



## MUSIC CITY SCALE EXHIBITOR INFORMATION KIT 2020

All Exhibitor Forms can be found on the [SCALE Website](#)

We are delighted you will join us as an exhibitor at the Music City SCALE Symposium. This Exhibitor Information Kit has been designed to help you prepare for the event. *We strongly recommend you have a copy of your exhibitor agreement in hand as you read through this kit, as inclusions may vary.*

Dates: July 22-25, 2020

Location: [Music City Center](#), 201 5th Ave. S., Nashville, TN 37203 | 615-401-1400

Agenda: [SCALE 2020 AGENDA](#) (Agenda is subject to change)

### EXHIBITOR SUPPORT CONTACT

**Meeting Designs is your contact for all aspects of the meeting that may be included in your support.**

This **Exhibitor Information Kit** includes important deadlines, instructions, and specifications for:

- ✓ Electronic Ads
- ✓ Email blasts
- ✓ Text alerts
- ✓ Lead retrieval device orders
- ✓ Badge registration
- ✓ Shipping

**CONTACT: Meeting Designs | Gail Riley | [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com) | 781-793-0088**

### EXHIBIT HALL CONTACT

**Freeman Company will be responsible for all aspects of the EXHIBIT HALL LOGISTICS and is the OFFICIAL PACKAGE HANDLER of Music City SCALE 2020.**

**Exhibitor Services** forms for MUSIC CITY SCALE 2020, are available at the following link:  
[MUSIC CITY SCALE 2020 - FREEMAN](#)

[Freeman Exhibit Hall Quick Facts](#) is your **Exhibit Hall Manual** for this event and contains important dates, deadlines and shipping information.

Freeman Company is your contact for:

- ✓ Exhibit Hall set-up, dismantle, hours of operation
- ✓ Custom orders for booths
- ✓ Receipt and handling of exhibit materials

**CONTACT: Freeman Company | [FreemanNashvilleES@freeman.com](mailto:FreemanNashvilleES@freeman.com) | (615) 884-5785**

## IMPORTANT DUE DATES AND TABLE OF CONTENTS

<b>EXHIBIT HALL</b>	<b>DATES</b>	<b>PAGE</b>
Exhibit Hall Installation	<b>July 22 &amp; 23</b>	<b>3</b>
Exhibit Hall Dismantle	<b>July 25</b>	<b>3</b>
Exhibit Hall Schedule		<b>3</b>
<b>SUPPORT INCLUSIONS</b>	<b>DUE DATES</b>	<b>PAGE</b>
Electronic Ads (if applicable)	<b>June 8</b>	<b>4</b>
Marketing Emails (if applicable)	<b>June 22</b>	<b>4</b>
Text Alerts (if applicable)	<b>June 22</b>	<b>5</b>
Lead Retrieval Orders	<b>June 26</b>	<b>5</b>
Badge Registration	<b>June 22</b>	<b>6</b>
Discount Code for Complimentary Badges Expires	<b>July 20</b>	<b>6</b>
<b>SHIPPING</b>	<b>DUE DATES</b>	<b>PAGE</b>
Shipping – Exhibit Material Delivery Dates	<b>June 23-July 16</b>	<b>7</b>
Shipping – Collateral for Attendee Tote Bags (if applicable) Delivery Dates	<b>June 23 – July 3</b>	<b>7</b>
Tracking Due for Collateral for Attendee Tote Bags (if applicable)	<b>June 30</b>	<b>7</b>
Delivery Deadline for Collateral for Attendee Tote Bags (if applicable)	<b>July 3 by 3:30 PM</b>	<b>7</b>
Exhibitor Package Labels		<b>8 &amp; 9</b>

## HOTELS FOR MUSIC CITY SCALE 2020

### The Westin Nashville Omni Nashville

- Please use this link for details and to book a room [SCALE 2020 ACCOMMODATIONS](#).
- There are a limited number of rooms in our block for each hotel. Book early to confirm your accommodations. Identify yourself as attending the SCALE Annual Conference. Reservations are each exhibitor's responsibility.

