



# RosettaFest 2026 Exhibitor Guidelines

July 29–31, 2026 Gaylord Grand Ole Opry — Ryman Exhibit Hall 5 & 6

2800 Opryland Drive, Nashville, TN 37214

[rosettafest.org](https://rosettafest.org)

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## Welcome to the Big Show

RosettaFest 2026 brings together the most innovative minds in healthcare to disrupt an industry that desperately needs it. Your booth is your stage to command attention.

Your booth number: [\[View the Exhibit Hall Diagram here.\]](#)

Your booth size:

- Category Catalyst & Change Agent: 10' x 10'
- Exhibitor / Promoter: 8' x 10'

Each booth includes: one 6' table (skirted blue), two chairs, one wastebasket, and one 11" x 17" identification sign.

**Optional Upgraded Booth Package:** Upgrade your booth to stand out. [Log in to LVE Portal](#) to view the upgrade options. Submit by July 9, 2026 to [exhibitorservices@lvexpo.com](mailto:exhibitorservices@lvexpo.com).

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## Critical Deadlines — Don't Miss These

**JUNE 30, 2026** — Advance warehouse standard rate deadline (ship by this date to avoid late fees)

**JULY 1, 2026** — Discount deadline for ordering power to your booth through the Gaylord Opryland portal

**JULY 9, 2026** — Discount deadline for all LV Expo booth services (furniture, carpet, signage, labor, booth packages)

**JULY 9, 2026** — Submit prize info for attendee Passport Contest (optional)

**JULY 17, 2026** — Final attendee registration deadline

**JULY 27, 2026** — Last day for advance warehouse to receive deliveries for on-time show delivery

LVE uses 3-tier pricing: Discount → Standard → Onsite. Order by July 9 to get the best rates.

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## Conference Dates & Load Schedule

### Load-In

- **Wednesday, July 29:** 8:00 AM – 12:00 PM

### Show Schedule

| Date               | Time               | Event                  |
|--------------------|--------------------|------------------------|
| Wednesday, July 29 | 12:00 PM – 6:30 PM | Show Hours             |
| Wednesday, July 29 | 12:00 PM – 1:30 PM | Lunch in the Expo Hall |
| Wednesday, July 29 | 5:00 PM – 6:30 PM  | Opening Party          |
| Thursday, July 30  | 7:00 AM – 9:00 AM  | Breakfast in Expo Hall |
| Thursday, July 30  | 7:00 AM – 5:00 PM  | Show Hours             |
| Thursday, July 30  | 11:45 AM – 1:30 PM | Lunch                  |

|                 |                    |                        |
|-----------------|--------------------|------------------------|
| Friday, July 31 | 7:00 AM – 9:00 AM  | Breakfast in Expo Hall |
| Friday, July 31 | 7:00 AM – 11:00 AM | Show Hours             |

## Load-Out

- **Friday, July 31:** 11:00 AM – 1:00 PM
- All freight carriers must check in with LVE by **12:00 PM on July 31**
- All freight must be cleared from the facility by **1:00 PM on July 31**

Important: If you leave the show floor during tear-down, notify LVE Exhibitor Services immediately so your booth contents are not disturbed or discarded.

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## Your Team Registration — Badge Up

Non-negotiable: Every person from your organization entering the conference must be registered and wearing their badge at all times.

Complimentary registrations by sponsorship tier:

- **Category Catalyst:** 5 VIP all-access passes
- **Change Agent:** 3 VIP all-access passes
- **Exhibitor:** 2 VIP all-access passes
- **Promoter:** 1 VIP all-access pass

**Additional team members:** \$800 each for sponsors confirmed by Dec. 31, 2025 | \$850 standard rate

Unregistered staff will be charged the applicable fee on-site or denied entry.

**Action Required:** Email your complete attendee list (names, emails, states) to [bo@kynexions.com](mailto:bo@kynexions.com) as soon as possible to confirm status.

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## Hotel Reservations

Book your room immediately — the block fills fast. RosettaFest is headquartered at the event hotel.

