



2023 Esri Federal GIS Conference

February 7-8, 2023
Washington, D.C.

*Sponsor and
Exhibitor
Opportunities*



WELCOME!

After years away and an unfortunate cancellation of last year's Federal GIS Conference, we are happy to be back in Washington D.C. Join your federal government GIS community in Washington, DC, in 2023. Hear from Esri president Jack Dangermond as he shares his vision for interconnectivity and sustainability using GIS technology. Elevate your skills with hours of focused learning.

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BENEFITS OF EXHIBITING AT FEDGIS

Returning to in-person: After a two year in-person hiatus, we are happy to be back in Washington D.C. and engage in-person with attendees.

Safety for Staff and Attendees: Esri is committed to protecting the health and safety of our attendees, exhibitors, employees, and presenters. We follow the established protocols from the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) and ask that all in-person event attendees do the same. Esri will continue to assess the evolving public health guidance regarding large gatherings and adapt accordingly. These guidelines are subject to US government and local rules and regulations.

Thousands of Attendees: As in past years, we are expecting thousands of FedGIS Conference attendees from all over the world. These attendees will have the opportunity to again explore the Expo hall and see all our partners have to offer.

A La Carte Framework: FedGIS 2023 will offer a robust a la carte menu to personalize your participation that fits your organization's objectives and budget.

Hundreds of Sessions and Meetings: FedGIS has hundreds of training workshops, presentations and meetings to learn more about what those in the GIS community are working on.



KEY STATISTICS AND DEMOGRAPHICS

While the 2022 Esri Federal GIS Conference was canceled, we still wanted to provide the 2021 attendee demographics as well as the 2020 events (the last in person event) in order to provide a peek into who attends this event.

Please note that these are self-identified demographics.

64%
of attendees were
first time attendees

2021 Virtual FedGIS

Industry

AEC	1%	Humanitarian	1%
Agriculture	4%	Imagery	1%
Aviation	1%	Law Enforcement	3%
City/Town	1%	Mapping and Statistics	3%
Civilian	2%	Maritime/Ports	1%
Community Plan/Econ. Development	1%	Non-US National Security	1%
Conservation	2%	Public Health	2%
County	1%	Public Works	1%
DOT	1%	Research/Science Institutions	3%
Electric and Gas	1%	Sciences	3%
Emergency Management	4%	Social Services	1%
Environment and Natural Resources	10%	State	1%
Environmental Management	3%	Sustainable Development	1%
Fire Rescue EMS	1%	US Intelligence	6%
Forestry	3%	US Military	7%
GIS and IT	24%	Water Resources	2%
Higher Ed	3%	Water/Wastewater/Stormwater	1%
Hospitals and Health Systems	1%		

Role

Analyst/Researcher/Specialist	24%	GIS Manager/Supervisor	12%
C-Level Executive	1%	IT Manager/Supervisor	3%
Consultant	2%	IT Technician	1%
Developer	3%	Manager/Supervisor (Non-GIS/IT)	4%
Educator	2%	Other	8%
Engineer	4%	Senior Executive	2%
GIS Analyst	25%	Student	7%

Industry

AEC	1%	Imagery	2%
Agriculture	2%	Law Enforcement	3%
Aviation	1%	Libraries and Museums	1%
City/Town	1%	Logistics/Trucking/Distribution	1%
Civilian	2%	Mapping and Statistics	2%
Community Plan./Econ. Development	2%	Maritime/Ports	1%
Conservation	1%	Non-US National Security	1%
County	3%	Public Health	2%
DOT	2%	Public Transit	1%
Emergency Management	6%	Public Works	1%
Environment and Natural Resources	5%	Research/Science Institutions	3%
Environmental Management	1%	Sciences	3%
Fire Rescue EMS	1%	State	1%
Forestry	2%	Sustainable Development	1%
GIS and IT	23%	US Intelligence	7%
Higher Ed	1%	US Military	11%
Hospitals and Health Systems	1%	Water Resources	1%
Humanitarian	2%	Water/Wastewater/Stormwater	1%

Role

Analyst/Researcher/Specialist	23%	GIS Manager/Supervisor	18%
C-Level Executive	2%	IT Manager/Supervisor	4%
Consultant	3%	IT Technician	1%
Developer	3%	Manager/Supervisor (Non-GIS/IT)	6%
Educator	2%	Other	6%
Engineer	3%	Senior Executive	5%
GIS Analyst	23%	Student	2%

HEALTH AND SAFETY

Check the [Health and Safety](#) page for updates about health and safety requirements.

