

# NJ TRANSACTION CONFERENCE

## Exhibitor Directives

### **DATE & LOCATION**

April 15, 16, & 17, 2025 (Tuesday, Wednesday & Thursday)

Harrah's Resort & Casino  
777 Harrah's Boulevard, Atlantic City, NJ 08401

**OVERNIGHT HOTEL ACCOMODATIONS** – To get TransAction 2025 special room rate of \$79 per night (single or double occupancy), (does not include tax and resort fees), visit the NJ TransAction Web Site at [www.njtransaction.com](http://www.njtransaction.com) for the Harrah's Hotel Reservation Link

<https://book.passkey.com/go/SH04TA5>

OR call 1-888-516-2215 (8am to 2 am – 7 days a week). You must mention that you want the TransAction 2025 rate: Group Name – TransAction 205 and Group Code – SHO4TA5  
Hotel pricing is guaranteed until March 13, 2025.

**BOOTH NUMBER & LOCATION** - To Find your booth number and location, please visit the NJ TransAction Web Site at [www.njtransaction.com](http://www.njtransaction.com) Under the button "Exhibitor Info" please find "Exhibit Booth Assignments" AND "Exhibit Room Floor Plan" (Also Attached)

**PROGRAM LISTING** – Once available, all exhibitors will be contacted via email in order to confirm the information that will be included in the NJ TransAction Program. The information listed will be EXACTLY printed as it was submitted. It is vital you proof-read your program listing immediately and advise us of any changes.

**YOUR NAME TAG & SPELLING** - Please visit the NJ TransAction Web Site at [www.njtransaction.com](http://www.njtransaction.com) Under the button "Who's Attending in 2025" please find your name and company information and confirm the correct spelling.

**NAME BADGES & LUNCH/RECEPTION TICKETS** – Your Name Badge may be picked up at the Registration Kiosk Area outside the front entrance of the Wildwood Expo Hall beginning Tuesday at 10 am, Wednesday at 7:30 am and Thursday at 7:30 am. Lunch and Reception codes will be printed on the name badges. You will also receive a silicone bracelet for the Wednesday Evening Reception.

If you paid for extra Wednesday luncheon and/or reception tickets, please visit the information desk.

If you pre-ordered drink tickets, they will be available for you to pick up by Wednesday afternoon and prior to the Wednesday Evening Reception.

**SETTING UP YOUR BOOTH** - You may set your exhibit booth up by yourself OR if you want someone else to set it up, GES Exposition Services will do it for you and break it down at the end of the show. Contact them directly at the address on the attached shipping forms.

**EXHIBIT BOOTH INFORMATION** - Each booth set up includes:

- A single booth is 8' wide x 8' deep. If you have a free-standing floor display panel, it cannot be more than 8 feet wide, or you will need a double booth (14' wide).
- a 6' long x 28" wide table that has a table cover and skirt,
- 2 cushioned chairs,
- a waste basket,
- electricity,
- wireless internet,
- pipe and drape on each side and on the back of your booth,
- a professionally produced sign with your firm name on it hanging on the back wall of your booth,
- The Exhibit Hall is already carpeted.
- **Access to a lead capture app that will allow exhibitor representative to scan a registrant's QR code (will include name, agency/company, address, telephone number and email). (CrowdComms (Kiosk Managers) will assist exhibitors onsite for FREE app download)**

**EXHIBIT BOOTH SET UP TIMES** – Monday, April 14, 2025, from 12:00 pm to 8:00 pm. Tuesday, April 15, 2025, from 7:00 am – 2:00 pm; Harrah's Waterfront Conference Center – Wildwood Rooms, 1<sup>st</sup> Floor. **Exhibit show opens on Tuesday at 3:00 pm.** The exhibit Hall will open on Wednesday and Thursday at 6:30 am for exhibitors. See information below on how to get your exhibit booth materials into Harrah's.

