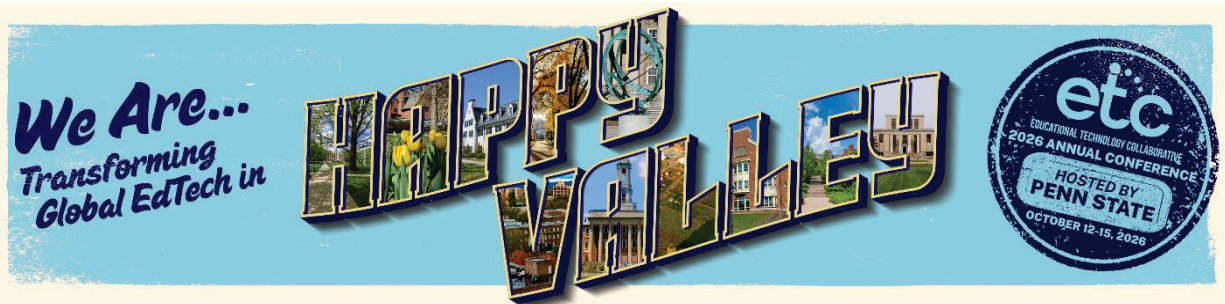




## Golden Conversations Poker Chips

This year's ETC Conference shifts the focus toward meaningful connections in the Sponsor Showcase by tying chips to meaningful conversations and exhibitor prize donations. The program rewards thoughtful engagement—not simply visiting booths.

### The rules:

- Corporate partners participating in the Sponsor Showcase receive a limited number of poker chips to **distribute only after a genuine, high-quality interaction with an attendee during dedicated exhibit hours.**
- Chips cannot be requested by participants; they must be earned through authentic engagement.

### How to get poker chips:

- Each exhibitor will receive 1 green chip for the exhibition registration.
  - **Green chips** serve as entries for a **raffle**, featuring first-, second-, and third-place prizes. Each exhibitor receives one green chip to distribute. These prizes will be provided by ETC and will be presented at the **Wednesday evening Dinner Call** at the HUB, following the campus tours.
- For the exhibitor to receive **gold chips** they need to donate a prize of \$25 or more. Each exhibitor can receive up to **4 chips** for donated prizes.
  - Suggested prizes: exhibitor product or swag, gift cards, etc. **Please bring donated prizes to the registration table where you pick up exhibitor badges.**

### What to do with poker chips:

Attendees collect chips throughout the event, with **gold** chips connecting them to exhibitor-sponsored prizes that will be displayed throughout the event with a daily opportunity to select a prize from the table and green chips giving them opportunities to enter the final raffle drawing. The raffle for **green** chips will be given out Wednesday evening at the tailgating dinner.