



Greetings and welcome back to ShowEast, the industry's leading networking event on the East Coast! We are excited to return to the Loews Miami Beach hotel from **October 21-24, 2024** and anticipate a terrific convention!

We received positive feedback on the experimental ShowEast Showcase last year and are excited to use it again this year! In place of a formal trade show, we've changed the format to provide Exhibitors the opportunity to network and "showcase" their products and services in a social setting. Instead of being confined to a ballroom, the Showcase will take place in the Americana Foyer, the open space on Level 2 of the Loews Miami Beach outside the Americana 4 function room. Table-tops will be provided for Exhibitors to display brochures, QR codes, contact cards, and other relevant information for display from Monday – Wednesday.

In addition to the dedicated Showcase hours scheduled, delegates will be spending time in the Americana Foyer at the ShowEast Hospitality Lounge, sure to be a popular location to congregate during the day. Pre- and post-event traffic flow to/from Americana 4 also provides the opportunity to spend time with delegates. We encourage you to take advantage of the open setting and interact throughout the whole day with as many attendees as possible!

We understand that freight expenses over the past few years have skyrocketed and one of the goals of the ShowEast Showcase table-top experience is to save you money on shipping. The area is designed for exhibitors to meet and interact with people, to schedule demonstrations and sales meetings for a later date. A 6' table and two chairs will be included in your Showcase space to display photos, QR codes, etc. If you feel the need for anything further, you may request them from the hotel: Bianca Behar, bianca.behar@loewshotels.com.

If you would like to rent a dedicated internet line, electricity, etc, please see the attached Encore Exhibitor Sheet and click through to place your order. Audio/visual equipment is also available for rent through Creative Wave, forms attached.

Hours of Operation

Please refer to the following schedule to ensure a smooth move-in and to staff your booth appropriately:

Exhibitor Move-In Hours:

Sunday, October 20	2:00pm – 8:00pm
Monday, October 21	8:00am – 5:00pm

Showcase 2024 Business Hours (TENTATIVE)

Monday, October 21	6:30pm – 8:00pm	Dinner in the Showcase
Tuesday, October 22	11:00am – 4:00pm	Lunch in the Showcase
Wednesday, October 23	11:00am – 4:00pm	Lunch in the Showcase

Dismantle Hours

Wednesday, October 23 4:00pm – 8:00pm

Digital Program Journal Exhibitor Listing – Deadline: Wednesday, October 2nd

Doing our part to conserve resources, we are happy to present the **ShowEast Digital Program Journal**. The information you submit will provide both existing and potential clients with important contact details about your company. **NOTE: Each exhibitor will need to enter a distinct customer ID number in order to purchase discounted registrations via the aforementioned link. YOUR CUSTOMER ID NUMBER IS 529.** Please note that due to production deadlines, we must receive your submission for the Program Journal before **Wednesday, October 2nd**. As a Showcase Exhibitor already confirmed for the show, why wait? [Click here](#) to submit your information today!

New Product Listing – Deadline: Wednesday, October 2nd

The ShowEast Digital Program Journal will also incorporate a section devoted to “New Products” available from Showcase Exhibitors. A new product can be defined as a modern concept to your company that is being introduced at your booth. It can be an update to an old device that will yield new or better results or a brand-new development that expands your company’s services. We will allow you to send in **two (2)** high-res .jpg (minimum 300ppi) images along with 100-word descriptions for these two new items or products you will be introducing at ShowEast 2024. All submissions for this section must be emailed to Jordan.Scherzer@filmexpos.com by **Wednesday, October 2nd**. **(NOTE: We retain the right to edit or not list submissions for products debuting more than 6 months prior to show date.)**

Digital Program Journal Advertising – Deadline: Friday, October 4th

The Digital Program Journal will be available to every registered attendee at ShowEast and distributed to the ShowEast database post-show. The journal will not only mark the event but will also contain useful reference material that can be utilized throughout the year. By advertising in the Digital Program Journal, your company will be top-of-mind with attendees and they will know where to find you at the show. Increase traffic to your website post-show by including links in your journal ads. Please [click here](#) to review the form and contact Robin.Klamfoth@filmexpos.com by **Friday, October 4th** for further information.

Exhibitor and Guest Badges – Deadline: Friday, October 18th

Each Showcase space will receive five (5) complimentary Exhibitor/Staff badges and five (5) complimentary Guest badges. Additional badges over the allotment are available for \$50 each. To submit your Exhibitor and Guest badge requests, [click here](#). **NOTE: Each exhibitor will need to enter a distinct customer ID number before entering your information via the aforementioned link. YOUR CUSTOMER ID NUMBER IS 529.** Please be mindful of the **Friday, October 18th** deadline. Additions or changes after this date will

have to be requested on-site at the Showcase Registration desk beginning Sunday, October 20th.

****Badge requests must include complete and accurate contact information for each individual exhibitor or guest. The sharing of badges is strictly prohibited. Show management reserves the right to withhold distribution or confiscate badges if proper identification cannot be provided.****

Lead Retrieval

The use of lead retrieval devices at your booth can prove extremely beneficial as you meet so many new people in the ShowEast Showcase. The devices offered allow you to scan a barcode on each attendee's name badge that will present all of their contact information provided during the convention registration process. For further details and information, including pricing, please see the attached order forms.

Shipping

All Showcase materials should be sent to the following address for arrival during the week of October 14th. Please note that handling fees from Loews Miami Beach will be applied.

Loews Miami Beach Hotel
1601 Collins Ave.
Miami Beach, FL 33139
Attn: (your company representative)
Hold For ShowEast 2024 Showcase – (Company name)

If your materials are being delivered via private truck, arrangements for exact delivery date and time must be made with the Loews Miami Beach to access their loading dock. Please advise your shipper to contact Bianca Behar at bianca.behar@loewshotels.com.

Hotel Accommodations

Take advantage of the special ShowEast room rates at the Loews Miami Beach hotel. Simply [click here](#) to be directed to the Hotel Information section of our website to make your reservation today. We **STRONGLY** recommend you make your reservations right away to ensure availability. If you would like to reserve a suite, please contact Jordan.Scherzer@filmexpos.com for availability and prices.

The ShowEast team looks forward to another exciting and event-filled convention in Miami, Florida! If there is anything we can do to enhance your experience, please do not hesitate to contact us.

Regards,

Jordan Scherzer
Film Expo Group
Jordan.Scherzer@filmexpos.com