

WHY EXHIBIT AT GENERAL ASSEMBLY?

The General Assembly of YMCAs is the Y's premier leadership development conference, **attracting 3,500 senior staff and board volunteer leaders from over 500 YMCA associations across the country.** As host to the largest exhibition of products and services that support local YMCAs, General Assembly offers you three days of valuable face time with decision makers from one of the nation's leading nonprofits dedicated to youth development, healthy living, and social responsibility. With **more than 5,900* exhibition hall visits**, your company can make lasting, in-person impressions that result in positive returns on investment.

Y LEADERS DON'T WANT TO MISS IT, AND NEITHER DO YOU

The 2019 General Assembly will take place in Anaheim, California, at the Anaheim Convention Center. Time and again attendees have praised General Assembly's unparalleled exhibition as a favorite feature of the event. The exhibition, held on Thursday, July 18, through Saturday, July 20, is the most exclusive opportunity the Y offers your company to showcase your products and services to thousands of YMCA senior staff at one time and under one roof.

WHAT YOUR COMPANY CAN EXPECT AS A VALUED EXHIBITOR

- General Assembly attracts the ideal audience for lead generation. They are Y leaders who directly influence purchases for their YMCAs.
- YMCA staff with purchasing authority and influence will be identifiable by their conference name badges, so you can easily spot and connect with qualified prospects.
- Cvent LeadCapture is the official lead retrieval mobile app for YMCA of the USA (Y-USA) national conferences. Your exhibition package will include two lead retrieval licenses, and additional licenses may be purchased. Use LeadCapture to conveniently connect with hundreds of decision makers onsite. The app allows you to capture sales leads on the exhibit floor to build or expand your customer network. With robust post event analytics, you'll get the critical information you need to continue to cultivate relationships after the conference.

- **NEW!** Complimentary Wi-Fi throughout the exhibition hall will be provided, allowing you to immediately upload the lead data you've captured to your company's server.
- **NEW!** On Thursday night, following the opening General Session, you're invited to connect with Y staff and volunteers during an informal reception on the Anaheim Convention Center's Grand Plaza.
- Your company's information will appear in the conference mobile app for attendees, which also includes an interactive exhibition hall map, so attendees can easily find your booth location from their mobile device.

ATTENDEE INCENTIVES

These exhibition hall features are designed to promote booth visits and encourage attendees to maximize their time by connecting with a variety of vendors:

- **NEW!** Product Presentation Pods provide your company with the opportunity to highlight innovative products and services at theater-style pods located within the exhibition hall. Participating exhibitors will give a 30-minute presentation that gives attendees an in-depth look at select offerings. The pods will generate increased attendee traffic in the exhibition hall and greater visibility for participating companies.

** Based on traffic audit of 3,976 attendees at exhibition hall entry points at 2016 General Assembly. Includes duplicated visits.*

- **NEW!** Advertising meter boards in the exhibition hall can provide your company with valuable brand exposure. Participating companies will have their company name, logo, booth number, and advertising copy featured on the board to increase attendee traffic to their booth.
- **NEW!** The CLICK photo challenge game, available on the attendee conference mobile app, is designed specifically to drive engagement with exhibitors. Each day, attendees take photos to complete challenges that encourage meaningful interaction with your company and others throughout the hall while earning points to win prizes. CLICK adds a new level of energy and fun to the exhibition experience for both exhibitors and visitors and encourages repeat visits as attendees compete to finish the game's daily challenges.
- More people. More connections. Through exhibition passes valid Friday, July 19, and

Saturday, July 20, Y-USA invites local and regional Y staff to come to Anaheim and gain special access to you and your company without having to register for the full conference.

- Real-time mobile app push notifications will alert attendees to activities within the exhibition hall.
- A miniature golf area will invite attendees to show off their putting skills, allowing them to break for a fun activity with colleagues without leaving the exhibition hall.
- A full-service café will provide attendees a spot to congregate, relax, and purchase food and beverages before, during, or after their tour of the exhibition hall.

DATA SHARING AND PRIVACY POLICY

In order to safeguard event registrant data and allow registrants to control use of their personal information, Y-USA has implemented a data privacy policy for national conference exhibitions. The following policy applies to use of registrant data with companies contracted by Y-USA for participation in a conference exhibition:

Renting or Selling Data

Y-USA does not rent or sell event registrant data to generate revenue.

Permission-Based Use of Registrant Data

Y-USA may use event registrant data only if registrants have granted their permission. Exhibitors may collect information on and follow up with sales leads only via Cvent LeadCapture, the lead retrieval system provided by Y-USA. A published notice in the event guide will inform attendees that by allowing an exhibitor to scan the QR code on their ID badge, the exhibitor has permission to access to the attendee's name and email plus YMCA association name, city, state, and zip code.