

Frequently Asked Questions | The UMAPP Room Show

1. Why is the show held at the Hilton Mall of America Bloomington?

There are many variables involved in site selection for one of UMAPP's events. As a non-profit Association, costs are a major factor in determining an appropriate venue, as well as keeping the location in a central area of the Cities so it is convenient for a majority of our members. Many venues charge a large room rental fee or food and beverage minimum. For this particular show, adequate meeting and ballroom space is in short supply. Of the venues we researched, all but one (the Hilton) would put this show into the red because of the high room rental costs.



Based on feedback from our members, the Hilton seems to be the ideal choice to accommodate this particular event, as well as keeping the Association in budget.

2. How do you pick the day of the week for this show?

UMAPP's show committee carefully reviews national calendars and other events to arrive at preferred dates for this show to minimize the impact of scheduling conflicts with other associations. We must also work with the venue's calendar. In the past, preferred dates for UMAPP's show has been on a Tuesday, Wednesday, or Thursday. We've discovered as the economy improves and more events in the Cities are being held, that venues have become busier and more selective in opening dates for all-day events.

For the recent 2016 Room Show, the Hilton was booked (even a year in advance) for all days in May except for Friday, May 20. We had heard from **many** members over the years that they would like to try a Friday show date so they could make it a weekend (especially for those from the outlying areas). We gave it a try! For the most part, it worked great. There were some who mentioned they would prefer **not** to have a Friday show date, and for many exhibitors, it was an issue as well.

For 2017 and 2018, the Hilton has offered a Monday show date (May 15, 2017 and February 19, 2018). We think this could be an ideal day of the week as it gives everyone a chance to jump start the week with in-depth education and motivation.

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3. How do you choose the number of exhibitors?

Some members have noted they would like to see more exhibitors at this show. Back in the 1990's and early 2000's, this show had over 20 exhibitors and the event lasted 1-1/2 days. We heard from members over and over to shorten the number of exhibitors, start the day later and end the day sooner so they could avoid the traffic. The Hilton (our current venue) has 11 meeting rooms available, so the number of exhibitors is limited to that number.

4. Can you make sure that Exhibitors know which distributors are coming into their presentations?

They do know! Exhibitors are given a list of registered distributors prior to the show, and they are also given a list of distributor groups and which groups are coming into their meeting rooms at which time.

5. Why can't we pick and choose the sessions we want to attend?

This is a common request. Exhibitors are voted into this show via online ballot by our distributor members. Each one of these exhibitors pays a substantial show fee for total access to those show attendees, plus many pay travel costs, hotel fees, and rental car expenses. It is UMAPP's goal to ensure each exhibitor has a meeting room full of distributors for each and every session. Wouldn't it be a shame to incur the costs to present at this show and have only a few people - or none at all - in a session? Even if a distributor doesn't sell or do much business in the exhibitor's category, isn't learning about their business an important feature of adding knowledge to your own business? The bottom line is it is very important to each exhibitor - and the success and continuation of this show - for each scheduled presentation to have plenty of distributor attendees.

6. Can you invite more exhibitors with other price points?

To ensure your voice is heard about which exhibitors present at this show, make sure you watch eblasts for the voting link to the online ballot. This takes place every November and the link is always found on our website, too. ***It is the distributors who vote in the exhibitors for this show*** so review each option and pick those you want to see exhibit.