#### **VEHICLE EXHIBITORS**

- Vehicles will need to be at Harrah's Wildwood **Loading Dock on Monday, April 14, 2025, by 10 am.**
- You will be met by staff from General Exposition Services (GES) who will escort your vehicle to the showroom floor.
- Please bring 2 sets of keys to the vehicle (GES) will hold one set. **DO NOT** leave the vehicle(s) parked at the loading dock without giving the keys to GES.
- Vehicles shall have no more than 1/4/ tank of fuel.
- Atlantic City Fire Officials prohibit electric vehicles inside the expo hall.
- GES will lay the appropriate flooring protection that your vehicle will drive and exhibit on.
- GES will drive/push gasoline powered vehicles to your display destination.
- Exhibitors **MAY NOT** drive their vehicle in the Exhibit Hall – only GES representatives can.
- Vehicles batteries may need to be disconnected.
- In the event your vehicle's battery is disconnected, you may want to bring additional lighting for inside the vehicles, power inverter, or other power device.

**EXHIBIT BOOTH BREAKDOWN** – You may begin dismantling your exhibit booth on Thursday, April 17, 2025, after 11:00 am and must be completed by 3:00 pm. General Exposition Services will be in the expo hall from 11:00AM – 3:00PM to offer you assistance.

## HOW TO GET YOUR EXHIBIT BOOTH MATERIAL TO HARRAH'S

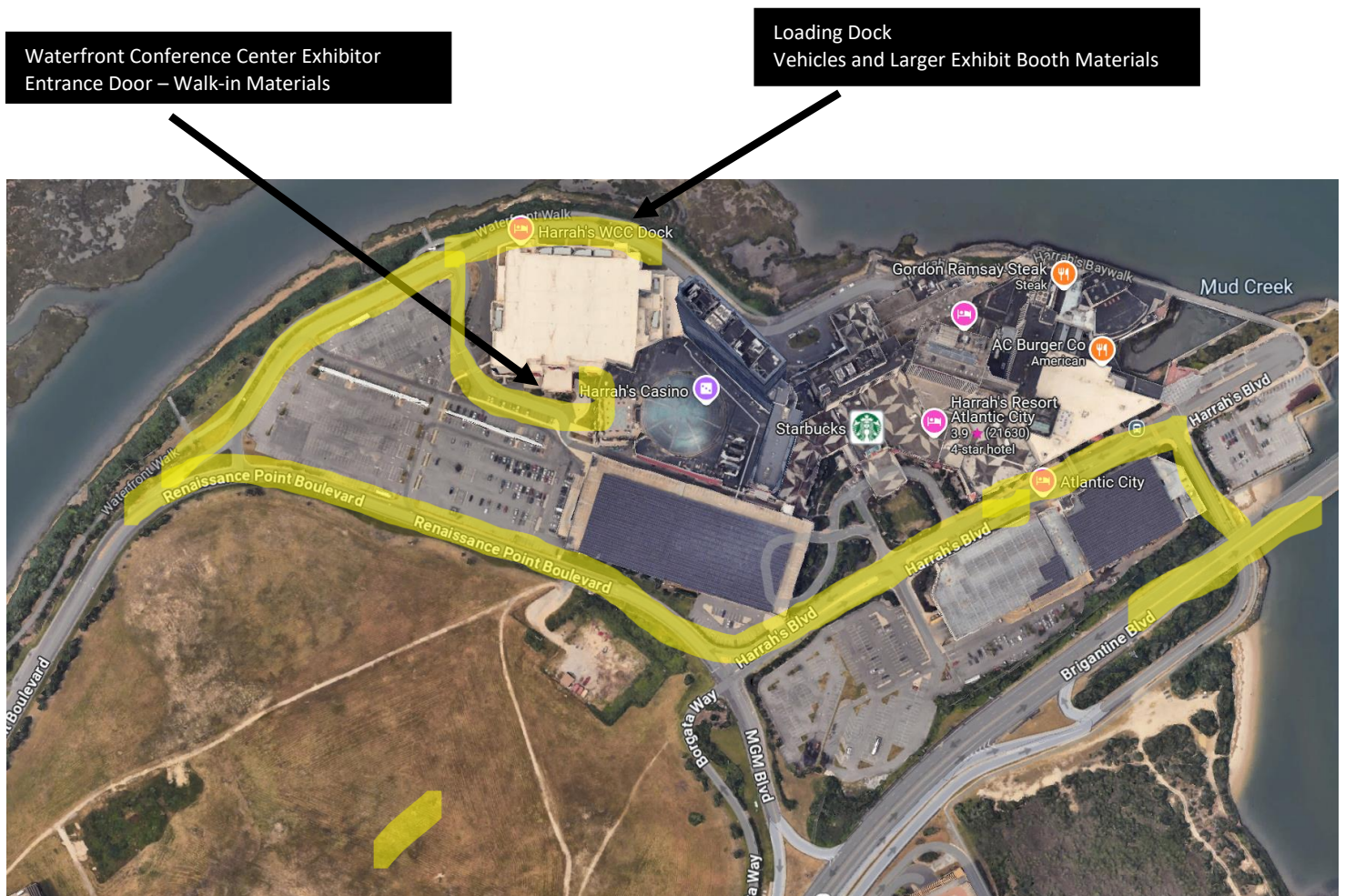
- If you plan to carry in your exhibit booth and materials, we strongly suggest you use either Harrah's Waterfront Conference Center **Load Dock** or **Doorways near the Exhibit Hall**. See Picture Diagram for locations