# EXHIBIT HALL

[EXHIBIT HALL FLOOR PLAN](#) - use this link to view the floor plan

**Freeman Company is your contact for: Set-up, dismantle, hours of operation; custom orders for booths; receipt and handling of exhibit materials.**

- ✓ [Freeman Exhibit Hall Quick Facts](#) is your **Exhibit Hall Manual** for this event. it contains important dates, deadlines, exhibit space inclusions and logistics, and shipping information.
- ✓ Exhibitor Services forms for MUSIC CITY SCALE 2020, are available to view, print or place Freeman orders at the following link: [MUSIC CITY SCALE 2020 - FREEMAN](#).

**CONTACT: Freeman Company – [FreemanNashvilleES@freeman.com](mailto:FreemanNashvilleES@freeman.com) | (615) 884-5785**

The Exhibits are open during all meeting times. Breakfast, Lunch, Breaks, and Receptions are key opportunities to connect with attendees and faculty. Please refer to the current [Agenda](#) for meeting details. Note that the agenda is subject to change.

Music City SCALE Show Schedule*	
<b>Wednesday, July 22, 2020</b>	
3:00 PM – 6:00 PM	<b>EXHIBITOR MOVE-IN</b> (Move-in continues Thursday AM)
<b>Thursday, July 23, 2020</b>	
8:00 – 11:00 AM**	<b>Exhibitor Move-in Continues</b> <i>**Installation of exhibits must be completed by 11:00 AM</i>
12:00 PM – 7:00 PM	<b>Exhibit Hall Hours</b> – Lunch, Breaks, and Reception
<b>Friday, July 24, 2020</b>	
7:00 am – 7:00 pm	<b>Exhibit Hall Hours</b> – Breakfast, Lunch, Breaks, and Reception
<b>Saturday, July 25, 2020</b>	
7:00 am – 1:30 pm	<b>Exhibit Hall Hours</b> – Breakfast, Breaks, and Lunch
1:30 pm – 7:00 pm	<b>EXHIBITOR MOVE-OUT</b> Freeman will begin returning empty containers at the close of the show.

For more information and helpful hints on pre- and post- show procedures, move-in and move-out, refer to [Freeman Pre-Show FAQs](#).

\*Schedule is Subject to Change

## ELECTRONIC ADS\*

### \*Support levels and number of ads included in support:

- **Elite: 5 Full Screen Ads | Diamond: 5 Full Screen Ads**
- **Platinum: 4 Full Screen Ads | Gold: 3 Full Screen Ads**
- **Ruby: 2 Half Screen Ads | Silver: 2 Half Screen Ads | Bronze: 1 Half Screen Ad**
- *Inclusions may vary – please refer to your exhibitor letter of agreement.*
- If you would like to purchase or increase your ad space please contact [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com) by May 1.

**Due June 8.** Submit to [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com)

### Electronic Ad Specifications:

- **File Type:** .jpg or .tiff
- **Full Screen Ad (landscape orientation):** 1920 x 1080 (width by height), 300dpi resolution
- **Half Screen Ad (portrait orientation):** 960 x 1080 (width by height), 300dpi resolution

*Please note that exhibit hall assignments and the agenda are subject to change. We suggest you make any text relative to the meeting as general as possible, in case there are changes to exhibit hall locations or symposia times. For example "Visit (company name) in the Music City SCALE Exhibit Hall!!"*

## CUSTOM PROMOTIONAL EMAIL BLASTS TO ATTENDEES\*

### \*Support levels and number of email blasts included in support:

- **Elite: 2 | Diamond: 2 | Platinum: 1**
- *Inclusions may vary – please refer to your exhibitor letter of agreement.*
- To purchase a custom marketing email blast please contact [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com) by June 1.

**Due June 22** - Submit to [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com)

### Promotional Email Specifications – please submit the following:

- 1. Your email in JPEG format - maximum file size 2MB**
  - If your email is to promote a session you are sponsoring, it must be a non-CME session in order for your company name to be included. (CME Session promotions cannot include sponsoring company name).
- 2. Subject line for your email(s)**
- 3. If you would like a hyperlink included, provide the link**

*Please note that exhibit hall assignments and the agenda are subject to change. We suggest you make any text relative to the meeting as general as possible, in case there are changes to exhibit hall locations or symposia times.*

## CUSTOM TEXT ALERTS\*

\*Support levels with custom text alerts included in support:

- Elite | Diamond | Platinum
- Inclusions may vary – please refer to your exhibitor letter of agreement.
- To purchase a custom text alert please contact [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com) by June 1.

