

2023 EOA CONFERENCE FAQ's



Frequently Asked Questions



EOA 49th Annual Conference
Detroit Marriott at the Renaissance Center, Detroit, MI
November 12-15, 2023



2023 EOA ANNUAL CONFERENCE FAQ's



EDUCATIONAL OPPORTUNITY ASSOCIATION

A Midwest Association of TRIO and College Access
and Success Professionals (EOA)

FAQ's PRIOR TO ARRIVAL

What is the agenda for the conference?



Get the Whova app for the most up to date schedule

Meals highlighted in green provided for paid registered conference attendees ([Conference Registration Info](#))

*Important Sponsor/Exhibitor Information - sessions with ALL attendees will take place in the Ambassador Ballroom

Sunday, November 12, 2023	
<i>Suggested Dress: Casual Attire - Represent Your Program/Institution/Alma Mater</i>	
8:30 AM – 6:30 PM	Registration Opens
9:00 AM – 1:00 PM	Pre-Conference Sessions: Best Practices (Lunch included 12-1pm for attendees registered for pre-conference)
12:00 PM - 4:00 PM	Pre-Conference Sessions: True Colors (Lunch included 12-1pm for attendees registered for pre-conference)
12:00 PM - 4:00 PM	Pre-Conference Sessions: Detroit History and Highlights Bus Tour (consider Detroit as a possible next college visit/student trip) (Lunch included 12-1pm for attendees registered for pre-conference)
5:00 PM – 9:00 PM	*Exhibitor Tables Open (Tables should be set up by 5:00 pm in Ambassador Ballroom Foyer)
5:30 PM – 6:30 PM	New to EOA/ New to EOA Reception
7:00 PM – 9:00 PM	Welcome/Opening Keynote: Michael Sorrell a Transformative College President & Higher Ed Innovator (Ambassador Ballroom)
9:00 PM – 11:00 PM	Expand your TRIO Community: Networking Hors d'Oeuvres Reception
Monday, November 13, 2023	
<i>Suggested Dress: Professional Attire</i>	
7:30 AM – 5:30 PM	*Exhibitor Tables Open (Ambassador Ballroom Foyer)
8:00 AM – 9:30 AM	Plenary Session: Breakfast Buffet (Ambassador Ballroom)
9:45 AM – 10:45 AM	*Concurrent Breakout Sessions/Hot Topics from Sponsors/Exhibitors
10:45 AM – 11:30 AM	*Celebrate our Exhibitors – Bingo (Ambassador Ballroom Foyer)
11:45 AM -1:30 PM	Chapter Luncheon Buffet
1:30 PM – 2:00 PM	*Celebrate our Exhibitors – Bingo (Ambassador Ballroom Foyer)
2:00 PM – 5:00 PM	EOA General Assembly Meeting (Ambassador Ballroom)
5:00 PM – 5:30 PM	*Celebrate our Exhibitors – Trivia (Ambassador Ballroom Foyer)
5:30 PM – 6:30 PM	Chapter Receptions
6:30PM-?	Motor City MOVES: Dinner on Your Own
Tuesday, November 14, 2023	
<i>Suggested Dress: Professional Attire</i>	
8:00 AM – 5:00 PM	*Exhibitor Tables Open (Ambassador Ballroom Foyer)
8:30 AM – 9:45 AM	EOAF Breakfast (Ambassador Ballroom)
10 AM – 11 AM	Concurrent Breakout Sessions
11:15- AM – 12:15 PM	Concurrent Breakout Sessions
12:30 PM – 2:00 PM	YOU time NOW: Lunch on Your Own!
2:00 PM – 5:00 PM (times vary per session - see Whova for details)	Concurrent "Self-Care" Sessions: Fun Walk/Run (2-3); Hustle Class; Zentangles (3-4:30); Meditation; Personal time/check in at home.
5:30 PM – 6:30 PM	EOA Reception
6:30 PM – 9:00 PM	Association and TRIO Achievers Banquet: (Formal/Semi-Formal Attire suggested) (Ambassador Ballroom)
9:30 PM – 12:00 AM	Hitsville, USA Dance & Variety Show Come dressed for a Soul Train Dance Party!
Wednesday, November 15, 2023	
<i>Suggested Dress: Casual: Represent your Chapter/EOA</i>	
8:00 AM – 9:00 AM	*Exhibitor Tables Open (Ambassador Ballroom Foyer)
9 AM – 10:45 AM	Final Plenary Breakfast (Ambassador Ballroom)