If your materials and packages are too large and heavy for one person to carry, then you should ship it to **GENERAL EXPOSITION SERVICES (GES)**. The **GES Exposition Services** phone number is **610-495-8866**.

### DIRECT LINK

<https://www.generalexposition.com/online-servicekit.php> (click to follow link)

Exhibit Code: **NJTRANS25**



## EXHIBIT HALL IMPORTANT TIMES:

- **Monday, April 14, 2025**

10:00 am Vehicle for exhibit display must be on site  
12:00 pm - 8:00 pm Exhibitor Early Set Up

- **Tuesday, April 15, 2025**

7:00 am – 2:00 pm Exhibitor Set Up  
12:00 pm – 1:00 pm Buffet Deli Lunch, Meat Platters, Salads, Beverages & Desserts in Avalon Ballroom (2<sup>nd</sup> Floor – Follow Signs)  
3:00 pm - 6:00 pm Exhibit Hall Opens  
3:00 pm – 4:00 pm Refreshment Break in Expo Hall (There are no workshop sessions taking place at this time. All attendees are directed into the Exhibit Hall.)  
to 8:00 pm Exhibitors are permitted in the Exhibit Hall until 8:00 pm to refresh your booth area.

Overnight Security has been contracted for Tuesday Night inside the Exhibit Hall.

- **Wednesday, April 16, 2025**

8:00 am – 4:00 pm Exhibit Hall Open All Day  
8:00 am – 9:30 am Continental Breakfast in Expo Hall  
10:15 am - 10:45 am No Workshop Classes – Attendees encouraged to visit exhibitors.  
12:00 pm - 1:30 pm Luncheon Buffet (Avalon Room, Follow Signage)  
2:45 pm - 3:45 pm No Workshop Classes – Attendees encouraged to visit exhibitors.  
4:00 pm Exhibit Hall Closed to Attendees (Exhibitors are permitted to stay)  
6:00 pm – 9:00 pm Networking Reception at the Harrah's Pool – THEME – Beach Days

Overnight Security has been contracted for Wednesday Night inside the Exhibit Hall.

- **Thursday, April 17, 2025**

8:00 am – 11:30 am Exhibit Hall Open  
8:00 am – 9:00 am Continental Breakfast in Expo Hall  
9:45 am - 10:30 am No Workshop Classes – Attendees encouraged to visit exhibitors.  
11:00 am Exhibit Hall Closes  
11:30 am Buffet Deli Lunch, Meat Platters, Salads, Beverages & Desserts in the Pre-Function Hallway #3 Area – Follow Signs

**QUESTIONS** - If you have any questions, please email the NJ TransAction Conference at [admin@njtransaction.com](mailto:admin@njtransaction.com) (Michael M. Vieira) or (973) 489-5090.