Gaylord Opryland Resort & Convention Center 2800 Opryland Drive, Nashville, TN 37214

[\[Book your room here\]](#)

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## Shipping & Material Handling — Work with LV Expo

All shipping, booth services, and material handling go through **LV Expo**, our general services contractor. No exceptions. Do not ship directly to the facility — shipments arriving without going through LVE will incur additional charges.

### Advance Warehouse Shipping (Strongly Recommended)

Ship to:

None

[Your Company Name]  
C/O LVE-Nashville  
3201 Ambrose Ave  
Nashville, TN 37207  
Event: ROSETTAFEST 2026  
Booth #: [Your Number]

- Warehouse receiving begins: **Tuesday, June 16, 2026**
- Standard rate deadline: **Tuesday, June 30, 2026**
- Last day for on-time delivery: **Monday, July 27, 2026**
- Warehouse hours: Monday–Friday, 8:00 AM – 3:30 PM (excluding holidays)
- **Standard rate: \$160/100 lbs** (200 lb minimum) | Includes 30 days free storage + delivery to booth
- Late shipments (after June 30): \$249.60/100 lbs

### Direct to Show Site

None

[Your Company Name]  
C/O LVE-Denver  
Gaylord Grand Ole Opry – Ryman Exhibit Hall 5-6

2800 Opryland Drive  
Nashville, TN 37214  
Event: ROSETTAFEST 2026  
Booth #: [Your Number]

Accepted only during these windows:

- **Tuesday, July 28:** 3:00 PM – 5:00 PM
- **Wednesday, July 29:** 8:00 AM – 12:00 PM

Standard show-site rate: \$170/100 lbs (200 lb minimum). Use warehouse shipping when possible.

## Critical Shipping Rules

- All shipments require certified weight tickets
- No COD or collect shipments accepted
- Crated, skidded, or boxed materials only — no pad-wrapped
- Payment authorization form required before shipping
- Do not consign shipments to the facility — all must be c/o LVE
- Material handling rates are round-trip (no additional handling charges at the show)
- Bellman carts are not permitted; use of a bellman cart will result in a minimum material handling charge of \$175

## Small Packages

Shipments under 25 lbs are handled separately: \$80 (first package, warehouse) | \$95 (first package, show site)

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## Booth Services & Orders

### Place All Orders Through LV Expo

Order online at: <https://order.lvexpo.com/> Submit forms to: [exhibitorservices@lvexpo.com](mailto:exhibitorservices@lvexpo.com) |  
Fax: 702-248-4113

Don't have portal access? Email [bo@kynexions.com](mailto:bo@kynexions.com) to request it.

**Available services:** Furniture & accessories, carpet & flooring, graphics & signage, booth cleaning & porter service, display labor, rental exhibit packages

**Discount deadline for all LVE services: July 9, 2026**

## **Upgraded Rental Exhibit Options (via LVE Matrix Systems)**

Want a full turn-key booth? LVE offers two rental packages for 10'x10' booths:

- **SEG Kit** (\$3,707.65 discount rate): Fabric graphic back wall, counter with graphic, carpet, arm lights, stool, wastebasket
- **Slatwall Kit** (\$4,087.58 discount rate): Slatwall back wall with Sintra graphics, counter, carpet, shelves, arm lights, stool, wastebasket

Contact exhibitorservices@lvexpo.com for custom packages.

## **Electrical Power**

- NOT included in your booth package
- Order through the **Gaylord Opryland portal**:  
<https://gaylordopryland.boomerecommerce.com>
- Electrical and Utilities: (615) 458-6390
- **Advance pricing (30 days prior):** Single outlet/5 amp: \$245 | Two outlets/10 amp: \$280 | Three outlets/15 amp: \$324
- Regular price increases apply after the 30-day advance window
- All power in the Exhibit Hall comes from the ceiling
- Gaylord Opryland does not supply labor for connecting or running electrical inside your booth

## **Internet**

- **Wireless internet is provided complimentary** to all exhibitors and attendees
- Need wired internet? Order through Gaylord Opryland's Boomer portal (same link above) or contact opryitsales@gaylordhotels.com
  - Wired Basic (up to 6Mb): \$450 advance | Enhanced (up to 12Mb): \$600 advance
- IT and Communications: (615) 458-0000

## **AV Equipment**

Encore is the exclusive technology provider at Gaylord Opryland. Order monitors, laptops, audio, lighting, and more through **EventNow** or call 615-458-2646. Need rigging or banner hanging? Submit a request at [encoreglobal.com/rigging-request](http://encoreglobal.com/rigging-request).

