



2025 ANNUAL MEETING

SUCCESS GUIDE

A comprehensive handbook to maximize your experience before, during, and after the NetPlus Alliance Annual Meeting.



SEPT 28-30, 2025 | NATIONAL HARBOR, MD

EMPOWERING EXCELLENCE

NETPLUS ALLIANCE ANNUAL MEETING



THANK YOU FOR REGISTERING FOR THE 2025 NETPLUS ANNUAL MEETING **EMPOWERING EXCELLENCE!**

The NetPlus team is looking forward to seeing you September 28-30 at the Gaylord National Resort & Convention Center in National Harbor, MD.

Please use this Annual Meeting Success Guide to build your team's strategy to implement before, during, and after this year's event. Make the most of your time face-to-face with NetPlus distributors by following the steps we've included inside.



QUESTIONS?

If you have any questions, please visit our [Supplier FAQs](#) or contact us at events@netplusalliance.com and we'll be happy to assist you.

TABLE OF CONTENTS

BEFORE THE ANNUAL MEETING3

Important Dates3

Book Flights and Accommodations3

Build Team Strategy3

Download the App4

Register for Sessions and Events4

Appointment Requests and Ranking4

Review Appointment Schedule and Agenda ..4

Prepare Your Booth5

Prepare for Scheduled Meetings5

Prepare for Open Meeting Time5

Make Individual Meeting Plans6

Prepare for Networking Opportunities6

DURING THE ANNUAL MEETING ...7

Schedule and Agenda7

Meals and Attire7

Use the NetPlus Annual Meeting App ..7

Your Exhibit Booth8

Scheduled Meetings8

Open Meeting Time8

Networking Opportunities8

Growth Plus Planning8

AFTER THE ANNUAL MEETING9

Annual Meeting Survey9

Follow-up with Distributors9

Growth Plus Plans9

Strategy for 20269



BEFORE THE ANNUAL MEETING

BOOK FLIGHTS AND ACCOMMODATIONS

Save the date! Make sure your personal and professional calendars are aligned, and you have September 28-30 blocked off, as well as necessary travel time. Confirm that your team knows you'll be in Maryland with NetPlus so you can focus on building stronger connections while you're with us.

Be sure to book flights or make other travel arrangements as needed for anyone on your team who will be in attendance.

Don't forget to book your room(s) at the Gaylord National Resort & Convention Center at <https://book.passkey.com/go/netplus2025>. The NetPlus room block is available Saturday, September 27, through Tuesday, September 30.

BUILD TEAM STRATEGY

Don't be caught unprepared for the Annual Meeting. After registration and travel accommodations are sorted, make sure you sit down with your team to build a strategy.

Identify the NetPlus distributors you want to prioritize at the Annual Meeting. You can target members you want to increase or expand your business with and members you're interested in beginning new business with. Ensure you have a deep understanding of your current business as well as the opportunities you're looking to pursue.

Iron out the big picture goals and strategies for your company. Be prepared to discuss your long-term plans and how different distributors might fit into those plans.



IMPORTANT DATES

July 7

Booth kits emailed to registered suppliers

July 15

Appointment requests and ranking begins

August 18

Appointment requests and ranking closes

September 5

Final day for refundable cancellation

September 8

Schedules published

BEFORE THE ANNUAL MEETING

REGISTER FOR SESSIONS AND EVENTS

The NetPlus Annual Meeting has several sessions and events that require separate registration including Educational Breakout Sessions, Supplier Best Practices, Rising Leaders, and the Networking Breakfast. You will receive an email prompting you to register for these events leading up to the Annual Meeting; please be sure to do so! These events add so much value to your experience and we want you to take full advantage of your time with us.

APPOINTMENT REQUESTS AND RANKING

On July 15, your company's designated appointment maker will be able to log in to the NetPlus Portal to rank and submit a list of distributors with whom you would like to have a scheduled meeting. Only the designated appointment maker is able to submit those requests and ranking, to avoid confusion. They are designated during your Annual Meeting registration process.

When preparing for this step, please review the list of distributors, which will be emailed to you, who will be attending the Annual Meeting this year for effective planning. NetPlus encourages our partners to meet with trusted, existing partners as well as partners that may be new to you.

REVIEW APPOINTMENT SCHEDULE AND AGENDA

Appointment schedules, boasting approximately 20 meetings per supplier partner, will be released on September 8. When you receive your company's schedule, take a close look at the distributors you matched up with in order to make the best plan for yourself or your team.