**DUE JUNE 22** - Submit to [griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com)

**Text Alert Specifications – please submit the following:**

- 1. Content for the meeting app text alert, 140 characters or less including spaces.**
  - Special formatting can NOT be included (bold, italics, separate font).
  - If your text alert is to promote a session you are sponsoring, it must be a non-CME session in order for your company name to be included. If you would like to promote a CME session, you can do so but it cannot include your company name.
- 2. Include with your submission the date and time for alert to be sent (during event).**

Text alerts will be sent through the mobile meeting app.

## SCALE MARKETING OPPORTUNITIES

**Promote your message to an even greater extent at the SCALE meeting this year!**

**Marketing Options Available to Purchase:**

Hotel Key Cards  
Door Signs  
Footprint Signage  
Escalator Clings  
Additional Electronic Advertisements  
Relaxation Station

Please use this link to download the order form: [SCALE Marketing Options](#)

## LEAD RETRIEVAL

1. Lead Retrieval Devices are available to rent through American Tradeshow Services. If you wish to rent a device, complete the [ATS Lead Retrieval Order Form](#) and submit to American Tradeshow Services (ATS) as noted on the form.
2. Discount Deadline is **Friday, June 26, 2020**.
3. Information regarding payment and where to return the form are included on the form. You will work directly with the vendor, American Tradeshow Services.
4. For more information about the lead retrieval devices, you can download this [ATS Lead Retrieval Device Information Sheet](#).

**ATS Contact:** [orders@american-tradeshow.com](mailto:orders@american-tradeshow.com) | Phone 985-809-0600

## BADGE REGISTRATION\*

### \*Support levels and number of complimentary badges included in support:

- **Elite: 12 | Diamond: 10 | Platinum: 8 | Gold: 6 | Ruby: 4 | Silver: 3 | Bronze: 2**
- *Inclusions may vary – please refer to your exhibitor letter of agreement.*

### Discount Code for Complimentary Badges: **EXHIBITOR**

- Your support includes a limited number of complimentary badges - please refer to your letter of agreement.

**June 22** – We ask that you register by this date.

### **July 20** – Discount Code for Complimentary Badges Expires

- *Registrations made on or after **July 20** will be subject to the full registration fee of \$300.00.*
- Any changes (additions/substitutions/etc.) made on or after **July 20** will be subject to a \$50 administrative fee per change.
- ***Please note, any exhibitor that registers on-site will be required to pay the full exhibitor registration fee of \$300.00.***

### Registration Notes:

- Access to the exhibit area and meal functions will require a badge.
- Registration for all industry attendees will be via our online system, as noted below. We ask that you register by **June 22**.

### Registration Instructions:

1. Go to [Music City Scale Website Registration](#)
2. Enter the First and Last name of attendee and THEIR OWN EMAIL ADDRESS\*\*.  
  
\*\*Please note: The email address is the unique identifying feature for attendees. Each person **MUST** have their own their specific email address. You can include your email as the CC email address if you would like, but please note that this may lead to the receipt of multiple emails.
3. Select **Exhibitor** as registration type then complete entering the registration information.
4. **On the Payment Page – type the Discount Code EXHIBITOR for complimentary badges.**
5. You have a limited number of complimentary badges - please refer to your exhibitor letter of agreement.

# SHIPPING

## SHIPPING INSTRUCTIONS

**FREEMAN COMPANY IS THE OFFICIAL PACKAGE HANDLER FOR THIS MEETING.**

- Music City Center will not accept advance shipments of freight or materials. Do NOT ship directly to Music City Center.
- **You must make arrangements for package handling in advance with Freeman.**
  - **Use this link to submit your order [MUSIC CITY SCALE 2020 - FREEMAN](#).**

**Shipping Deadlines: Exhibit space materials must arrive between June 23 and July 16\***

*\*Delivery deadline for collateral for attendee tote bags (if applicable) is different - see below.*

All packages should be labeled using the appropriate [Exhibitor Package Label](#) (pages 8 & 9) and must include the exhibiting company's name. Attendee tote bag inserts (if applicable) must be packaged separately from exhibit space materials

- If you are having a third party vendor ship materials they must include your company name and identify if the shipment is for exhibit materials or tote bag inserts (as applicable), using the appropriate [Exhibitor Package Labels](#) (pages 8 & 9).
- *Freeman will not receive packages that do not include the exhibiting company name.*