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# Personal Owned Vehicles, Cart Service & Hand-Carry Policy

## Loading Dock Access

Teamsters Union has jurisdiction over all materials transported through the loading dock. Exhibitors cannot use loading docks without union assistance. To avoid fees, use the front entrance for hand-carry.

## Cart Service (Loading Dock)

To use the loading dock with a POV, all of the following must apply: load under 200 lbs, fits on one 2.5' x 5' cart, and a teamster and cart are hired.

- Straight time (M–F, 8 AM–4:30 PM): **\$195 per trip**
- Overtime (before 8 AM, after 4:30 PM, weekends): **\$292.50 per trip**
- Double time (holidays): **\$390 per trip**

## Hand Carry (Front Entrance)

To avoid all cart fees, hand-carry items through the main/front entrance — no carts, dollies, or wheeled devices permitted for this method.

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# Union Labor Requirements

Teamsters Union controls all material handling at this venue. Know the rules.

## You CAN do yourself:

- Set up 10x10 and 10x20 pop-up displays (no hard walls or gem walls)
- Place products on display
- Open cartons containing your products
- Test and maintain your equipment

## Union labor REQUIRED for:

- Loading/unloading trucks and carriers

- Operating forklifts, pallet jacks, or any mechanical handling equipment
- Installing hard walls, pipe & drape, or ceiling-hung materials
- Using power tools
- Handling crated, skidded, or heavy materials

Full-time company personnel setting their own exhibits must carry positive company ID (medical card or payroll stub). Do not tip union employees — it is not an accepted policy.

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## **Gaylord Opryland Facility Rules**

- No pins, tacks, or adhesives on any hotel wall, door, or column
  - Any tape applied to the floor must be approved by the Hotel Exhibit Hall Manager
  - No helium balloons or adhesive-backed stickers distributed from booths
  - All booth equipment must stay within measured booth limits
  - No storage behind booths or between booths at any time
  - Food or beverage dispensed at booths must be supplied and prepared by Gaylord Opryland
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## **Fire Safety & Regulations**

Violations result in immediate removal. No exceptions.

- All materials must be flame-retardant certified (certificate available for inspection)
  - Keep all exits and aisles clear and unobstructed at all times
  - Fire hose racks, extinguishers, and emergency exits must be visible and accessible at all times
  - No smoking in exhibit areas, especially during move-in and move-out
  - Flammable/combustible liquids and aerosol cans are strictly prohibited
  - No storage behind booths or near electrical service
  - All empty cartons must be labeled and removed for storage or they will be removed as trash
  - Handout materials limited to a one-day supply, stored neatly within the booth
  - All 110-volt extension cords must be grounded three-wire, #14 or larger AWG copper wire
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## **Conference App & Lead Capture**

## Whova Mobile App

Your virtual booth goes live once your attendees are registered and assigned as booth staff.

**Category Catalyst sponsors** receive top-tier placement in the app. All exhibiting sponsors can build a virtual booth with promotional videos, handouts, and 1:1 meeting scheduling.

If your booth isn't visible in the app, we don't have your attendee information — send names, emails, and states to [bo@kynexions.com](mailto:bo@kynexions.com) immediately.

## Collecting Leads

Booth staff listed in Whova can scan attendee QR codes to capture leads. All leads collected by your team consolidate in one place in the app. [\[View the lead capture tutorial here.\]](#)

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## Passport Contest

RosettaFest organizers run a Passport Contest to drive traffic to your booth:

1. Attendees visit booths and your staff scans their badge via Whova
2. After visiting a minimum number of booths, attendees are entered to win prizes — the more they visit, the better their odds
3. Offer a prize (\$200+ gift cards, electronics, cash, swag, etc.)
4. Organizers feature your company in social media promotions and in-app announcements

**Submit your prize by July 9, 2026.** Email [bo@kynexions.com](mailto:bo@kynexions.com) to participate.

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## Expo Hall Activities

RosettaFest designs the Expo Hall as the hub of attendee activity:

