



## 2022 PRODUCT SHOW & MEMBER MEETING

March 28-30, 2022 | Providence, Rhode Island

### SCHEDULE

#### **Tuesday, March 29: Show Day #1**

Show Floor Hours:  
9:00am – 6:00pm  
Halls C&D in RICC

Breakfast: 8:00am – 10:00am Hall D

Break 1: 10:30am – 11:30am Hall C

Lunch: 12:00pm – 2:00pm Hall D

Break 2: 3:00pm – 4:00pm Hall C

Showfloor Receptions: 5:00 - 6:30pm  
Electrolux, GE and LG

Evening Reception: 6:30 – 9:00pm  
Sabin Place (downstairs from the  
show hall floor)

Open Bar & Heavy Apps  
Vendor Giveaways & Prizes

#### **Wednesday, March 30: Show Day #2**

Show Floor Hours:  
9:00am – 2:00pm  
Halls C&D in RICC

Breakfast: 8:00am – 10:00am Hall D

Break 1: 10:30am – 11:30am Hall C

Lunch: 12:00pm – 2:00pm Hall D

### TRAINING SESSIONS

#### **SESSION 1: Promoboxx Content & Platform: Social Media Marketing Made Easy**

Presented by Ali & Lillian from Promoboxx & Alana from Carbon Creative  
Tuesday, March 29: 10:00 and Wednesday, March 30: 10:00am

- How to create a Social Strategy in 5 Simple Steps
- How to run Paid Ads through Promoboxx using pre-approved content from brands
- How to share content to Instagram from Promoboxx via your desktop/laptop vs. mobile phone
- The importance of Promoboxx Automation (if you don't have this turned-on because you thought you were over-sharing, come to this session to learn why there is NO SUCH THING in today's world, and why you should turn it back on)

Promoboxx (Ali & Lillian) and Carbon (Alana) are here to help bring your Social Media Strategy to the next level by harnessing the power of pre-created brand content, paid ads & more! — If you are struggling with making sense of social media, or would like to learn more about how Promoboxx can help supercharge your strategy, join us for this session and leave with action items to take your social presence to the next level.

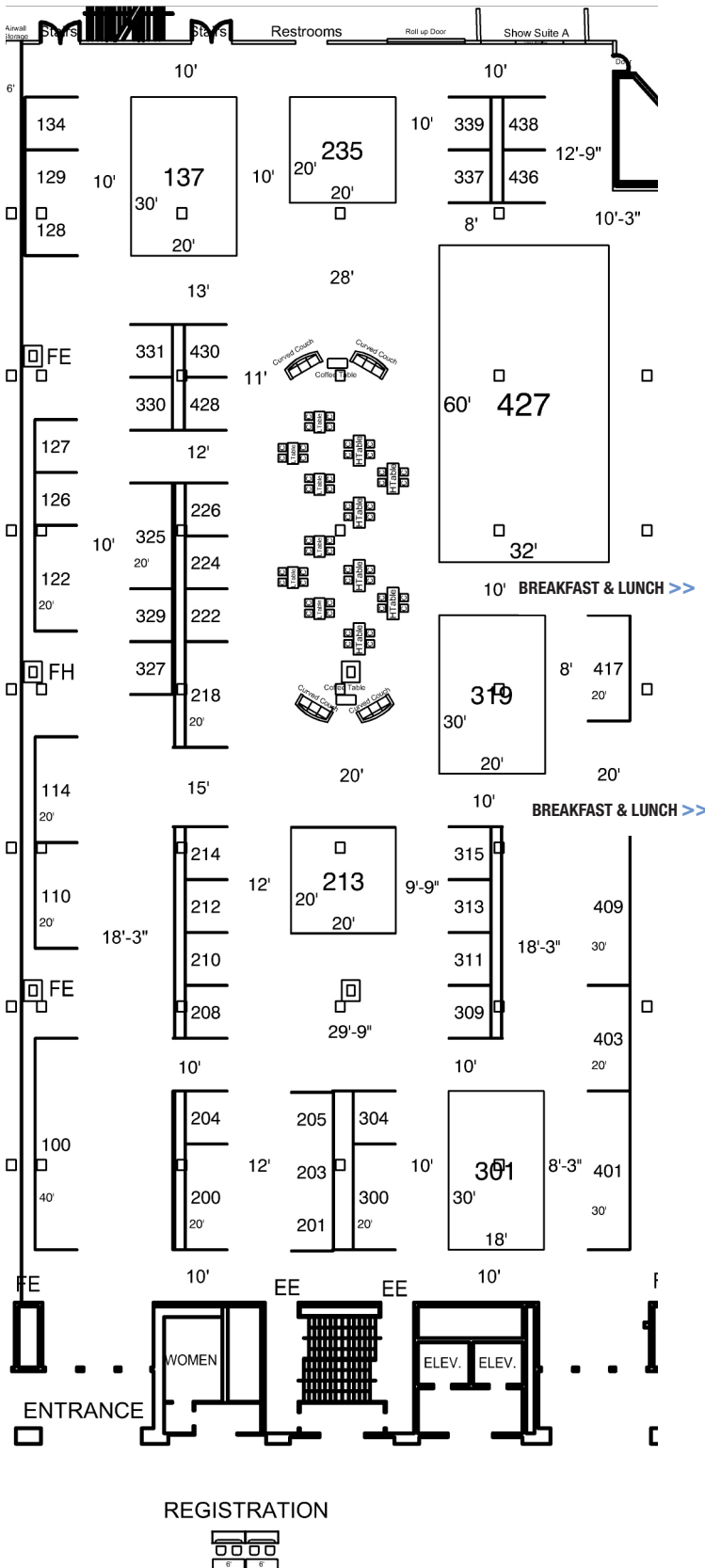
#### **SESSION 2: Web3 is Here & Social Media Advertising is No Longer Optional: Metaverse, Blockchain, NFTs & More**