Esri is committed to protecting the health and safety of our attendees, including exhibitors, employees, and presenters. We follow the established protocols from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and local health authorities and ask that all in-person event attendees do the same.

We encourage everyone to make informed decisions about attending our events in the best interest of their health as well as the health of others.

Esri recommends but does not require that all attendees, exhibitors, presenters, and Esri employees at this event ensure that they have had a negative COVID-19 test result 48 hours prior to attending the event or have been fully vaccinated against COVID-19.

Learn about our policies

Find out more about measures we are taking to create a safe and healthy environment at our events. Esri reserves the right to update these guidelines at any time as health and safety protocols evolve. Please be sure to check the health and safety page and event check in email for the most up-to-date information.

Mask policy

Esri will follow local regulations and public health guidelines to determine if event attendees will be required to wear a mask that covers the nose and mouth while indoors.

If masks are required, they will be available at the registration desk and throughout the venue.

Cleanliness guidelines

Hand sanitizer will be available throughout the event areas and in the Exhibit Hall. Wash your hands often with soap for at least 20 seconds, and use hand sanitizer before and after touching shared items.

Physical distancing policy

Attendees are encouraged to comply with the recommendations from the CDC on physical distancing throughout the event.

Illness

Attendees should not come to event activities if they feel sick or exhibit symptoms of illness. Please refer to the CDC guidelines for additional information.

PAYMENT AND CANCELLATION POLICY

PAYMENTS

All sales are final. Organizations with approved applications will be invoiced (due upon receipt) shortly after the application deadline.

PO details must be submitted before December 8, otherwise default account information will be used for invoice generation. All payments (wire, check, credit card) must be made directly to the customer service department listed on your invoice.

CANCELLATION POLICY

An organization with an approved application by Esri may cancel their application by providing Esri written notice. Exhibitor may be entitled to a refund or be required to pay Esri fees still owed subject to the below provisions.

- a. For cancellation requests provided at least sixty (60) days prior to the first setup day of the Esri Event, an Exhibitor, who has paid in full will receive a refund of fifty percent (50%) of the total contracted fee. Exhibitors not paid in full shall owe any outstanding balance up to fifty percent (50%) on the total contracted fee, which shall be paid within thirty (30) days of cancellation.
 - b. Exhibitor will not receive a refund for cancellation requests provided without a mini of sixty (60) days' notice prior to the first setup day of the Esri Event and Exhibitor will owe any outstanding balance on the total contracted fee, which shall be paid within thirty (30) days of cancellation.
-

TERMS AND CONDITIONS

Applicants are required to agree to Esri's terms and conditions at the time of application. Should you choose to submit a physical signed agreement, your application will be placed on hold until Esri receives the document, during which time your organization will not be entitled to any benefits related to your application.

Please review the Esri Exhibit and Sponsor Agreement in its entirety [here](#).

CERTIFICATE OF INSURANCE (COI)

Each exhibitor on the Expo floor is required to submit a Certificate of Insurance (COI). This document should be provided by your insurance company and must list Esri as the certificate holder/additional insured.

Policies must have a minimum \$1,000,000 USD amount of general liability coverage. Failure to provide this document by the stated deadline in your confirmation email may result in your application being declined or approval being rescinded. Any expenses paid to vendors on behalf the exhibitor up to this date are the sole responsibility of the exhibitor.

Please review the COI Requirement example [here](#).

