhanced Exhibitor Listing .................................................................................. $500
- NEW! Backlit Kiosks ............................................................................................... $5,000
- NEW! Corporate Gobo ............................................................................................. $10,000
- NEW! Corporate Hanging Banners ......................................................................... $5,000 – $10,000
- Corporate Standing Wall Banners ........................................................................... $5,000
- NEW! Corporate Wall Graphics ............................................................................... $2,000
- NEW! Charging Tables ............................................................................................. $3,500
- Exhibit Hall Aisle Floor Signs .................................................................................. $500 per graphic
- Exhibit Hall Floor Graphics .................................................................................... $2,000
- NEW! Exhibit Hall Selfie Station .............................................................................. $1,000 per station
- Mobile App Advertising ........................................................................................... $500 – $5,000
- NMA Bingo Card Advertising – Exhibit Hall Game ................................................ $2,500
- NMA Monthly E-Newsletter Advertising .................................................................. $1,000 – $2,500 per month
- Pre & Post Conference E-Blast ............................................................................... $3,000
- NEW! Pre-Function Lounge Graphics ...................................................................... $1,000 – $5,000
- Portfolio Bag ............................................................................................................. $15,000
- Portfolio Bag Insert ................................................................................................... $2,500
- Registration Lanyards .............................................................................................. $6,000
- NEW! Stair Graphics ................................................................................................ $5,000 – $8,000
- Webpage Banner Advertising .................................................................................... $5,000 – $7,000 per month
- NEW! Wi-Fi Sponsorship ......................................................................................... $12,000 exclusive

Hotel Branding
- Hotel Door Drop .................................................................................................... $5,000 per night
- Hotel Keycards ........................................................................................................ $6,000

Non-CME Opportunities
- Presentation Theaters ............................................................................................. $50,000 exhibitor / $55,000 non-exhibitor
- Satellite Symposia & Private Events ....................................................................... $500 – $25,000

Special Event Support Recognition
- CCWP Annual Muriel Petioni Award Program ....................................................... $5,000 – $25,000
- CCWP Brochure Advertising .................................................................................. $250 – $1,200
- Exhibit Hall Grand Opening Reception ................................................................... $5,000 – $15,000
- NMA Youth & Adult Golf Tournament / Golf & Tennis Clinics Price Coming Soon
- Opening & Awards Session ..................................................................................... $10,000 – $25,000
- Walk a Mile with a Child™ ..................................................................................... $5,000 – $15,000
- Youth Program Activities – Camp NMA-zing ......................................................... $5,000 each supporting sponsor

Overall Sponsorship & Exhibitor Packages
- Overall Sponsorship Levels – include brand advertising and exhibit space. Multiple levels available .................................................. $10,000 – $25,000

All promotional and marketing materials should fully comply with all applicable U.S. Food and Drug Administration (FDA) laws and guidelines on industry supported scientific and educational activities, ADVAMED, PhRMA Code on Interactions with Healthcare Professionals, AMA Ethical Opinion on Gifts to Physicians, the Office of the Inspector General (OIG) Compliance Program Guidance for Pharmaceutical Manufactures, and Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support.
Advertising/Branding – Digital and Print

**Annual Convention Program Book Advertising – $500 / $8,000**
Designed as the “official program,” the Annual Convention Program Book serves both as a souvenir program and the “go-to” reference guide for convention attendees.

**NEW! Backlit Kiosks – $5,000 per kiosk**
Put your message in lights with the backlit kiosk advertising signs located in the NMA Registration & Exhibit Hall Lobby. Locations offer excellent promotional opportunities to build brand awareness.

**Colleague Networking Lounges - $10,000**
Comfortable seating areas in the Exhibit Hall will provide attendees informal areas to relax, recharge, and refresh as they connect with colleagues.

**NEW! Corporate Gobo – $3,000**
Direct attendees to your booth with a state of the art graphic device. Display your product or company name, logo and booth number on the light up Gobo located next to the escalators descending to the NMA Registration and Exhibit Hall level.

**NEW! Corporate Hanging Banners – $5,000 / $10,000**
Hanging banners are visible as you descend from the Rotunda landing to NMA Registration and Exhibit Hall Lobby.

**Corporate Standing Wall Banners – $5,000**
Corporate standing banners displayed outside session rooms. All locations offer excellent promotional opportunities to build brand awareness.

**NEW! Corporate Wall Graphics – $2,000**
Direct attendees to your booth by displaying your product, company name, logo and booth number on the wall graphic located next to the escalators descending to the NMA Registration and Exhibit Hall level.

**NEW! Charging Tables – $3,500**
These hi-top tables provide universal charging cords and company designed graphics on bottom panels and table top. Select from a charging table with a monitor displaying your company provided messaging or a hi-top table with seating. The charging tables will be located just outside the Exhibit Hall, General Session, and CCWP Awards Program.

