

Exhibitor FAQs

Q: What are the show location and dates?

A: NESEA's BuildingEnergy09 Trade Show takes place at Boston's Seaport World Trade Center on March 10-12, 2009.

Q: What is included in the booth packages?

A: Standard booths include, in addition to the contracted space: a 6' skirted table, two chairs, a standard printed show sign and a waste basket. Other benefits include web exposure and a listing in the "Invitation to Attend" mailing - sent to 60,000 targeted professionals throughout the Northeast - and the on-site Exhibitor Directory, if your contract and payment are received before the related deadlines.

Q: Are there other benefits available for exhibitors?

A: Additional benefits, such as prime booth placement, conference registration, and lunch tickets are available when you become a BE09 sponsor. There is a wide range of benefits packages available. Please see the BE09 Sponsors webpage for details.

Q: Is lunch included for exhibitors?

A: Lunch is not provided for exhibitors. We do provide coffee in the mornings, and water stations throughout the day. There is a Concession Stand right on the Trade Show floor for a quick, convenient, and reasonably-priced lunch or snack.

Q: Can exhibitors attend the Conference sessions?

A: Conference Registration is not included in the booth fees. Exhibitors who would like to attend the Conference sessions should register and pay for them separately.

Q: What discounts are available for exhibitors?

A: A substantial early bird discount is available if the contract is completed and payment received by 11/7/08. Also, NESEA Business Members whose memberships are current at the time of the Trade Show are entitled to a substantial additional discount. Please see the Exhibitor Contract for discount details, and www.nesea.org for additional Business Membership Benefits details.

Q: What Exhibitor Services are available?

A: Exhibitors can contract for carpet, electricity & lighting, internet service, drayage and other services using the Exhibitor Services Kit, which is provided after a completed Exhibitor Contract is submitted. For an additional charge, an electronic badge scanner for convenient, cost-effective lead retrieval is available. For more information on lead retrieval, contact Rosie Carrigan at expo14@speakeasy.net.

Q: Is wireless internet service provided in the exhibit hall?

A: Wireless internet access is available in the hall; however, if a reliable connection is required for your booth display, you should contract for a connection in your booth using the Exhibitor Service Kit provided.

Q: Can I have Trade Show Passes to provide to clients and prospects?

A: Unlimited Trade Show Passes for attendance on Thursday, March 12 are provided for all exhibitors. These passes can be distributed electronically to your clients and prospects.

Q: Is there a special booth rate for Nonprofit organizations?

A: There is a special rate for Nonprofits, as noted on the Exhibitor Contract. Please be advised that no other discounts apply to this rate, and the number of booths available at this rate is limited to the 1000 aisle.

Q: Can I speak at the Conference?

A: Planning for the conference sessions has been going on since last spring. All speaking opportunities have been filled for BE09. If you would like to be considered as a speaker for BE10, you may contact the Conference Director, Mary Biddle. Please be aware, however, that these educational sessions are not the place for product-specific promotion.

Q: How can I best promote my products and services?

A: There are many ways to promote your products and services. Encourage all of your clients and potential clients to visit your booth. Note your booth number and the show dates and location on your website, in your email signature, on your voicemail greeting or hold message, and in your advertising. Send Trade Show Passes (provided in emailable form by NESEA) to all your clients and potential clients. Schedule and promote a product introduction or demonstration to take place in your booth at the show. If your product or service is endorsed by an expert or other celebrity, ask for the opportunity to feature that person at your booth, and promote the occasion to potential show attendees. There is no limit to the ways you can promote your product and service, and we are happy to help any way we can.

Q: How many attendees are you expecting?

A: Attendance at NESEA's BuildingEnergy Conference and Trade Show has been growing substantially each year, and we expect continued growth. Energy costs, energy policy, renewable energy technologies and climate change are constantly in the news. After January, the support of the Obama administration will fuel interest and growth in the renewable energy and building industries. Because of increased interest, and the strong historical growth, we expect to attract about 5,000 attendees to BuildingEnergy09.

Q: Who attends NESEA's BuildingEnergy Conference and Trade Show?

A: BuildingEnergy09 will attract thousands of qualified building and energy experts from throughout the U.S., and from around the world. Because attendees can earn credit for their professional certifications, this audience is very well-educated and knowledgeable. They will be looking for new and innovative products and services to help solve issues of energy efficiency, environmental impact, and conservation of scarce resources. You can help them.

Q: Who is the contact person if I have more questions about exhibiting at NESEA's BuildingEnergy09?

A: Contact Jenny Spencer at NESEA: 413-774-6051x25 or jspencer@nesea.org or exhibitor@nesea.org