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CONFERENCE ATTENDEE FAQ's

How can I access a more detailed schedule and conference information?

- The EOA Annual Conference will again be utilizing an event app - [Whova](#). Paper booklets will NOT be printed as EOA has successfully been using the Whova app since 2018.
- The app is where you will find:
 - Conference schedule with full details
 - Session descriptions and handouts
 - Other attendees contact information/profiles
 - Hotel conference map
 - Exhibitors/Sponsors information and offers
 - Conference organizer announcements
 - Fun ways to connect with other attendees and even win prizes!
- You can access Whova via your laptop computer or via the mobile app on your phone.
- For an overview of how to set up & use the app on your phone and laptop, please visit [Whova Attendee User Guide](#).
- Beginning about Nov. 1st, you can login to the [Whova](#) app (using the email you registered for the conference) and begin to see all the conference details.



I am driving to the conference. What are my parking options?

- Valet parking is available at the [Detroit Marriott at the Renaissance Center](#), 400 Renaissance Drive, Detroit, MI for \$40.00 daily.
- On-Site Parking at the [Detroit Marriott at the Renaissance Center](#) is \$27 daily.
- Off-Site Parking at [Beaubien Garage](#) 238 Beaubien St., Detroit, MI (0.1 miles away) provides “in & out” privileges.

What are options from the airport if I am flying to the conference?

- Uber or Lyft from the airport to the [Detroit Marriott at the Renaissance Center](#), 400 Renaissance Drive, Detroit, MI charges approximately \$40.00-\$50.00 (about 30 minutes).
 - Look for “Rideshare” signs for pick up point in the “Reserved/Pre-Arranged Transportation” & Permit Parking Lot of the Ground Transportation Center.
- Taxis are available via Metro Cab by calling 734-997-6500
- [SMART bus](#) operates from DTW via the FAST Michigan route to Downtown Detroit (about 50 minutes)

When does the conference begin?

- Pre-conference (with additional registration) begins on Sunday, Nov. 12th at either 9:00am or 12:00pm depending on which session(s) you registered for.
- **Sunday, Nov. 12th from 5:30-6:30pm** there will be a New to EOA Reception for those attendees that are new to TRIO, new to EOA or a TRIO Alumni.
- **At 7:00 pm on Sunday, Nov. 12th** we will kick off the Conference with the Welcome and Opening Keynote followed by a networking reception.

Where will registration be located?

- Conference Registration will be located on the 3rd level Ambassador Ballroom Foyer.
- There you will receive your name badge with QR code, conference items, and can ask questions.

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CONFERENCE ATTENDEE FAQ's

Will there be free time in the schedule?

- YES! On Tuesday afternoon there are a number of “Self-Care” sessions or free time for you to check in at home!

What is the suggested attire for the Association Reception & TRIO Achiever's Banquet?

- This is an after five, formal/semi-formal attire affair. However, no one will be turned away.
- You will see attendees in formal dresses, suits and a mixture from dressy to business attire.
- At the reception, each attendee will receive a drink ticket for beer, wine, mixed or non-alcoholic drink of your choice. Cash bar will be available thereafter.

What is the suggested attire for the Hitsville, USA Dance & Variety Show?

