




ARMOR
ANIMAL HEALTH®

Division of 

Spring Sales

ROUNDO-UP

SPRING RETAILER BUYING EVENT

**GRAND RIVER
CENTER**



**500 BELL ST
DUBUQUE, IA 52001**

**WED
FEB
19**



**THUR
FEB
20**

VENDOR Event Packet



TUESDAY, FEBRUARY 18

EXHIBIT HALL

12:00 PM

Hall Opens For Vendor Set-Up

Vendors must load in through the North Loading Dock (see image below). Please unload and move vehicle immediately. GRC does not provide dollies and carts.

5:00 PM

Vendor & Sales Meet n' Greet

Dinner and beverages will be provided. AAH staff will be walk the show floor.

8:00 PM

Evening Social Hour

WEDNESDAY, FEBRUARY 19

EXHIBIT HALL

8:00 AM

Event opens to attendees

Welcome to one and all! Registration officially opens.

8 - 9:00 AM

Light Breakfast

Light pastries and coffee provided for early risers!

12:00 PM

Lunch

Expand your knowledge while fueling up for the rest of the day.

4:00 PM

Giveaway Drawings Begin

Get your entries in before 4 PM to have a chance at an amazing prize!

5:00 PM

Evening Social Hour

Keep conversations going over hors d'oeuvres and beverages.

6:00 PM

Evening Banquet

The dinner bell is ringing! Enjoy a hearty meal with vendors and AAH staff.

8:00 PM

Post-Event Reception

For those who want to socialize and keep the evening going.

THURSDAY, FEBRUARY 20

EXHIBIT HALL

8:00 AM

Early Riser Breakfast served

Start the day with a tasty plate of breakfast favorites.

9:00 AM

Customer Consultation Meetings

Need time with your Sales Rep or a certain vendor?

This is the time to connect! AAH staff can help answer questions, finalize orders, confirm details and more.

11:00 AM

Event closes

Thank you for attending!



Grand River Center 500 Bell St, Dubuque, IA 52001 | (563) 690-4500



Grand Harbor Resort 350 Bell St, Dubuque, IA 52001 | (563) 690-4000

GENERAL SET-UP GUIDELINES

- Vendors should plan to arrive for set-up by 12 PM. If arriving earlier, the room may not be ready and vendors may be asked to unload and wait for further directions.
- Vendors are directed to use the north loading dock to unload (see image on facing page). Vehicles must be unloaded and immediately moved to long-term parking.
- The Grand River Center does not provide dollies or carts for exhibitor usage. Please plan accordingly.
- Vendor event materials will be provided at each vendor booth. These will include order forms, folder, name tags for staff, giveaway entry slips (if participating) and any other applicable material.

VENDOR & SALES MEET-N-GREET

- After the Vendor and Sales meeting at 5 PM, AAH sales staff and support teams will begin coming around the event floor to converse with vendors at their booth.
- Vendors should be prepared to discuss top products, highlighted programs, special discounts, hot buys, new lines and strategize messaging to customers during the event.
- Sales staff will work with vendors on identifying target accounts and plan for when the event opens on Wednesday.
- This is also a great opportunity for vendors to provide high-level information and training on products and overall brands.

ADDITIONAL EVENT OPPORTUNITIES

- If your organization signed up for one of the additional opportunities for the event, specific details were sent via email. Please refer to that communication for further information.

ORDER FORM MANAGEMENT

- AAH will provide individual copies of order forms for vendors to manage at their booth and a folder to collect submitted orders.
- Completed order forms should be reviewed and verified by vendors ahead of AAH collecting them for order submission. Order forms will be collected once an hour throughout the event.

LODGING

- AAH has contracted with the Grand Harbor Resort to provide room blocks for both vendors, customers and staff.
- The Grand Harbor Resort connects to the Grand River Center via a skywalk and can be easily accessed from this point.

- Booth set-up will continue until 5 PM on Tuesday, February 18. There will be additional set-up time on Wednesday, February 19 between 6 and 8 AM. All booths must be completely set by 8 AM on Wednesday.
- There will be a brief Vendor and Sales meeting to go over order forms and questions at 5 PM in the dining area of the Exhibit Hall.
- Dress for set-up and evening activities is casual.
- Extra furnishings and access to electricity have been provided to vendors based on registration selections. On-site requests will be addressed to the best ability and may incur additional charges from the venue and/or AAH.

- AAH expects vendor partners and sales teams to be engaged during this event. This time provides valuable strategizing opportunities before customers arrive. Please notify AAH Marketing if you will not be at your booth so we can inform sales teams.
- To show our appreciation for your time and efforts in supporting the event, a buffet dinner and bar will be provided during the Meet-n-Greet. We will also host an evening social hour for vendors and AAH team members immediately after the Meet-n-Greet in the Exhibit Hall.

- If your organization did not sign up for one of the additional opportunities, but there is interest in participating once at the event, please communicate with AAH Marketing. Fees will still apply.

- All order forms must be collected by 5 PM on Wednesday, February 19. All orders forms must be collected and customers must check-out prior to leaving the event on Thursday, February 20. Vendors are not allowed to keep and take order forms from the event.

- Vendors were directed to reach out directly to the Grand Harbor Resort to reserve accommodations, if they so chose. Please work directly with the staff at the Grand Harbor Resort regarding lodging.