Make note of any deviations from your requested meetings and the opportunities that may arise. [See the next two sections for more on this.](#)

DOWNLOAD THE APP!

The NetPlus Annual Meeting app holds a wealth of information to support your success at the Annual Meeting. In the app, you'll have access to the agenda, a map of the convention center, supplier booth numbers, important reminders about deadlines and opportunities, and more.

You'll receive prompts to download the app via email when it's ready for you to use.



BEFORE THE ANNUAL MEETING

PREPARE FOR SCHEDULED MEETINGS

It is critical to prepare well for your scheduled meetings. Whether or not you're entering the meeting with existing business together, please do the work leading up to your conversation. We encourage our distributors to do the same. Review products and lines you may already sell to each distributor you're meeting with, identify any gaps you may be able to fill, and come ready with ideas to build business together.

If there's a meeting on your schedule that you know for certain you are not interested in holding, please contact the NetPlus team as soon as possible. We strongly encourage you to attend the meetings we set up on your behalf, but we respect that you know your business. Out of respect for our members' time, please do not choose to skip a scheduled meeting without speaking with NetPlus and the distributor ahead of time.

PREPARE FOR OPEN MEETING TIME

There may be distributors you hoped to have a meeting with who didn't end up on your schedule. Not to worry, that's why our team built in additional open appointment time this year.

Make the most of your open appointment time by making a strategic plan with your team concerning distributors to target during open appointment time. Keep your list handy, check the supplier booth map, and plan your route through the event space to make the most of your one-on-one time with NetPlus members.

If you find yourself at the end of your list, use the open time to introduce yourself to a new-to-you member. Find out more about what they currently sell and if there's a potential for partnership there.

QUESTIONS ABOUT YOUR BOOTH? If you have any questions about your booth, you can contact Rico at rico@steeletradeshows.com

PREPARE YOUR BOOTH

We're looking forward to seeing your team's booth this year! Our members have let us know that they enjoy and benefit from thoughtful booth presentations including products to handle and discuss — or photos and videos of products that are too large for a booth presentation.

Booth kits will be emailed on July 7 from Rico Ibanez with Steele Tradeshows. Your kit will include detailed shipping, set-up instructions, and deadlines. He will also outline what is included with your booth packages, as well as what is available for purchase to enhance your booth. Please note, there is no carpet in the exhibit hall, but you may choose carpeting as one of the add-ons to your booth package.

A standard booth includes:

- 10x10 booth
- Two 6' tables
- Four chairs
- Wastebasket
- Wi-Fi
- Booth signage
- Up to 20 scheduled appointments and additional open time slots

BEFORE THE ANNUAL MEETING

PREPARE FOR NETWORKING OPPORTUNITIES

The Annual Meeting has an array of networking opportunities engineered to help you meet new people and get to know your peers better. Talk business, certainly, but be ready to get to know the person behind the email address, so to speak.

NetPlus is a community built on relationships. With a strong foundation and shared values, a supplier or distributor you connect with at the Annual Meeting could become a trusted peer for decades to come.

Get to know the NetPlus team, as well! We're here to help you grow and we would love to tell you more about ourselves and how we can personally support your business.

EDUCATIONAL BREAKOUT SESSIONS

These workshops will offer interactive sessions and networking opportunities to support your professional development.

OPENING RECEPTION

This event is an excellent opportunity to socialize and network with fellow NetPlus members before the scheduled meetings begin.

RISING LEADERS

The Rising Leaders event is for young professionals and aspiring leaders of all ages, providing networking opportunities and learning experiences.

FIRST-TIME ATTENDEE WELCOME

If you are attending the Annual Meeting for the first time, this is the perfect opportunity to learn everything you need to know about the meeting before it officially begins.

WOMEN IN THE INDUSTRY

Our Women in the Industry Reception offers the opportunity to foster a robust professional network with women in our industry and cultivate lasting friendships.

HAPPY HOUR

After a successful day of meetings, join us for our Happy Hour party to unwind, socialize, enjoy music, and celebrate together.



NEW!

MAKE INDIVIDUAL MEETING PLANS. Due to an expressed interest from distributors and suppliers, NetPlus has adjusted our Annual Meeting agenda, so you'll have an opportunity for more dinner meetings or networking opportunities with your partners. Make a plan to get dinner with your top distributors or distributors you're looking to gain traction with. The relationships you nurture will be well worth it. [See Meals and Attire section for more information on group meals vs. open meal opportunities.](#)

To view nearby restaurants within walking distance, go to www.nationalharbor.com and sort by "Waterfront District." Use of the Harbor's shuttle is included in our resort stay, so feel free to use that resource as needed.