1. **Registration Desk**
2. **The RosettaFest Bar & Networking Lounge** — center of the Expo Hall
3. **Food Served and Meal Seating** — meal-time networking with fellow attendees
4. **The HeRo Stage** — 15-minute Ted-talk sessions featuring keynotes, Health Rosetta leadership, Rosie Award case studies, and Solution spotlights (*add-on available for \$2,500 — contact [bo@kynexions.com](mailto:bo@kynexions.com)*)
5. **RosettaFest Photo Booth** — celebrate Rosie Award-winning plans

6. **Headshot Lounge** — complimentary professional headshots (*Sponsorship option available*)
  7. **Author Café** — connect with authors shaping the future of healthcare, full coffee service - drinks made to order.
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## Return Shipping & Storage

### After the Show

- Complete the **Outbound Material Handling Agreement (MHA)** on-site at the LVE Exhibitor Services desk (located at the rear of the Expo Hall)
- All pieces must be individually labeled before shipment
- Shipments without paperwork incur additional charges and will be returned to the warehouse at your expense
- If your carrier doesn't show, freight is automatically rerouted at your expense

### Carrier Pickup

All carriers must check in with LVE by **12:00 PM on Friday, July 31**

### Return to Warehouse

- Shipments over 50 lbs: \$42.50/100 lbs (\$425 minimum)
- Shipments under 50 lbs: \$150 flat fee per shipment

### Storage

- Monthly storage: \$11.00/100 lbs (billed quarterly at \$33/100 lbs; 1,000 lb minimum)
- Warehouse handling: \$9.50/100 lbs
- LVE warehouses located in Nashville, Las Vegas, and Denver

LVE partners with **Airways Freight** as the official show carrier — available 24/7: 800-643-3525 | [LVExpo@airwaysfreight.com](mailto:LVExpo@airwaysfreight.com)

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## Payment & Billing (LV Expo)

- Credit card authorization required on file with LV Expo before placing orders or shipping
- 3% convenience fee applies to all credit card transactions

- Discount pricing requires full payment received before the deadline
  - Outstanding balances due by end of show
  - 1.5% monthly late charges apply on unpaid balances
  - LV Expo may retain goods for unpaid amounts
  - Items cancelled after discount deadline: 50% charge | After move-in begins: 100% charge
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## Key Contacts

| Contact  | Phone          | Email                         |
|--|----------------|-------------------------------|
| Bo Henderson — RosettaFest Sponsorship Liaison | 406-690-4276   | bo@kynexions.com              |
| LV Expo Services                               | 888-989-EXP0   | exhibitorservices@lvexpo.com  |
| Airways Freight (Official Carrier)             | 800-643-3525   | LVExpo@airwaysfreight.com     |
| Gaylord Opryland — Electrical                  | (615) 458-6390 | —                             |
| Gaylord Opryland — IT/Communications           | (615) 458-0000 | opryitsales@gaylordhotels.com |
| Encore AV                                      | 615-458-2646   | —                             |

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## Your Success Checklist

### Before You Ship:

- Submit payment authorization to LV Expo
- Register all booth staff and finalize your Whova virtual booth
- Ensure your team understands the Passport Contest and lead capture process
- Notify RosettaFest of any prizes for the Passport Contest (by July 15)

- Order electrical power through the Gaylord Opryland portal (30 days out for advance pricing)
- Order booth services through LVE by July 9 for discount pricing
- Book hotel room in the room block
- Label all shipments correctly using LVE shipping labels
- Ship to advance warehouse by June 30 for standard rates

**At the Show:**

- All staff wear badges at all times
- All staff have Whova downloaded and know how to collect leads and details of the Passport Contest
- Check in at the LVE Exhibitor Services desk upon arrival
- Pick up outbound MHA form and complete before load-out
- Ensure your carrier checks in with LVE by 12:00 PM on July 31

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*RosettaFest sponsors are part of an elite group of mission-aligned solutions revolutionizing the way healthcare is purchased and delivered. Make every interaction count. The future is watching.*

**Questions? Don't wait. Contact [bo@kynexions.com](mailto:bo@kynexions.com)**