- You might choose to sign up for the Motown Variety Show or dance the night away with good friend and colleagues from the EOA region, then take to the stage and lip-sync as your favorite Motown star. **Imagine MoTown...**
- Dress like your favorite Motown performer 1959-1971 or 1972-1995... (However, no one will be turned away!)
 - Glitz and Glamour of Motown-the Berry Gordy founding years (1959-1971) in Detroit, or
 - Maybe you enjoyed the Los Angeles Moving and Grooving years (1972-1995)
 - Need an outfit? Get to thrifting, pull something out of your closet, or [check here](#) for ideas!

Can you share where I can get more info about Detroit or the best highlights?

- Yes! Watch this short video (less than 2 min) - [Visit Detroit Michigan: It's GO Time Detroit!](#)
- Then check out the visitdetroit.com site for all the best info!

Are there recommendations for meals on our own like what is open Monday evening or close by for Tuesday lunch?

- Here is a list of [Detroit Restaurants](#) in vicinity of the hotel that are open Monday evenings and/or at lunchtime.

What are the best ways to get around downtown Detroit?

- [Detroit People Mover](#) is an elevated single-track loop light rail system around Detroit's central business district.
 - Renaissance Center Station located in Tower 200 Level 2 – [People Mover Station Guide.pdf](#)
 - Round Trip is approximately 15 minutes
 - Cost: Only \$0.75 – paid by U.S. coins, People Mover tokens or passes
 - Hours:
 - Sundays: 10:00am-8:00pm
 - Weekdays 7:00am – 10:30pm; Fridays extended to 12:00am
 - Saturdays: 10:00am-12:00am
- [Q-Line Detroit](#)
 - Cost: Free
 - Hours:
 - Sundays: 8:00am-9:00pm
 - Monday-Saturday: 8:00am-12:00am
 - Arrives every 15 minutes or less – download the [transit app](#) to view Streetcar Station schedule

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What are the best ways to get to Canada?

- [U.S. Department of State Info on traveling to Canada](#)
 - We have been told if you have had any type of prior legal issues (OWI, etc.), you probably do NOT want to go across the border as you may experience difficulties.
 - To get back into the U.S. you will need:
 - U.S. Passport Book, U.S. Passport Card, Enhanced Driver's License, Trusted Traveler Program Cards, NEXUS, SENTRI or FAST.
 - [Border wait times](#)
- [Crossing the border?](#)
 - [Tunnel Bus](#) – \$10.00 each way
 - Taxi/Uber – many will not go across the border

FAQ's FOR SPEAKERS/WORKSHOP PRESENTERS

How can I check that my workshop session information is correct?

- You should have received a personalized link via email to check your speaker profile.
- To set up your speaker profile check out the [Whova Speaker Guide](#).
- Double check your workshop title, description and your bio.
- You can also upload handouts, share online articles or create a poll for your session.

ADDITIONAL QUESTIONS? CONTACT:

General Conference Information

annualconference@eo.org

Exhibitors/Sponsors

confponsors@eo.org

Workshop Proposals/Sessions

confproposals@eo.org

 EOA Conference 2023

Join us on our official event app

We're using [Whova](#), our official event app to facilitate networking, host the event agenda, distribute documents, and send announcements!



Having trouble joining? Search for our event and enter the invitation code: 2023EOAConference

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FAQ'S FOR EXHIBITORS/SPONSORS

When do exhibitor booths need to be set up?

- **Sunday, Nov. 12th - Exhibitor Booth Set Up any time between 1pm and 5:00pm.** Please have your booth open by 5:00pm. A New to EOA Reception will begin at 5:30pm. The Conference Opening Welcome session begins at 7:00pm.
- Recommended exhibit times are typically between 7:30am-5:00pm, depending on the schedule for the day.
- Companies may determine when to staff their booth. It is highly recommended to have representatives available prior to the all-attendee sessions held in the Ambassador Ballroom which are highlighted in the schedule.

When is our exhibitor booth/sponsor payment due?

