



# Map Dynamics Registration

Map Dynamics the new exhibitor booth registration system that offers AFRDS members a seamless, user-friendly interface when selecting their booth(s) for the 2020 AFRDS Conference & Expo!

There are a few changes from the previous registration system:

- **This system is live!** You will not have to provide choices to receive an assignment on a later date. When you complete your booth purchase, you will be selecting the booth(s) you want to be in. You will receive confirmation of your booth numbers within 24 hours (one business day).
- Because this system is live, exhibitors will have exclusive dates for live booth purchases. These appointment dates are based on your company's number of priority points. You can register at any time after your appointment date, but not before. Please note, should you choose not to register on your appointment day, your selection will be limited to remaining booths. AFRDS will not move other exhibitors with lower priority points to fulfill your request if you skip your appointment date. If you are unable to make your appointment date, please contact AFRDS as soon as possible.
- Booth registration does NOT require a log-in; any designated representative from your company can register for your company's booths. However, there is a 60-minute time limit to complete the form. If registration is not completed before the 60 minutes, you will need to start over. Please have all information ready to register. For those companies new to exhibiting, a copy of the information needed to register is attached.
- For those companies that have proximity requests (close to or away from) to other companies you will be able to make a request for these booths\*. However, please remember that you are purchasing booth(s) for your company and should only choose those spaces your company will occupy. AFRDS will try to accommodate these requests but cannot guarantee booth space placements to companies with lower priority points.  
\*There is a place to make these request, see instructions below.
- Badge registration is included with your Exhibitor Registration. You will not have to register for badges separately. The badge limit of two complimentary badges per 10' x 10' booth remains, additional badges are available at \$200 each.
- **NEW!! Exhibitor Plus gives you a way to promote your company beyond your booth and the printed Exhibitor Guide.** The live Expo floorplan will be available to Attendees starting in October. You can add your company's listing at a minimal expense; add videos, services and products, booth personnel, social media links, and a contact form to start your marketing and lead collection before the Expo even starts!

- **NEW!! NOOK Sponsorships- branded personal meeting space!** The branded meeting pods enhance your booth space. This sponsorship opportunity should be requested when purchasing your booth.\* This sponsorship includes a 50% discount on one (1) standard in-line booth space.  
 \*The Nooks can be purchased at a later date **if** there is booth space available near your purchased booths. You will receive your purchased booth space included in the sponsorship purchase.



Your company branding here!

Please continue to read below for instructions on registering.

- You will receive the link for registration the morning of your appointment date; please **do not forward** this link to other companies. You should not complete your booth purchase until on or after your assigned appointment dates. If AFRDS receives a purchase for booth(s) for your company before your appointment date, the booths you selected will be removed and your purchase cancelled.
- You can complete your booth(s) purchase at any time on or after your appointment date. Once you have accessed the floorplan, please follow the instructions on the screen to complete registration.
- Select only those booth(s) you want to purchase for your company.
- Should you have a request to be close to or away from another company please provide that information in the box provided in the Additional Questions section, directly after the Exhibitor Profile information.
- There is a box provided to list your Booth Personnel in the Additional Questions section. The names you list here are for both your Badges and to be listed in the Exhibitor Guide. Please make sure to list the names, as you want them to appear.
  - o City and State will be the same as the company's, unless you indicate otherwise.
  - o If you are requesting a badge for someone that you do not want listed in the Exhibitor Guide please indicate that beside the name.

Please note AFRDS badge policy for exhibiting members:

Exhibitors are granted two complimentary exhibitor registrations for each 10' x 10' space purchased. Allotted badges are issued to individuals for that individual's use – and only that individual's use – for the sole purpose of staffing the exhibiting company's booth during the Expo. Replacement badges using another name or badge swapping is prohibited. Exhibitors may register additional, qualified individuals for \$200 per person. Non-exhibiting Supplier and Affiliate members are not allowed on the Expo floor or at any AFRDS event.

If you have any questions during registration please contact Jennifer Stone-Rogers at (678) 303-3016 or [jstone@kellencompany.com](mailto:jstone@kellencompany.com). General questions can be directed to [AFRDS@Kellencompany.com](mailto:AFRDS@Kellencompany.com).