THANK YOU TO THE 2021 CONFERENCE SPONSORS

GOLD

BAE SYSTEMS

SILVER

PRESAGIS
MAKE IT REAL

 **Trimble**


WOOLPERT
ARCHITECTURE | ENGINEERING | GEOSPATIAL



Monday, February 6

12:00 p.m. - 6:30 p.m.	Developer Pre-Conference Program
12:00 p.m. - 6:30 p.m.	Partner Pre-Conference Program

Tuesday, February 7

9:00 a.m. - 12:30 p.m.	Plenary Session
12:30 p.m. - 6:30 p.m.	Expo
12:30 p.m. - 1:30 p.m.	Hosted Lunch
1:30 p.m. - 6:30 p.m.	Partner Presentations
1:45 p.m. - 5:15 p.m.	Professional Development Workshops
5:15 p.m. - 6:30 p.m.	Expo Social

Tuesday, February 7

9:45 a.m. - 10:45 a.m.	Plenary & Keynote Session
8:30 a.m. - 5:15 p.m.	Professional Development Workshops
10:45 a.m. - 5:15 p.m.	Expo
10:45 a.m. - 5:15 p.m.	Partner Presentations
12:00 p.m. - 1:30 p.m.	Hosted Lunch
6:30 p.m. - 9:30 p.m.	Networking Reception

HOW TO CREATE YOUR CUSTOM PRESENCE

For our return to the in-person experience at FedGIS, we are making it easier for your organization to customize your presence at the conference. With our new participation framework, your organization can now select items that matter most to you and it also allows for more flexible budgets.

Here is how to get started:

1. Select a participation path - Exhibitor or Sponsor: Reference this prospectus for full details on each path and its available offerings if you'd like to sponsor or exhibit.
2. Select your exhibitor base bundle (required): Choose an Exhibitor bundle that fits your needs, or if you desire amplified exposure and a more expansive menu of opportunities, add the Sponsor bundle.
3. Customize your presence: Enhance your presence by selecting items from the A La Carte Menu. For Conference sponsors, your recognition level will be determined by the total value of the items you select, including the required sponsor bundle.



A LA CARTE KEY

Some sponsorship and exhibitor opportunities are only available to certain levels of participation. In order to make it easier to understand, we have created a key for the symbols you will see throughout this prospectus.

G	Available to Gold Sponsors only
SPON	Available to All Sponsor levels
ALL	Available to All participation levels
LTD	Limited quantities (If there is a number next to this icon, it implies that this is the total number of opportunities.)
LT 1	One per organization
NEW!	New opportunity for the 2023 FedGIS

EXHIBITOR OPPORTUNITIES

Return to FedGIS with a premium space on the Expo floor. Each space is 10' x 10' and can be expanded to a maximum size of 20' x 10'.

Depending on your location on the Expo floor, some spaces are turnkey bundle required in which you will need to pick a turnkey structure for this space. Turnkeys allow for easy set up, tear-down and are ready to go when you arrive. Turnkey structures, while required for some spaces, are also available for order by all participants.

Turnkey Required Exhibitor Bundle

\$8,500 - \$10,000 (10' x 10')

\$14,000 - \$14,500 (20' x 10')

This bundle includes:

- 10' x 10' booth space
- Turnkey structure (includes installation, graphics, monitor, material handling and drayage.)
- 10' x 10' carpet
- Electricity
- Nightly vacuuming
- (1) Lead retrieval unit
- (2) Full conference registrations
- Digital media kit
- Special registration rate

Standard Exhibitor Bundle

\$5,000 (10' x 10')

\$10,000 (20' x 10')

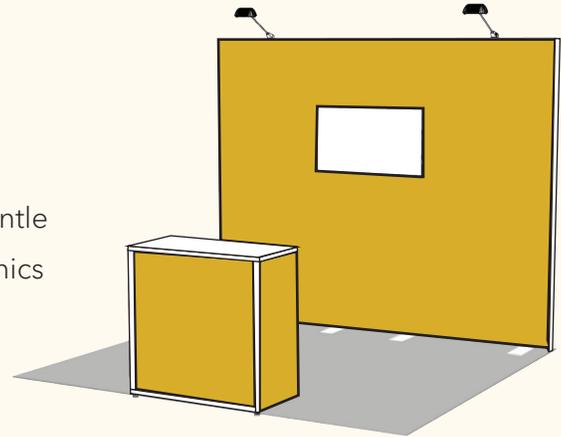
This bundle includes:

- 10' x 10' booth space
- 10' x 10' carpet
- 10 amps electricity
- Nightly vacuuming
- (1) Lead retrieval unit
- (2) Full conference registrations
- Digital media kit
- Special registration rate

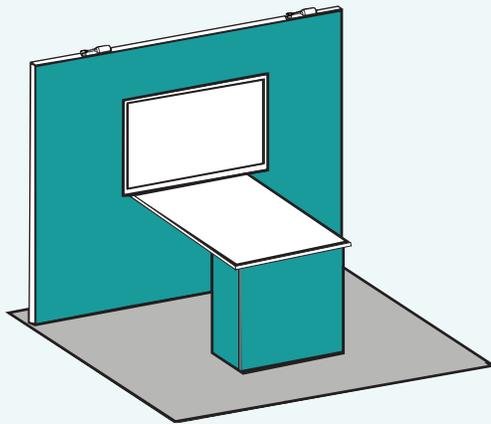
TURNKEY STRUCTURE OPTIONS

Explore 3 - 10' x 10' | \$8,500

- (3) 1m x 8' Panels Fabric Print
- 1m Cabinet
- (2) Arm Lights
- 10' x 10' Grey Carpet
- (2) Limerick Stools
- (1) Wastebasket
- 10 amp electricity
- Labor to install and dismantle
- Ability to take home graphics fabric after event



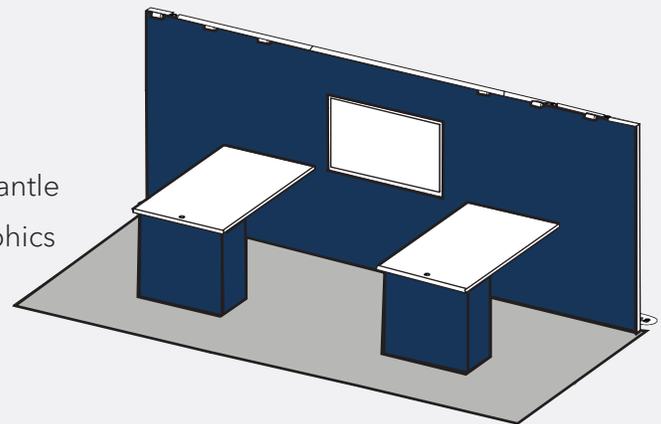
Express 3 - 10' x 10' | \$10,000



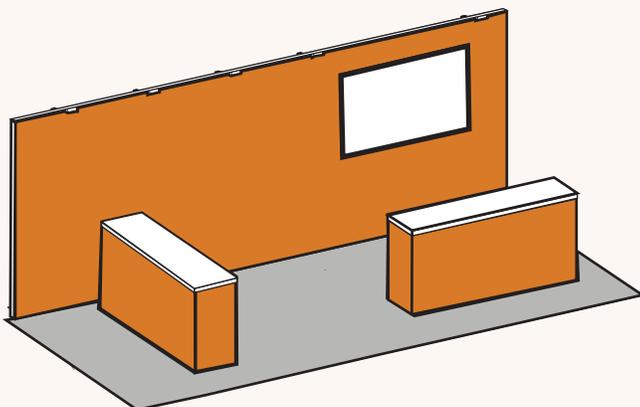
- (3) 1m x 8' Panels Fabric Print
- 1m Cabinet
- Custom cabinet with overlay top
- (2) Arm Lights
- 10' x 10' Grey Carpet
- (2) Limerick Stools
- (1) Wastebasket
- 15 amp electricity
- Labor to install and dismantle
- Ability to take home graphics fabric after event

Express 3 - 10' x 20' | \$14,000

- (6) 1m x 8' Panels Fabric Print
- (2) Custom Cabinet with Overlay Top
- (6) Arm Lights
- 10' x 20' Grey Carpet
- (2) Limerick Stools
- (1) Wastebasket
- 25 amp electricity
- Labor to install and dismantle
- Ability to take home graphics fabric after event