- All payments are due upon receipt of invoice. If you have not paid yet, please do so prior to the conference.
- Please contact confssponsors@eo.org or treasurer@eo.org with any questions regarding invoices or receipts.

What is the deadline for turning in advertising assets?

- **ASAP** – please send all assets/items (payments, company logo, PowerPoint advertising slide, video, virtual booth set up in Whova, etc.) preferably one month prior to the conference.

What is the refund/cancellation policy?

- All sponsorships/exhibitor fees are considered donations to EOA, and therefore, **no refunds will be given.**
 - The 2023 EOA 49th Annual Conference is scheduled as an **IN-PERSON event**. In the event a sponsor/exhibitor is not able to attend in person, they will continue to have access to their Virtual Exhibitor booth and the sponsor/exhibitor fees will remain as is.

Where do we send assets and what format should they be in?

- Email all assets to: confssponsors@eo.org
- Send **company logo** either as a high-resolution .PNG or .JPEG file or on a single PowerPoint slide (16:9 ratio)
- The **ad for advertising slideshow** should be on one PowerPoint slide in widescreen layout (16:9 ratio)
- Company **video commercial** should be 1-3 minutes in length and sent via a hyperlink, MP4, or .WMV file.

What does the “In-Person Exhibitor Booth” include?

- Standard Exhibitor Space Includes one 6' table (with tablecloth) and two chairs.
- Wi-Fi will be provided throughout the event space.

How do we get electrical/media services for our booth space?

- If you need electrical or technology assistance (laptop, monitor, hardline internet, etc.) you will request them directly through Marriott's Pinnacle Live Technology Services via the [Pinnacle Live Exhibitor Request Form](#).

Can we have items shipped to the hotel/conference site?

- Yes. Please label items with “EOA Conference” and have it sent to [Detroit Marriott at the Renaissance Center](#), 400 Renaissance Drive, Detroit, MI 48243.

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When do we need to have our booth set up/staffed?

- Exhibitors Set Up time is Sunday, Nov. 12th anytime from 1:00pm-5:00pm.
- Sunday, Nov. 12th please have your booth staffed by 5:00pm as the Welcome/Opening Keynote will begin at 7:00pm.
- Thereafter, you may determine when to staff your booth. It is highly recommended to have representatives available prior to the all-attendee sessions held in the Ambassador Ballroom which are highlighted in the schedule.
- See conference schedule on page 2 of this packet for details.

Do all In-Person Exhibitors also have a “Virtual Exhibitor” space, if so, what’s included?

- YES! All in-person exhibitors also have a virtual exhibitor space on the Whova app.
- You should have received a personalized link via email to set up your Exhibitor Profile.
- For guidance on setting up your booth profile, please visit [Whova Exhibitor Guide](#).

What can we do with our “Virtual Exhibitor” space?

- In addition to posting a logo or photo, you can add brochures/flyers, promotional offers, raffles, coupons and deals.
- You can also show a live demonstration at a specific time.
- Post a video for attendees to view at any time.
- Schedule to “meet” conference attendees virtually through the app.
- You have access to all individual conference attendees contact info via the app.

Can we include additional staff to our “Virtual Exhibitor” space?

- Yes. If you would like to add additional staff to your virtual booth, please email their name and email address to confspendors@eoa.org
- In addition to posting a logo or photo, you can post brochures/flyers, promotional offers, raffles, coupons and deals. You can also show a live demonstration at a specific time or post a video for attendees to view at any time.
- Schedule to “meet” conference attendees virtually/individually through the app.
- You have access to all individual conference attendees contact info via the app.

How can we collect conference attendee leads?

- In the Whova app under “Exhibitor Hub” select “Collect Leads/Contacts” then you will be able to
 - Manually add a lead or
 - Scan attendees individualized QR code on their nametag
- Under the “Attendees” section, you can search for an individual, after clicking on their profile you can connect with them by:
 - Bookmarking them, Saying “Hi”, Messaging them, and Asking them to meet

Will we receive a list of attendees?

