

Tailhook Association Annual Symposium 2025

21 – 23 August, 2025

Grand Sierra Resort and Casino, Reno, NV

Exhibitor Terms and Guidelines

Exhibit Booth and Sponsorship Registration

All exhibit requests will be coordinated through the symposium coordinator, Roy Rogers. Any exhibitor from last year's symposium will have first right of refusal for exhibit space. Remaining available spaces will be allocated on a first come first served basis. Registration link has been sent by the symposium coordinator and included here: <https://tailhook-association.idloom.events/hook-2025-exhibit-and-sponsorship-opportunities>

Registration link **may not** be shared with other potential exhibitors without prior coordination.

Exhibitor Attendee Registration

Once your booth is registered, you will also need to register your exhibitor attendees, which is a separate link from booth registration. You may register your exhibitors in one setting, or individually. Changing attendees is labor intensive as we prepare your check-in packets, so please do not register your exhibitors until it is certain who is going. Please have your attendees registered by August 1st. If you are an exhibitor and bringing a spouse or other family members, we will provide requisite name tags at no extra cost, but please make sure you list them in the "Accompanying Guest" section of the registration.

Room Reservations

Please ensure that your exhibitor attendees have reserved rooms at the GSR. Due to last year's sellout, with over 350 regular attendees (mostly active-duty) unable to get a room at the GSR, we have to set a limit for exhibitor rooms. You are entitled to two rooms for each 10' x 10' booth space (i.e. a 10x10= 2 rooms, 10x20= 4 rooms, 20x20= 8 rooms, 30x30= 18 rooms, etc). Room reservations at the GSR can be made on our website. If the number of attendees exceed your quota, we have contracted with The Atlantis for overflow at a discounted rate (shuttle transportation will be provided).

Exhibit Cost

Booth - \$37.00 per square foot, nominal booth size is 10' x 10'.

- Corporate Members receive a 10% discount.
- Government exhibitors receive a 25% discount.

6' Table - \$300 (limit of 30 and reserved for reunion groups, like-minded associations, authors, artists, and single owner companies).

Payment may be made online when you register, or you can pay later via a check or calling our offices and paying over the phone (858-689-9223, ask for Jean). We ask that payment be made **no later than July 1st**. If paying by check, make check payable to The Tailhook Association. We also accept EFT/ACH payments. Contact the Executive Director (chaser@tailhook.net) for banking details.

Check-In

Check-in and pick up your company registration packet at the registration desk starting at 1200, Wednesday, August 20th. **Check-In must be complete by 0800, Thursday, August 21st.**

The symposium coordinator will have an exhibitor coordination meeting in the registration area at 0800 on Thursday, 21 Aug at the registration area to go over expectations and security matters. Please have at least one representative attend this meeting.

Booth details and conditions

Booths **may not** obstruct sight-lines of neighboring exhibitors.

Each incremental space is 10' wide X 10' deep (6' table display area is 10' x 3'). Please ensure that your display fits within your display area. Any protrusion may violate the fire marshal approved floor plan and may cause your display to be removed.

Booths will consist of draped supports 8' high with 3' high side divisions, a booth identification sign with the exhibitors company name and booth number, one 6' draped table and two chairs. Availability of additional services and applicable rules and regulations will be included with the exhibitor's kit provided by GES.

Set-up must be completed by 1900 Wednesday, August 20th.

Booths must be staffed while the show is open. If staffing is minimal, you may leave your booth unattended for short periods, but you will need to place a sign stating when you will return. Do not leave your booth unattended for more than one hour. There will be three food and beverage kiosks on the convention floor to allow you to grab lunch or a break without having to leave the floor.

Exhibits must meet all local fire regulations. As such, **no food or beverages may be served in certain locations of the floor plan**, mainly near entry and exit areas of the exhibit floor.

Booths may not be dismantled before 1500 on August 23rd without prior coordination with the symposium coordinator.

Music License

If you are planning to play music in your booth, you will need a music license from both ASCAP and BMI.

Food and Beverages

All food and beverages served from your booth must be ordered from the GSR for liability purposes. If you intend to serve alcohol, a legal bar tender is required and must be procured through the GSR. Food and alcohol can only be served in the approved location areas on the exhibit floor (we will distribute a map showing these locations).

Space Assignment

THA will make every effort to honor your booth location preference. Booths are assigned based on previous year's attendance, Corporate Membership, sponsorships, and longevity in supporting the Tailhook Association. If not available, THA will assign booths nearest the one requested. THA reserves the right to refuse any contract and to restrict any exhibit that becomes objectionable because of noise or method of doing business.

Exhibit Hall Hours

Thursday, August 21, 1000 – 2200

Friday, August 22, 1000 – 2200

Saturday, August 23, 1000 – 1600

Move-in for Exhibit Hall

Tuesday, 19 August for larger exhibits (be sure to coordinate with GES) 0700 – 1900

Wednesday, 20 August, 0700 - 1900

Pack-out for Exhibit Hall

Saturday, 23 August, 1500 – 2300

Use of Tailhook and Hook '25 logos

You are authorized to use the Tailhook Association, Tailhook Educational Foundation, and Hook '25 Official logos for all purposes associated with the symposium including exhibit displays, clothing, giveaways, and other promotional items as long as no product is sold for profit. Items sold for profit using our logos must be coordinated with the symposium coordinator.

Cancellation Policy

Full refund will be available for any cancellation prior to July 15, 2025. 50% refund for any cancellation after July 15, 2025 and before August 15, 2025. Cancellations after August 15, 2025 may not be refunded, but will be considered on a case by case basis. Cancellation for any condition applicable to Force Majeure will be fully refunded.

Points of Contact

Executive Director	Greg "Chaser" Keithley	chaser@tailhook.net	619-325-9834
Reunion Coordinator	Roy Rogers	roykimrogers@gmail.com	775-230-8703
GES Lead	Theresa DiJoseph	TDiJoseph@ges.com	775-745-7612
GSR Events Manager	Jerry Mautner	Jerry.Mautner@GrandSierraResort.com	

Thank you for exhibiting at Hook '25. Industry and company partnerships alike are integral parts of what makes Hook what it is today. If you need any additional information or assistance in your preparation please do not hesitate to reach out to us.

Greg "Chaser" Keithley
Executive Director

Roy Rogers
Reunion Coordinator