Express 5 - 10' x 20' | \$14,500



- (6) 1m x 8' Panels Fabric Print
- (2) Custom Cabinet with Overlay Top
- (5) Arm Lights
- 10' x 20' Grey Carpet
- (2) Limerick Stools
- (1) Wastebasket
- 25 amp electricity
- Labor to install and dismantle
- Ability to take home graphics fabric after event

EXHIBITOR A LA CARTE MENU

Email Highlight (Small) Email to Attendees

\$1,000 ALL LTD 4 LT 1

Highlight your organization with your logo and a linked URL in an event promotion email.

Essentials Furnishings Bundle

\$1,000 ALL

Skip going through the show catalog and get the essentials in one easy bundle. This package includes the essentials for all booths such as 6' skirted table, (2) chairs, 43' monitor, monitor stand, and trash bin.

Lightning Talk (10 minutes)

\$1,250 ALL LTD 8 LT 1

Although not quite as fast as lightning, these talks are designed to be quick-five minutes or less to be exact - the ideal duration to showcase your organization and encourage attendees to visit your booth. This presentation will be LIVE in a FedGIS theater as part of a collection of lightning talks from other participating partners.

Half Meterboard Ad

\$500 ALL LT 1

Capture the attention and increase impressions with your custom graphic. This standing graphic will be placed in high traffic areas around the convention center.



SPONSOR OPPORTUNITIES

What's important to your organization? Short- or long-term brand recognition? Exhibit space? Networking? With the sponsor bundle and a la carte menu below, you can customize your sponsorship for a truly unique experience that helps you position your brand to attract and engage decisionmakers and influencers from the FedGIS audience.

To start, add the required sponsorship bundle and then add items from the a la carte menu. **Your recognition level is determined by your total spend.**

Sponsorship Bundle - \$4,000

Required to sponsor with Exhibitor bundle

	Gold \$25,000 minimum	Silver \$20,000 minimum	Bronze \$17,750 minimum
Additional full conference registration passes	2	2	2
Conference logo lockup	●	●	●
Sponsor recognition expo floor sticker	●	●	●
Logo Feature: Thank You email to registered attendees	●	●	●
Logo Feature: mobile app	●	●	●
Logo Feature: digital signage (shared)	●	●	●
Logo on agenda wall	●	●	●
Logo feature: Logo on registration page	●	●	●
ArcUser ad discount (50% off)	●	●	●
Logo feature: attendee guide	●	●	●
Access to Sponsor a la carte menu	●	●	●
Logo feature: Expo locator map	●	●	●
VIP plenary seats	10	5	
Additional lead retrieval unit	●	●	
Lightning talk presentation (subject to availability)	●		
Access to Gold Sponsor a la carte menu	●		

Sponsor Levels

Gold Sponsor

\$25,000

minimum
spend

Silver Sponsor

\$20,000

minimum
spend

Bronze Sponsor

\$17,750

minimum
spend

SPONSOR A LA CARTE MENU

Meet your sponsorship minimums by adding items from our a la carte menu. These items are limited and on a first come, first secured basis.

All sponsor levels are also eligible to add any items from the Exhibitor a la carte menu.

Gold Sponsors Only

Deluxe Digital Signage

\$10,000 G LTD 3 LT 1 NEW!

The Walter E. Washington Convention Center has stunning digital signs, and your organization can be included on these breathtaking displays. This includes (2) marquee signs (2) video wall signs for both conference days. [View examples here.](#)

Rest and Recharge Zone

\$8,000 G LTD 3 LT 1 NEW!

Help recharge attendees and their devices and themselves with this rest area with charging furniture, relaxing environment and your brand and messaging on a digital poster.

Interstitial Ad - Mobile App

\$5,000 G LTD 1 LT 1

Be up front and center in the mobile app with your ad being the first thing attendees see when they open the event in the app. The ad will display for a few seconds before loading the rest of the event. Artwork subject to Esri approval.