CONTACT: Freeman Company – [FreemanNashvilleES@freeman.com](mailto:FreemanNashvilleES@freeman.com) | (615) 884-5785

### SHIPPING COLLATERAL FOR ATTENDEE TOTE BAGS\*

**\*Support levels with opportunity to include company collateral in all attendee tote bags:**

Elite | Diamond | Platinum | Gold | Ruby | Silver

*Inclusions may vary – please refer to your exhibitor letter of agreement.*

**QUANTITY 650**

**Materials must arrive between June 23 and July 3 at 3:00 PM**

Items arriving after 3:00 PM on July 3 will not be placed in tote bags.

- **NOTE SHIPPING INSTRUCTIONS AT TOP OF PAGE**
- Attendee tote bag inserts must be packaged separately from exhibit space materials and labeled using the appropriate [Exhibitor Package Label](#) (pages 8 & 9).
- *If packages are not labeled as inserts for attendee tote bags, we cannot guarantee your collateral will be included.*

**Submit tracking numbers for attendee tote bag inserts shipments to**

**[griley@mdmeetingdesigns.com](mailto:griley@mdmeetingdesigns.com) by June 30.**

- *If we do not receive tracking information by June 30 we cannot guarantee your collateral will be included in the attendee tote bags.*
- Indicate that the tracking information is for attendee tote bag inserts.
- We are requesting the tracking numbers in order to route the materials appropriately onsite. We will not be tracking your shipments.

**F R E E M A N**

**R U S H**

**DO NOT DELAY**

**RECEIVING DATE BEGINS: JUNE 23, 2020**

**DEADLINE DATE IS: JULY 16, 2020\***

*\*Delivery deadline for collateral for attendee tote bags (if applicable) is different - see Bag Insert label below.*

**TO:** \_\_\_\_\_

*EXHIBITOR NAME*

**C/O: FREEMAN**

**1701 LEBANON PIKE CIRCLE**

**NASHVILLE, TN 37210**

**WAREHOUSE**

**EVENT:**           **MUSIC CITY SCALE 2020**          

**BOOTH NO:** \_\_\_\_\_ **NO.** \_\_\_\_\_ **OF** \_\_\_\_\_ **PCS**

**F R E E M A N**

**R U S H**

**DO NOT DELAY**

**RECEIVING DATE BEGINS: JUNE 23, 2020**

**DEADLINE DATE IS: JULY 16, 2020\***

*\*Delivery deadline for collateral for attendee tote bags (if applicable) is different - see Bag Insert label below.*

**TO:** \_\_\_\_\_

*EXHIBITOR NAME*

**C/O: FREEMAN**

**1701 LEBANON PIKE CIRCLE**

**NASHVILLE, TN 37210**

**WAREHOUSE**

**EVENT:**           **MUSIC CITY SCALE 2020**          

**BOOTH NO:** \_\_\_\_\_ **NO.** \_\_\_\_\_ **OF** \_\_\_\_\_ **PCS**

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.  
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.  
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.



**F R E E M A N**

**BAG INSERTS**

**DO NOT DELAY**

**RECEIVING DATE BEGINS: JUNE 23, 2020**

**DEADLINE DATE IS: JULY 3, 2020**

**TO: \_\_\_\_\_**

*EXHIBITOR NAME*

**C/O: FREEMAN**

**1701 LEBANON PIKE CIRCLE**

**NASHVILLE, TN 37210**

**WAREHOUSE**

**DELIVER TO BAG STUFFING AREA**

**EVENT: MUSIC CITY SCALE 2020**

**BOOTH NO: \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS**

**F R E E M A N**

**BAG INSERTS**

**DO NOT DELAY**

**RECEIVING DATE BEGINS: JUNE 23, 2020**

**DEADLINE DATE IS: JULY 3, 2020**

**TO: \_\_\_\_\_**

*EXHIBITOR NAME*

**C/O: FREEMAN**

**1701 LEBANON PIKE CIRCLE**

**NASHVILLE, TN 37210**

**WAREHOUSE**

**DELIVER TO BAG STUFFING AREA**

**EVENT: MUSIC CITY SCALE 2020**

**BOOTH NO: \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS**

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.  
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.  
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.