General Information

The Tech Expo is not a traditional trade event. At BlueTech week, we focus on the programs and information sharing. The Tech Expo consists of companies/organizations hosting a table and will offer 45-50 table-tops for attendees to visit during breakfast, lunches and breaks both days of the BlueTech Summit...and we are expecting to “sell out” this year.

Exhibitor Check-In and Set-Up Information

Venue: Sheraton San Diego Bay Tower Hotel & Marina, 1590 Harbor Island Dr, San Diego, CA 92101

Tech Expo Hours: Nov 20 & 21, 7:00am – 5:00pm

Check-In & Set-up (tentative)—Wednesday, Nov.20, 6:30–7:00AM, Bel Aire Ballroom

Continental Breakfast (Exhibit Traffic):
  Wednesday, Nov 20, 7:00am – 8:30am
  Thursday, Nov 21, 7:30am – 8:15am

Coffee Break (Exhibit Traffic):
  Wednesday, Nov 20, 10:30am – 11:00am
  Thursday, Nov 21, 11:00am – 11:30am

Hosted Lunch(Exhibit Traffic):
  Wednesday, Nov 20, 12:20pm – 1:15pm
  Thursday, Nov 21, 12:30pm – 1:45pm

Afternoon Break(Exhibit Traffic):
  Wednesday, Nov 20, 3:15pm – 4:00pm
  Thursday, Nov 21, 3:30pm – 4:00pm

Breakdown—Thursday, Nov. 21, 4:00–7:00PM
Exhibit Area:

The Exhibit area consists of 45-50 tables in the Fallbrook Room.

Table-top registration includes the following in the Tech Expo Area:

• a 6' x 30" draped tabletop
• 2 banquet chairs
• Power
• 1 wastebucket

The following is not included in the Table-Top Registration:

• Internet Access - must be ordered separately. Information will be sent in September.
• Attendance fee and Registration for personnel for BlueTech Summit and Tech Expo (attendance registration is handled separately).

Floor Layout: Details to be provided in September.

Displays: There is limited space for pop-up displays behind the table tops. Pop-up or other displays should be no more than 7’ in width. Exhibitors are required to inform us in advance if they plan to bring pop-up or other standing displays.

It is standard to bring brochures, business cards, flyers, pop-up banner and small models of equipment that can fit on the tabletop.

Special Requests? Melissa Fischel, mafischel@themaritimealliance.org

Please notify if:

• You want to bring a pop-up or other standing display that does not fit on or immediately behind a 6 ft x 2.5 ft tabletop (details below)
• You need to ship any Exhibit items for use at the Tech Expo
• Internet access needs

Arrival Time: We are asking that you arrive by 6:30am to have 30 minutes to set-up on Wednesday, November 20th. Please account for plenty of time to park and walk to venue. We will be providing more specific instructions soon which might adjust the load-in time. If you have only brochures and a portable pop-up this will require less time than those with screens, displays, and more equipment.
Exhibit Registration:

Tech Expo exhibit registration is separate from BlueTech Summit Attendance Registration. Exhibit Registration is $600. If you are interested in securing a tabletop exhibit and have not already registered for the exhibit, please register here. (www.bluetechweek.org/registration2019)

Deadline to register is Monday, November 4, 2019. However, we do expect to “sell-out” before this date.

Staff/Personnel:

Exhibiting personnel must be BlueTech Summit & Tech Expo paid registrants. Exhibitors are strongly urged to personally attend the Summit sessions. Programming content is intended to provide valuable information to the Exhibitors. BlueTech Summit Registration is available here.

Expected Audience:
This year’s BlueTech Week promises to be our largest event yet.

BlueTech Week 2019 “by the numbers”
- 7 events in 5 days
- 650-700+ unique attendees
- Tech Expo with around 50+ table-tops ($600 per company, not including registration)
- 80+ speakers
- 150+ companies (140 in 2018)
- 16+ BlueTech clusters or clusters in formation
- 18-20 countries represented (16 in 2018)
- 20+ companies in the PitchFest
- Separate Maritime Gala Dinner & Awards Ceremony
- Unbundled daily event fee includes hosted breakfast, breaks, lunch and hosted reception
Event App
We encourage you to download our event app, Whova, once you've registered. This will provide information regarding our agenda, exhibitors, speakers, ride sharing, and other handy tools closer to the event. Please note that you will need an invitation code to view BlueTech Week in Whova. Our code is BlueTechConnect.

We are asking that all exhibitors upload their company description, logo, and point of contact in the app. A separate email will be sent from the Whova App with a unique link for each exhibitor who has not already uploaded their information.

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Please join us for the 11th Annual BlueTech Gala Dinner and Awards Ceremony on Wednesday, November 20, 2018. The event will take place at the Sheraton Bay Tower in the Bel Aire Room. Attendance requires the purchase of a separate Gala Dinner ticket. Registration is available at here.

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Questions? Tech Expo Contact: Contact Melissa Fischel (858)775-9451 or mafischel@themaritimealliance.org.