DURING THE ANNUAL MEETING

SCHEDULE AND AGENDA

The Annual Meeting agenda and your company's schedule will be available on the app, but if you're a paper person, be sure to print out both — possibly a few copies of each — before you leave the office. That way, you'll know exactly where you need to be and when, and you can confidently get to each event on time and be prepared for each scheduled meeting at your booth. **Download the full Annual Meeting Agenda!**

MEALS AND ATTIRE

To aid in your preparations, please review the NetPlus-hosted events which include food and beverages and the suggested attire.

SUNDAY, SEPTEMBER 28

Women in the Industry Reception

- Wine, crudité platter
- Dressy casual attire

Opening Reception

- Light hors d'oeuvres, open bar
- Dressy casual attire

MONDAY, SEPTEMBER 29

Presidential Address and Awards Luncheon

- Plated lunch
- Business casual attire

Rising Leaders

- Water, soft drinks, snacks
- Casual attire

Happy Hour

- Passed hors d'oeuvres, open bar
- Casual attire

TUESDAY, SEPTEMBER 30

Networking Breakfast

- Breakfast buffet
- Business casual attire



DON'T FORGET

USE THE NETPLUS ANNUAL MEETING APP! While at the Annual Meeting, be sure to check in on the app regularly. There, you'll find important reminders, interactive maps, and other tools and resources to make your trip a success.

DURING THE ANNUAL MEETING

YOUR EXHIBIT BOOTH

Your time in the exhibit hall holds some of the most important conversations you'll have at the Annual Meeting. Stay engaged and welcome new connections during your open time!

BOOTH SET-UP: Sunday, September 28, 3 – 6 p.m.

BOOTH TEAR-DOWN: Tuesday, September 30, 12 – 6 p.m.

SCHEDULED MEETINGS

Welcome distributors to your scheduled meetings with all the research, questions, and ideas you prepared in advance. Know your stuff and strike a deal.

Again, if you can't honor one of your scheduled meetings, please respect their time and let the distributor know in advance so they have an opportunity to meet with another supplier or business service provider.

OPEN MEETING TIME

In your open meeting time, please welcome distributors to walk up and start a conversation with your team. We've asked them to be strategic and target suppliers they're interested in growing with or learning more about. There may be opportunities for collaboration you didn't anticipate.

NETWORKING OPPORTUNITIES

Don't forget to bring a stack of business cards! You'll meet (and re-meet) potentially hundreds of other NetPlus members and partners. Trade business cards, write notes on them in your notebook or notes app and make a list of people to follow up with when you get back to your home base.

GROWTH PLUS PLANNING

All of these meetings and events mean nothing without the action to back them up. While you're speaking with distributors, start to talk through what an intentional path forward looks like for your business relationship.

Make a strategy for a Growth Plus plan with each distributor you know you're ready to commit to growth with. The NetPlus team recommends you leave the Annual Meeting ready to log at least three Growth Plus plans.

[Download the Growth Plus Worksheet](#)

[Download the Growth Plus Brochure](#)



AFTER THE ANNUAL MEETING

ANNUAL MEETING SURVEY

We're grateful for your loyalty and genuinely want to hear about your experience at the Annual Meeting! Please complete the survey we will send you at the end of the event in order to share your feedback. Your input helps us improve the Annual Meeting every year, ensuring you get everything you need from NetPlus.

FOLLOW-UP WITH DISTRIBUTORS

You've just had countless productive conversations — good thing you collected business cards and took impeccable notes. Now that you've returned home, it's time to start tackling that follow-up list. Make a strategy that best suits your working style and/or your business' most pressing priorities.

GROWTH PLUS PLANS

It's time to begin giving shape to the Growth Plus plans you discussed with distributors at the Annual Meeting! Establish clear and mutually beneficial goals, iron out robust strategies, set a reasonable timeframe, and log your Growth Plus plan.

STRATEGY FOR 2026

Make note of what worked for you and what didn't at the Annual Meeting this year. Anything NetPlus can control, put it in the survey. Anything you can affect, put it in your notes for next year. Examine ways you could have used your time differently or made alternative choices to adjust your strategy. Never stop learning and growing to get the most out of your Annual Meeting experience.



WE CAN'T WAIT TO SEE YOU!
TOGETHER, WE'RE EMPOWERING EXCELLENCE.