



Dear 2020 Assembly Exhibitors:

Thank you for all you did to help make the 2020 Virtual National Assembly a success! We far exceeded our registration goal, we had 903 attendees not including the 246 exhibitor representatives. This would not have been possible without your continued support.

I am writing today with some follow up items:

- Here is the [post show attendee list](#) for your use.
- So that we can continue to improve your Assembly experience please take a few minutes to complete the [Exhibitor Evaluation](#).
- We have decided to keep the Assembly platform open through the end of 2020 (not just October 12). This means you and attendees have access to all content, including your exhibit booths. In addition to taking advantage of any education you would like you can still go into the platform to pull leads or update your virtual booth to reflect any promotions or new products.
- Finally, several of you have asked about 2021 National Assembly booth sales. As we have done in the past, current year exhibitors will have first right to book exhibit space over past year or prospective exhibitors. We are launching a new exhibit booth booking platform, GoExpo. In it you will be able to see booth availability in real time, select your preferred space, and make a payment all in one swoop! I will be in touch in November to begin the booth selection process. Any deferrals from this year's show will automatically be applied to your account for 2021.

Thank you again for your support. As always, do not hesitate to reach out with any questions or concerns.

Best,
Kelly O'Neill
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