



VMUG
CONNECT

EXHIBITOR MANUAL

MINNEAPOLIS, MN | APRIL 7 - 9, 2026

HILTON MINNEAPOLIS



VMUG CONNECT EXHIBITOR CHECKLIST

Please utilize this checklist to stay organized and ensure you take advantage of all opportunities available to our exhibitors.

☑	DELIVERABLE	EXHIBITOR ACTION	DETAILS	DEADLINE	QUALIFYING LEVELS
	Company profile in event promotions	Email logo (vector file) with company description (50-100 words) to vmugfulfillment@vmug.com	Sponsor logos will also be posted to the event website. Diamond and Gold partners will be included in email promotions.	ASAP No later than February 23, 2026	All Levels
	Conference Passes	Register your booth staff via our online registration link . Use the promo code provided by VMUG fulfillment to redeem your complimentary registration.	Full Conference passes will be available to all exhibitors for access to the event and show floor. Exhibitors can purchase additional passes over allotment, contact vmugfulfillment@vmug.com if you did not receive your registration promo code.	March 30, 2026	All Levels
	Booth Logistics	Order necessary products, services and coordinate shipping through the Alliance Exhibitor portal .	All exhibitors will need to coordinate labor, freight shipping, electric, AV, and/or furniture rentals through our Alliance Exhibitor Kit .	March 16, 2026	All Levels
	Exhibitor Marketing Kit	Use these materials to promote your presence on social media and via email.	A marketing kit built by VMUG with customizable email copy, social media posts, and approved participation graphics for exhibitors to share on social & promote their presence at CONNECT.	N/A	All Levels
	Lead Retrieval	Order lead retrieval devices or mobile licenses through our registration provider .	Lead retrieval devices or mobile licenses to track attendee leads & booth visits. All exhibitors can purchase outside of package.	Early Bird Ends: March 8th, 2026	Available for Purchase
	Call for Content	Submit your company's speaking session details	Content to be approved by the VMUG team. Submit via our Call for Content , or email Content@vmug.com	February 28th	Diamond, Gold, Available for Purchase

FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES CONTACT:
ALLEN COKER ACOKER@VMUG.COM 731-616-6066.



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	DELIVERABLE	EXHIBITOR ACTION	DETAILS	DEADLINE	QUALIFYING LEVELS
	Registration Bag Insert	Provide one-page bag insert for registration tote bags for VMUG approval; print & ship to show site prior to event. (shipping on page 4)	Share a flyer or collateral of your company's choosing to include in every attendee's registration bag. Sponsor to provide the insert. VMUG approval required.	Approval by: March 16, 2026	Available for Purchase
	Passport to Prizes	Exhibitor to provide a prize for winning attendees – details must be provided to show management.	For an attendee to complete their passport, they will need to visit all participating booths during the Expo Hall. Participation in this interactive activity guarantees boosted booth traffic.	Approval by March 16, 2026	Diamond & Gold Partners <i>*Available for Purchase</i>
	A La Carte Sponsor Opportunities	Contact exhibitor support to select your opportunities.	Various sponsorship opportunities exist for our exhibitors to provide fun experiences for attendees and boost their brand visibility at the Expo!	Contact acoker@vmug.com for detailed deadlines	Available for Purchase
	Access to Pre-Event Registration List	No action required.	Access to the VMUG CONNECT attendee list 2 weeks prior to the event (opt-ins only).	March 31, 2026	Diamond & Gold Partners <i>*Available for Purchase</i>
	Access to Post-Event Registration List	No action required.	Access to the VMUG CONNECT Post-Event registration list within 2 weeks after the event.	April 21, 2026	Diamond & Gold Partners <i>*Available for Purchase</i>
	Logo on Event Signage	No action required.	Sponsor logos will be included on select event signage to promote your presence & support of VMUG CONNECT.		All Levels

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VMUG CONNECT CRITICAL INFORMATION & OPPORTUNITY DETAILS

EXPO HALL SCHEDULE

Tuesday, April 7

8:00 AM – 5:00 PM
Exhibitor Move-in
6:00 PM - 8:00 PM
Welcome Reception

Wednesday, April 8

7:45 AM - 3:30 PM
Expo Hall Hours

Thursday, April 9

8:00 AM – 1:30 PM
Expo Hall Open
1:30 PM – 5:00 PM
Exhibitor Move-out

MARKETING KIT

Promote your presence at this important industry event! Each exhibitor will receive a customizable marketing kit with everything you'll need:
Email Copy | Social Media Copy | Event Graphics

HOUSING

VMUG CONNECT has a hotel block at the **Hilton Minneapolis** for our attendees. Reservations at our discounted rate will be available until March 8th

ALLIANCE AND SPECIALTY CONTRACTORS ORDERING

Our general services contractor, Alliance, provides our 2026 Exhibitor Services Manual which includes ordering information regarding shipping, material handling, graphics, and many more services for your booth.

Specialty Services Include:

- AV
- Electrical
- Rigging
- Telephone & Internet

These services can be ordered through the links & contact information listed in the **Alliance online Exhibitor Services Manual**, on the Products & Services page.

ADVANCE WAREHOUSE SHIPPING

Shipments must arrive between March 6, 2026 – March 31, 2026 between the hours of 8:30 am – 3:30 pm.