We are having a very good response, and it appears we'll have nearly 1,000 attendees!!!! The expo hall is expected to be sold out again this year!

**LEAD CAPTURE APP** – At no additional expense to the Exhibitors (the NJ TransAction Conference paid for it), each representative at your exhibit table will have the opportunity to download an app provided through our Kiosk Liaisons that will allow you to scan with your mobile device, an attendees QR Code that is located on the name badge and capture pertinent information (First & Last Name, Company/Agency, Full Address and email address. Directions: **Download “Element Capture”** Get the app for iOS or Android at App Store or Google Play. The Event Code is **NJTA25**. At the Conference set up, you will receive your exhibit booth’s **individual personal access code**. Also, there will be onsite assistance to help exhibitors download the app.

**WORKSHOP SESSIONS** – All registered exhibitors and staff are welcomed to attend any workshop sessions presented. Most workshops will also be eligible for AICP and PDH (Planning and Engineering) continuing education credits.

**NJ TRANSACTION CONFERENCE MOBILE APP** - The NJ TransAction Conference strongly encourages all attendees to download the Mobile App Guide – *Guidebook* – for your experience at the Conference. Guidebook allows you to plan your day with a personalized schedule, browse exhibitor information, booth locations, exhibit floor and meeting room diagrams, note taking, general show information, TransAction TV Interviews and even take pictures. The TransAction Guidebook Mobile App will have complete and updated information. In the event some conference information changes after the conference program were printed, the Mobile App will include all updates, changes and additions.

**WEDNESDAY EVENING RECEPTION “BEACH DAYS”** – The 2025 NJ TransAction Wednesday Evening Networking Reception will be held inside the Harrah’s Glass Enclosed Pool. There will be cocktail foods and a cash bar. This year, we are encouraging a “relaxed” atmosphere. Our theme is **“BEACH DAYS”**. We encourage attendees to come in their beach wear (if they want). Anyone have a cool Hawaiian shirt? A big surprise this year will start at 7:15 pm when “1 Wild Night” A Bon Jovi Tribute Band takes the stage for a 90-minute performance. You **MUST** wear either your Name Badge or the silicon wristband that you will receive at the time you register to be admitted inside the pool complex.

**DOOR PRIZES, RAFFLES, TABLE GIFTS** – Exhibitors are permitted to bring table gifts, raffles and/or door prizes. It is your responsibility to choose the recipient of your door prize and/or raffle. If you would like the TransAction Conference to announce your raffle/door prize recipient, we will begin to make announcements at the Wednesday Networking Reception, April 16, 2025, beginning at 7:00 PM.

**FOOD** – Included in your exhibit booth pricing is all advertised food and breaks at no additional costs.

- **Tuesday** Buffet Deli in Avalon Room and Refreshment Break in Expo Hall.
- **Wednesday** Continental Breakfast in Expo Hall, Buffet Luncheon in Avalon Room, and Evening Networking Reception at Harrah’s Pool.
- **Thursday** Continental Breakfast in Expo Hall and Buffet Deli Lunch in the Pre-Function Hallway #3

**FREE NJ TRANSACTION PRIVATE LUGGAGE/COAT CHECK BELLHOP SERVICE**

**Arriving before hotel check-in? Staying after Hotel Check-out?** The NJ TransAction Conference has made arrangements for a private luggage/coat check bellhop service Tuesday, April 15, 2025, from 8:00 am to 4:00 pm and Thursday, April 17, 2025, from 7:00 am to 2:00 pm. Bellhop Service will be in Wildwood Room #20 (Signs will be posted)

**NJ TRANSACTION TV** – New to the 2025 NJ TransAction Conference is TransAction TV. An interview area will be set in the corner of the Exhibit Hall where recorded interviews will be conducted with elected and other transportation officials as well as interview exhibitors and others about their products and services. Exhibitors are invited to TransAction TV for a short interview on your products or services. Interviews should be no longer than 7 minutes. These interviews within 30 minutes be uploaded onto our NJ TransAction App (this is different from the Exhibitors Lead Capture App).