**Exhibit Hall Aisle Floor Signs – $500 each**
Place your corporate or product logo prominently on aisle floor graphics located at the front and back of the aisles throughout the Exhibit Hall.

**Exhibit Hall Floor Graphics – $2,000**
Direct attendees to your exhibit booth with a highly visible floor graphic as attendees enter the Exhibit Hall.

**NEW! Exhibit Hall Selfie Station – $1,000 each**
Everyone will enjoy a souvenir they can text, email, or post to Facebook or Twitter. Selfie Station will be branded with your company name and logo. Sponsoring companies can have staff personnel at their sponsored selfie station to talk to photo takers and distribute marketing materials.

**Mobile App Advertising – $500 / $5,000**
The National Medical Association’s Annual Convention and Scientific Assembly Mobile App offers the opportunity to highlight your brand and redirect viewers to your website for information about your product and/or services.

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**Reserve Your Sponsorship Opportunity Today!**
Contact: [Kathleen Lawrence](mailto:kathleen.lawrence@nationalmedical.org) at 856-302-0893.
Sponsorship Opportunities

Advertising/Branding – Digital and Print

NMA Bingo Card Advertising – $2,500
Purchase advertising on one or more of the NMA Bingo Cards inserted into the attendees’ Portfolio Bag providing ample time for attendees to review the instructions, prizes, and your advertising message.

Monthly E-newsletter Advertising – $1,000 / $2,500
Advertise in the Monthly E-newsletter that is sent electronically to more than 14,000 physicians and other health professionals.

Pre & Post Convention E-Blast – $3,000
The Pre and Post Convention E-Blast are a successful tool to communicate with attendee prior to and after the NMA Annual Convention and Scientific Assembly.

NEW! Pre-Function Lounge Graphics – $1,000 / $5,000
Lounge areas are located throughout the NMA meeting area. Create a company branded lounge with 36” table top graphics. Literature racks will be provided to display your marketing materials.

Portfolio Bag – $15,000
Distributed to every attendee, your corporate logo will be showcased on the front of the bag and a complimentary insert is included.

Portfolio Bag Insert – $2,500
Your marketing piece will be inserted into the Portfolio Bag and distributed at registration to all attendees.

Registration Lanyards – $6,000
Each lanyard will be clipped to the attendee’s badge and will include your corporate name and logo.

NEW! Stair Graphics – $5,000 / $8,000
Your eye-catching graphics will make a profound impression on attendees. The stairs descending to the NMA Registration will have the greatest visibility as attendees pass from meeting rooms to the Exhibit Hall.

Webpage Banner Advertising – $5,000 / $7,000
Advertising on the NMA Convention page provides reach to thousands of prospective buyers each month.

NEW! Wi-Fi Sponsorship – $12,000
Sponsorship of the Convention Wi-Fi provides splash page and URL redirect to include customized image area and company logo.

Hotel Branding

Hotel Door Drop – $5,000
Deliver your marketing message on either Saturday, Sunday, or Monday evenings to NMA attendees staying at the Rosen Shingle Creek.

Hotel Keycards – $6,000
Provide a special welcome to NMA 2018 attendees by putting your message directly in their hands with a custom keycard as they check into the NMA 2018 headquarters hotel. Capture attention and provide maximum exposure!

Non-CME Opportunities

Presentation Theaters – $50,000 / $55,000
Presentation Theaters are a great opportunity to present an educational topic or debut a new product or service during exhibit hall hours. The theater will allow for casual roundtable seating. Food & Beverage will be provided by NMA.

Satellite Symposia & Private Events – $500 / $25,000
The National Medical Association (NMA) will allow events to be held (dependent upon space available) at the Rosen Shingle Creek.

Create a unique sponsorship package for NMA 2018.
Contact: Kathleen Lawrence at 856-302-0893.
Sponsorship Opportunities

Special Event Support Recognition

**CCWP Annual Muriel Petioni Award Program – $5,000 / $25,000**
The Council on Concerns of Women Physicians (CCWP) was established to address the unique issues, concerns and policies regarding the advancement of female physicians. The CCWP Annual Muriel Petioni, M.D. Award Program has become a highlight of the NMA Annual Convention and Scientific Assembly. Each year this event is one of the most well attended programs during the convention. Past keynote speakers include Regina King, Maya Angelou, Phylicia Rashad, Angela Bassett, Dianne Carroll, Patti LaBelle, Judy Smith, Donna Brazile and Dr. Jocelyn Elders. It is attended by both men and women in all medical specialties and recognizes female physicians who through research, community service and activism, strive to eliminate health care disparities, provide people of color with quality health care, and address women’s health and professional issues.