- You have access to all individual conference attendees contact info via the Whova app. Therefore, a list of attendees will not be sent to you directly.

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Can I access Whova via computer or mobile app?

- Yes, you can set up and interact in [Whova](#) via web app on a computer and/or the mobile app on your phone.

What does the Virtual "Sponsor" Area Include?

- Sponsors will have their company logo scroll across the bottom of the Whova app.
- Your "Exhibitor" profile and "Sponsor" profile will sync so you do not need to complete the information twice. However, a personalized link has been sent via email to the company representative on the sponsor registration form to set up your "Sponsor" Profile **in addition** to the "Exhibitor" Profile. This can be completed via the [Whova webpage](#) or mobile app.
- For more details on how to set up your sponsor area check out the [Whova Sponsor Guide](#).

When will conference attendees begin using the app/checking our virtual booth?

- On or about November 1st.
- Approximately one-two weeks prior to the conference, announcements and information will begin to be pushed out via the Whova app so attendees can check out the app before arriving at the event.
- You can continue to add/edit your booth profile throughout the conference.
- However, it is in your best interest to have your virtual booth 100% complete BEFORE the pre-conference begins on Sunday, Nov. 12th.

Will the conference committee drive traffic to my booth?

- Yes, throughout the conference, announcements will be made to all attendees with encouragement to visit the exhibitor area and interact with exhibitors via the app.
- Specifically, during the "**Celebrate our Exhibitors**" times on Monday, Nov. 13th from 9:30-10:30am and again from 1:30-2:00pm conference attendees will be coming to your booth, playing **Exhibitor Bingo** requesting to get their card stamped by you (each exhibitor will be provided a stamp). During this time, it would be wise for you to scan their QR code on their name tag.
- Additionally, an **Exhibitor Trivia** contest will take place throughout the conference with prizes being awarded during the final plenary breakfast session on Wednesday, Nov. 15th.
- The general conference Photo Contest and/or the Caption Contest may include taking a photo with a company representative and posting it to the app for the most likes.

As an Exhibitor can I attend conference sessions and meals?

- Sponsors including Platinum, Multi-Platinum and Diamond levels do include conference registration for one company representative, to attend conference keynotes and workshop sessions along with meals and receptions.
- Exhibitor levels virtual, bronze, silver, and gold do not include conference registration, Rock & Roll Hall of Fame admission, keynotes, workshop sessions or meals.

Can I still register as an attendee for the EOA Conference?

Yes, to register for the EOA Conference as an attendee which includes conference keynotes, workshop sessions, meals and receptions, go to [Conference Registration information](#)

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Do we need to provide a promotional offer?

- Offering raffles, coupons and giveaways at your booth is up to you. Of course, you may attract more leads by adding a promotional offer.
- Feel free to give away as much swag (pens, magnets, notebooks, water bottles, etc.) from your booth as your company would like.

We have a generous item to give away. Would the conference committee like to promote this and award this as a prize?

- Yes. Please let confspponsors@eo.org know if you have a generous prize item/product/service (such as a professional development webinar, gift certificate for services, gift box set of liquor, etc.) that your company would be willing to donate for overall conference engagement winners.
- If possible before the conference begins, please send a brief description of the item/product/service, the approximate value, and a picture of the item to confspponsors@eo.org.
- The conference committee will promote these prizes (and of course who they were donated by) to award them to the leaders/winning participants of the Exhibitor Bingo and Exhibitor Trivia.
- The top individuals on the Leaderboard, in the Photo Contest, etc. will be awarded at the closing session.
- Please bring the item to the Conference Registration table upon your arrival.

ADDITIONAL QUESTIONS?

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Scan this QR code for the link to download Whova from the App Store and Google Play

Having trouble joining? Search for our event and enter the invitation code: 002023Conference