**TRANSACTION ENTERTAINMENT/RELAXATION AREA** - The 2025 NJ TransAction Conference will set aside an area on the Expo show floor with oversized skill games and areas just to sit and unwind. Golfing Greens, Giant Connect Four, Jenga, Chess, Checkers, Basketball Hoop Game. Cornhole, etc.

**SPONSORSHIPS** – First, THANK YOU to those who have already taken a sponsorship. If your company or business is interested in any of our remaining 2025 NJ TransAction Sponsorship, use the following link: <https://www.emailmeform.com/builder/form/cau5e315NC8ti3kdTn17Bo> Or visit the NJ TransAction Web Page at [www.njtransaction.com](http://www.njtransaction.com) and use the “sponsorship” button.

### **Remaining Sponsorship**

- Musical Entertainment – “1 Wild Night” a Bon Jovi Tribute Band Concert - **New 2025**
- Continental Breakfasts & Refreshment Break (Co-Sponsorship) – **Very Popular**
- Tuesday All Day Beverage Station
- Wednesday All-Day Beverage Station
- Relaxation/Gaming Area - **New 2025**
- Wednesday Sumptuous Buffet Hot & Cold Luncheon (Co-Sponsorship)
- Tuesday Deli & Salads with Desserts Buffet Lunch
- Thursday Deli & Salads with Desserts Buffet Lunch
- Wednesday Evening Networking Reception inside the Pool at Harrah's (Co-Sponsorship)
- Wall Screening Advertisements - **Very Popular**
- Poster Ads - **Very Popular**
- Conference Program Full Page Colored Ads - **Popular**
- Private Use of Cabana at the Wednesday Networking Reception
- Mobile Device Charging Stations with Logo
- Pens
- Paper Coffee Cups
- Web Site Logo Uploads
- Name your Own Sponsorship

**MESSAGE FROM GENERAL EXPOSITION SERVICES**  
(NJ TRANSACTION'S CONTRACTED DRYAGE SERVICE)

Dear **2025 NJ TransAction Convention Exhibitor:**

Welcome to the online exhibitor service kit for the upcoming **2025 NJ TransAction Convention being held at the Harrah's Casino & Resort on April 14 - 17, 2025.**

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

**Online Exhibit Kit Instructions:**

To access our ONLINE kit for the **2025 NJ TransAction Convention** you have 2 options.

**DIRECT LINK**

**<https://www.generalexposition.com/online-servicekit.php>** (click to follow link)

**MANUAL ENTRY**

Please click the following link or copy and paste the link into your browser's window -  
**[www.generalexposition.com](http://www.generalexposition.com)**

Next, click on the Online Services button located in the upper right-hand corner of the Web page. This will take you to the log in page.

**AT THE LOG IN PAGE** - Enter the Exhibit Code: **NJTRANS25**

**At the Sign In page, you will be prompted to sign in with an existing exhibitor account. If you do not have an account set up with General Exposition Services, you will be prompted to create one.**

**Now that you are signed in with the show, you can read through the important show information. Scroll down to the bottom of the screen to see the links for which services you wish to order, including carpet, furnishings, labor, etc.**

**For any additional custom forms you may need, please click on the appropriate links listed under "References".**

**As you place orders for your items, all furnishings and services will be placed in your shopping cart, and you will be prompted for payment information upon checkout.**

We look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866, mention the upcoming **2025 NJ TransAction Convention**, and one of our Customer Service Reps will be happy to assist you.

**General Exposition Services**

Limerick Business Center, 305 Windsor Road, Pottstown, PA 19464

Tel: (610) 495-8866

Fax: (610) 495-8870

Email: [info@generalexposition.com](mailto:info@generalexposition.com)