Email Promotion Component (X-large)

\$3,000 G LTD 2 LT 1 NEW!

Have something you want to promote to all Esri FedGIS registered attendees? This email component will be included in an email to registered attendees and will contain a small text box, image, and URL.

SPONSOR A LA CARTE MENU

Custom Branded Meeting Room in Expo

\$8,000 SPON LTD LT 1 NEW!

If you need a bit more privacy than what's provided on the show floor, consider a standard meeting room on the show floor which includes one table, six chairs, 5 amps of electricity, and a custom graphic panel on exterior meeting wall.

Charging Station Lounge

\$5,000 SPON LTD LT 1 NEW!

Our mobile app is the primary resource for the agenda, and for attendees, keeping their devices charged with geojuce will be a top priority. This package provides the opportunity to customize a universal charging station with your organization's brand and messaging. The lounge will be located in the Expo or public venue space.

Email Feature (large) to Attendees

\$2,000 SPON LTD 2 LT 1

Put a spotlight on your organization and promote your event presence in our email campaign. We'll include your logo with a linked URL and a short message along side content or activity announcements.

Mobile App Banner Ad

\$1,500 SPON LTD LT 1 NEW!

Feature your organization's custom graphic ad in the event's mobile app which will rotate throughout the event app pages.

Full Meterboard Ad

\$850 SPON LTD LT 1

Capture the attention and increase impressions with your custom graphic. This standing graphic will be placed in high traffic areas around the convention center.

Partner Presentation - 45 minutes

\$5,000 SPON LTD LT 1 NEW!

Highlight your organization in our new Expo Theater for up to 45-minutes to present your work or best practices. Date and time subject to theater availability.

Standard Digital Signage

\$3,500 SPON LTD LT 1 NEW!

Upgrade your visibility with an additional boost of digital recognition signage on screens throughout the venue. Includes 4 Wall Mounted Displays (WDS) and 2 Overhead Digital Signage Monitors (ODS). [View examples here.](#)

Custom Graphic Expo Hall Floor Stickers (2'x2')

\$2,000 SPON LTD 4 LT 1 NEW!

Our FedGIS Expo gets a lot of foot traffic and that allows for ads on the expo floor - literally! This adhesive floor sticker is 2'x2' and features your custom design. Set of 2.

Mosaic Reveal on Esri.com Expo Page

\$1,500 SPON LTD LT 1 NEW!

This unique opportunity to be featured puts your organization front and center of the Esri.com FedGIS Expo page. This mosaic will showcase your logo or design and when visitors hover over your image, they will see your special message (or company description) linked your website or FedGIS event landing page.

NON EXHIBITING OPPORTUNITIES

These are special opportunities for all Esri partners. These are stand alone options for those who would like brand exposure but may not want to be on the Expo floor.

You are not required to be a Conference sponsor or exhibitor for these options.

These opportunities can also count towards non-exhibiting Gold Sponsors (sponsorship bundle still required).

Startup Zone Sponsor- \$25,000

The Esri Federal GIS Conference Startup Zone Sponsorship is an exclusive sponsorship opportunity. Stand out front and center in an Expo showcase co-branded with your company's key art and messaging in support of the rising Esri partners in the ever-popular Startup Zone. The package includes a standard meeting room on the show floor, a presentation in the zone, join webinar and more. *Option for kiosk in the Startup Zone for an additional fee.*

Partner Presentation Theater Sponsor - \$25,000

The Partner Theater is the spot for all partner content at FedGIS. With high attended sessions, your logo will be front and center on this theater and you will have (1) daily presentation spot (2 in total; subject to availability at time of purchase).

Lunch Zone Sponsor - \$25,000

Put your organization front and center at a time when everyone is gathering: Lunch. Your logo and messaging will be prominently featured in the lunch zone areas where all attendees are sure to visit each day.

FedGIS Breakfast Sponsor - \$25,000

Start FedGIS attendees off right with breakfast both days of the conference. This sponsorship includes recognition at the breakfast area, push notification each day at the event announcing breakfast and special email recognition.