Presented by Alana from Carbon Creative  
Tuesday, March 29: 2:00pm (space is limited!)

- Overview of the known & unknown (!) about the Metaverse, Blockchain, Crypto (as future payment for appliances, parts and service calls), NFTs (what are they & how they could be used in the future) & more
- While there is still a place for print, TV and radio, if you aren't going all-in on social media advertising & keeping your mind open to the shift that is ahead of us, the chance of being left behind is very real
- It is important to no longer view "new" marketing & advertising tactics as optional or "not applicable to my target audience or business"
- This session is for those READY TO DO THE WORK

Alana has been involved with NEAG since 2013 and has enjoyed making connections with Members, Staff and Vendors alike; she has your best interest at heart! As we venture into the Web3 world, you must be ready to play in the sandbox. Let's have some fun, learn some new things & all get ready to grow together!

## SHOW FLOOR MAP



## VENDORS

- 100 Eastern Marketing
- 110 ALMO (Liebherr, Faber, American, Uline, Superiore)
- 114 Middleby (Viking, Lynx, Marvel)
- 122 Fisher & Paykel/DCS
- 126 EuroChef
- 127 Faber/Franke
- 128-129 Milestone Distributors
- 134 Sharp
- 137 GE - CAFÉ - MONOGRAM
- 200 Speed Queen
- 204 Automatic Laundry
- 208 Broan
- 210 Danby
- 212 Friedrich
- 214 JD Distributors
- 218 Serta
- 222 TST - Aquathrift Water Filter
- 224 TD Bank
- 226 New Leaf Warranty (Gotham Sales)
- 201,203, 205 Weber, Avanti, Cuisinart, Essick
- 300 Napoleon
- 304 Mobar
- 213 RWS
- 235 AVB Marketing
- 301 Whirlpool Corp
- 309 Marcone
- 311 Premier/Moen (Pr1 me Marketing)
- 313-315 SMEG
- 319 LG
- 325 Pinnacle
- 327 Midea
- 329 Creative Media
- 331 Esquire
- 428 Allstate Protection Plans
- 430 CitiBank
- 337 Expert Warehouse
- 339 Wells Fargo
- 436 SES
- 438 State Water Heaters/Granite Group
- 401 Samsung
- 403 Dacor
- 409 Bosch/Thermador
- 417 SKS (LG Signature Kitchen Suites)
- 427 Electrolux/Frigidaire