**CCWP Brochure Advertising - $250 / $1,200**
Support the Council on the Concerns of Women Physicians (CCWP) Awards Program by advertising in the CCWP Awards Program Booklet distributed to all luncheon attendees. This highly visible booklet captures the luncheon programing and features the keynote speaker and awards recipients and is their keepsake of the event.

**Exhibit Hall Grand Opening Reception – $5,000 / $15,000**
The Opening Reception on Sunday, August 12th from 4:00 – 6:00 PM kicks off the opening of the Exhibit Hall. Attendees will come to the Exhibit Hall to reunite with colleagues, attend presentations, and visit exhibits. As Sponsor of the Opening Reception, your company will be recognized in opening announcement, on the entrance unit of the exhibit hall, in the Convention Program, Mobile App, and all marketing materials promoting the Exhibit Hall Opening Reception.

**NEW! NMA Youth & Adult Golf Tournament / Golf & Tennis Clinics – Price Coming Soon**
NMA Youth & Adult Golf Tournament / Golf & Tennis Clinics will support the NMA Scholarship Fund and ANMA Youth Programs.

**Opening & Awards Session – $10,000 / $25,000**
The official welcome of participants to the Annual Meeting. During the opening ceremony individuals of outstanding achievement will be recognized for their contributions to the NMA and to the field of medicine.

**Walk a Mile with a Child™ – $5,000 / $15,000**
NMA’s signature community event is celebrating its 11th anniversary! Walk a Mile with a Child™ will bring together the morning of Saturday August 11th NMA leadership, convention attendees, their families, and local residents of all ages to focus attention of childhood obesity and the lack of physical activity in our communities. Walk a Mile with a Child’s™ message is simple – physical activity along with a proper diet, should be part of everyone’s daily regimen. The event is free and open to the public.

**Youth Program Activities – Camp NMA-zing – $5,000**
Each year, approximately 300-500 children, ranging in age from 3 years to 18 years have been enrolled Camp NMA-zing, a 4-day morning through evening program of educational field trips or sessions; cultural and recreational activities; and special events. The camp runs from Sunday, August 12 through Wednesday, August 15, 2018 and offers activities and educational tours day and evenings for different age groups.

**Overall Sponsorship & Exhibitor Packages**

**Overall Sponsorship Levels**
Customize your marketing plan to include exhibit space, branding opportunity, and support recognition. Call to create your own customized package.
The Auxiliary to the National Medical Association (ANMA) is a non-profit, volunteer, service organization comprised of the spouses of active members of the National Medical Association and widows and widowers whose spouses were in good standing at the time of their demise. Founded in 1936, the mission of the Auxiliary to the National Medical Association, is to create a greater interest in the National Medical Association to aid and to encourage the medical profession in its effort to educate and serve the public in matters of health, and to develop and promote a National Auxiliary Program on Health, Education, and Legislation.

To find out more on how to support the ANMA activities during the 2018 NMA Annual Convention and Scientific Assembly, contact:

AUXILIARY TO THE NATIONAL MEDICAL ASSOCIATION
8403 Coleville Road • Suite 820 • Silver Spring, MD  20910
Office: 301-495-3779 • Fax: 301-495-0037
Email Address: anmanationaloffice@earthlink.net
Contact Information and Important Dates

Contact Information

Exhibits, Sponsorship, & Space Assignment
A. Fassano & Company
Kathleen Lawrence
856-302-0893

Payments/Invoices
A. Fassano & Company
Karen Kimakovich
856-302-0887

National Medical Association
Yolanda A. Fleming
Convention Coordinator
202-347-1895 ext. 308

Auxiliary to the National Medical Association
Natasha Alexander
ANMA Assistant
301-495-3779

Headquarters Hotel
Rosen Shingle Creek
9939 Universal Boulevard
Orlando, FL 32819-8701

Important Dates

Friday, November 17, 2017
Priority Placement Deadline

Friday, April 27, 2018
Final Booth Payments Due (Applications received after April 27 must be accompanied by full payment before space will be assigned. Applications will be accepted until space is sold out.)

Wednesday, July 18, 2018
Housing request deadline

Friday, June 29, 2018
Deadline for Advertising in the Convention Program

Friday, June 29, 2018
NMA Bingo – “Opt In” Deadline

Friday, June 29, 2018
Exhibitor-Appointed Contractors Form Due
Booth Activities Form Due
Exhibitor Housing Deadline
Proof of Insurance Due

Friday, August 10, 2018
Targeted Exhibitor 1:00 pm – 5:00 pm
Installation

Saturday, August 11, 2018
Exhibitor Installation 8:00 am – 5:00 pm

Sunday, August 12, 2018
Exhibitor Installation 8:00 am – 12:00 pm
Exhibit Hall Open 4:00 pm – 6:00 pm

Tuesday, August 14, 2018
Exhibitor Move-Out 3:00 pm – 8:00 pm