Expo Social Sponsor - \$20,000

Be part of the party and display your organization's logo on all our recognition signage throughout the Expo social and special push notification.

NON EXHIBITING OPPORTUNITIES

Coffee Break Sponsor - \$20,000

Starting early and long days of the conference makes our coffee breaks a hot commodity! Be front and center during these breaks with custom napkins, sleeves and signage featuring your logo. Sponsorship includes all coffee stations at the event.

Small Business Zone Sponsor - \$20,000

Promote your brand as you help highlight the Federal Small Business Zone and promote the organizations who assist in Federal projects and work. The package includes sponsorship recognition, a standard meeting room on the show floor, and a presentation in the Partner Presentation Theater. Option for kiosk in the Small Business Zone for an additional fee.

Custom Branded Meeting Room in Expo Hall (Non-sponsoring) - \$8,000

If you need a bit more privacy than what's provided on the show floor, consider a standard meeting room on the show floor which includes one table, six chairs, 5 amps of electricity, and a custom graphic panel on exterior meeting wall.



INVITATION ONLY OPPORTUNITIES

These opportunities are through invitation only and subject to approval.

Federal Small Business Zone Exhibitor \$5,000

Specially created for the Federal Small Business Program, this package includes everything to connect with FedGIS attendees. Subject to approval.

Includes:

- Counter Turnkey Kiosk with custom graphics
- 43" Mounted Monitor
- (2) Stools
- 10 amps Electricity
- Trash Bin
- (1) Full Conference Registration Pass

Startup Zone Exhibitor \$3,000

Specially created for the Esri Startup Program, this package includes everything to connect with FedGIS attendees. Subject to approval.

Includes:

- Desk Turnkey Kiosk with custom graphics
- 43" Mounted Monitor
- (2) Stools
- 10 amps Electricity
- Trash Bin
- (1) Full Conference Registration Pass

Education Zone Exhibitor \$2,000

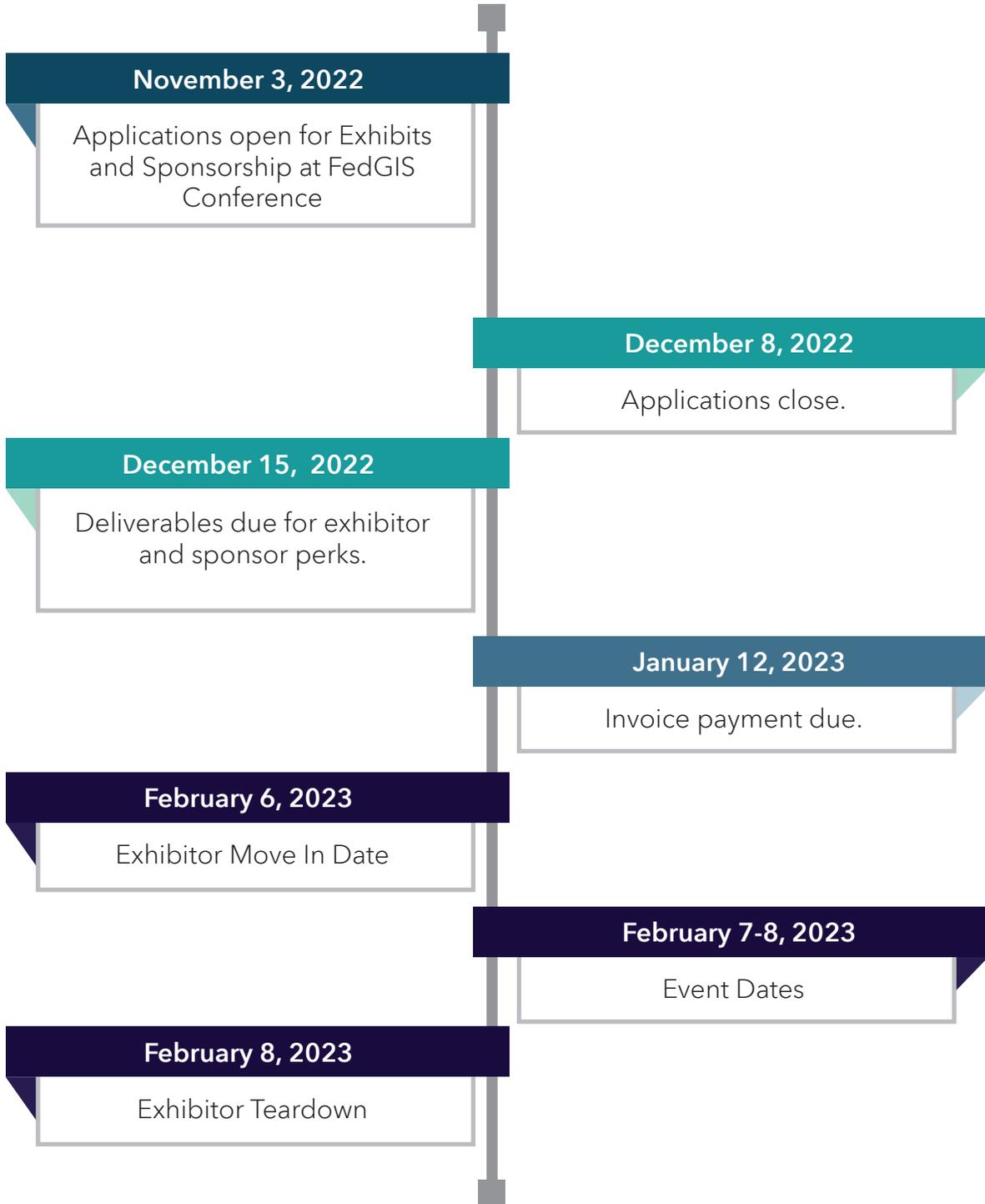
Specially created for those organizations in the Education or University field, this package includes everything to connect with FedGIS attendees and potential students. Subject to approval.