Exhibiting Company Name/Booth #
VMUG Connect
c/o Alliance Exposition
601 N Entrance
Kankakee, IL 60901

*For assistance and exhibitor support,
please contact Exhibitor Services:*

888-528-2011

exhibitorassistance@alliance-exposition.com



VMUG CONNECT CRITICAL INFORMATION & OPPORTUNITY DETAILS

REGISTRATIONS INCLUDED WITH YOUR BOOTH

Each partnership level includes a specific number of registrations:

- **Diamond:** 4 full conference registrations
- **Gold:** 3 full conference registrations
- **Bronze:** 2 full conference registrations.

Don't forget to register your booth staff on our website:
connect.vmug.com/2026

BOOTH SPECS

All exhibitors with a 10x10 space at VMUG CONNECT will receive the following items within their space free of charge:

- 8' High draped backwall
- 3" High draped siderails
- (1) 6 foot drape skirted table
- (2) side chairs
- (1) Wastebasket
- (1) Identification Sign with Company Name & Booth Number

Any furniture or branding needs outside of these items must be provided by the exhibitor or can be ordered through the **Alliance Exhibitor Portal**.

LEAD RETRIEVAL

Maximize your ROI and gather valuable leads at CONNECT with lead retrieval! Diamond partners receive one mobile lead retrieval license, while Gold and Bronze must purchase their mobile license. Both mobile licenses and devices are available for purchase through the **Online Ordering Portal**. Take advantage of Early Bird rates—available until March 8, 2026!





Have more
questions?

Reach out to
vmugfulfillment@vmug.com
for assistance



Lead Retrieval Services Order Form

Featuring qConnection

Eleventh
& GATHER



Contact Information

Company **Booth #** **Contact**
Address **City** **State** **Zip**
Phone **Fax** **Email**

QTY	Item Description	On or before 03/08/26	After 03/08/26	Subtotal
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	qConnection App: Exhibitors use own iPhone®, iPod touch®, iPad® (ios 7.1,7.1.1) or Android™ phone or tablet (version 4.4) Package Includes: qConnection lead retrieval app downloaded from apple app store or google play, event set-up through unique access code, and qConnection show management website access. *must purchase one license per device	\$325	\$375	
	Apple® device Rental: Package Includes: Apple® device rental with qConnection lead retrieval app pre-loaded on the device, event set-up through unique access code, and qConnection show management website access.	\$370	\$420	

qConnection Show Management Website:

- ▶ Edit qualifiers prior to scanning
- ▶ Email leads to anyone
- ▶ Download all leads, from all devices
- ▶ View Leads
- ▶ Sort, edit and search leads
- ▶ Mobile friendly

Grand Total

Payment Options: Check _____ Credit Card _____

We accept: Visa, Master card and AMEX

Make Checks payable to: Eleventh & Gather

170 Depot Street Suite A| Blue Ridge, GA 30513

Advance orders must be accompanied by full payment.

Eleventh & Gather Fed Employ. ID # 20-0499150

Please complete Cardholder information if paying with credit card:

Card Number: _____

Expiration Date: _____ **CVV:** _____

Name on Card: _____

Billing Address: _____

All orders must be placed at least 10 days prior to event to ensure availability. Any order received less than 10 days prior to event MAY be refused and you will have to purchase onsite. If orders are not placed in advance, there is no guarantee one will be available. All Cancellations must be received in writing no later than five (5) days prior to event to receive a full refund. Any request after will not be refunded. Rentals must be picked up at the lead retrieval desk prior to the start of the event from a Eleventh & Gather manager, in order to receive proper operating instructions. All equipment must be returned to the lead retrieval desk within 45 minutes after the close of the event or a \$100 late fee will be applied. A Non-Refundable charge of \$1200 will be applied for devices not returned to Eleventh & Gather at close of show. Data connection is required for qConnection attendance updates. Eleventh & Gather will not be held responsible for poor/inadequate data coverage in convention hall. It is the exhibitors responsibility to provide themselves with a data connection, whether it be inside or outside the convention building. A Eleventh & Gather manager will upload leads to the qConnection website when units are returned or this can be done daily at the lead retrieval desk. Exhibitor understands that they are purchasing a license to rent the equipment only and no equity or ownership is imparted by this rental agreement.

Agree To Terms and Cancellation Policy: X _____ **Date:** X _____

SUBMIT ORDER TO:

FAX: 678-341-3099

EMAIL: info@prereg.net

PHONE: 678-341-3000

ORDER ONLINE : www.prereg.net/qconnect



qConnection Lead Retrieval by:

Eleventh & GATHER

Order online at: www.prereg.net/qconnect
170 Depot Street Suite A | Blue Ridge, GA 30513
Phone: 678.341.3000 Fax: 678.341.3099



Real-Time Reporting

No waiting necessary! qConnection will automatically update as long as the device is connected to WiFi. Users have the ability to download leads from the qConnection website Instantaneously and follow-up while still working the conference.



Customizable

qConnection is a user-friendly, Innovative lead retrieval solution molded by over forty years of Industry experience. The app may operate on personal smartphones or tablets placing authority over the leads right at your fingertips.



Easy To Use

The qConnection app is completely customizable. Users have the ability to develop custom qualifiers, add special notes for each lead and/or tailor survey questions within the app to better suit any sales need.

We look forward to seeing you at 2026 VMUG Connect Minneapolis



Apple® Device Rental:

Package Includes: Ipad mini rental with qConnect app pre-loaded on the device, event set-up through unique access codes, and qConnect lead management web portal access

\$370/Device on or before 03/08/2026

\$420/Device after 03/08/2026

qConnect App:

Package Includes: qConnect app downloaded from google play or apple store, event set-up through unique access codes, and qConnect lead management web portal access

\$325/License on or before 03/08/2026

\$375/License after 03/08/2026