Includes:

- (1) 6' skirted table (exhibitor to supply tablecloth)
- (2) Chairs
- 10 amps Electricity
- Trash Bin
- (1) Full Conference Registration Pass

TIMELINE

The following are deadlines for assuring that all tasks are met. Failure to meet these deadlines may result in loss of perks or fulfillment. Deadlines are final and will not be extended unless stated by the Esri Exhibits Team.



CONFERENCE INFORMATION

Conference Location

Walter E. Washington Convention Center
801 Mt Vernon Pl NW
Washington, DC 20001
United States

Expo Hours

Expo Setup	Monday, February 6	9:00 a.m. - 4:00 p.m.
Expo Setup	Tuesday, February 7	7:00 a.m. - 9:00 a.m.
Expo Open	Tuesday, February 7	12:30 p.m. - 6:30 p.m.
Expo Social	Tuesday, February 7	5:00 p.m. - 6:30 p.m.
Expo Open	Wednesday, February 8	10:00 a.m. - 5:00 p.m.
Expo Dismantle	Wednesday, February 8	5:00 p.m. - 7:00 p.m.

**Schedule subject to minor adjustments. Please review our event website often for updates.*

Contacts

Exhibits and Sponsorships: exhibits@esri.com

Agenda: papers@esri.com

Registration: confregis@esri.com

Hotel: fedgishotelres@esri.com

Sponsor and exhibitor opportunities are available only to members of the Esri Partner Network.

All sponsor and exhibitor applications will be invoiced for payment after the sales period has closed. Sponsor opportunities may be limited and are secured by a first come, first secured method. All applications are considered final and binding upon submittal (minor adjustments can be requested). Please review the [Esri Exhibit and Sponsor Agreement](#) for full details on the Esri cancellation and refund policy.

Complimentary Wi-Fi is available throughout the Exhibit Hall and is intended for light usage. Esri does not guarantee reception or performance. Additional Internet options are available and described in the exhibitor manual.

*Esri Federal GIS registrations are exclusively for company employees. Registrations may not be transferred to anyone including, but not limited to, contractors, consultants, family members, partners or clients, or other Esri clients or partners without express written consent from Esri. Registrations may be available in certain offerings.