

Bulletin #1 – June 4, 2024



Dear Exhibitor,

Welcome to the first Exhibitor Bulletin for IAAPA Expo 2024! These bulletins, sent every 3-5 weeks leading up to the Expo, will contain important reminders and information. If you have any questions during the planning process, feel free to reach out to me or the IAAPA team.

Share this with other members of your team or let me know directly if they should be added to the email list.

Thank you!

Lane Vento, CMP, CEM
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New for 2024!

New General Services Contractor – IAAPA has selected **GES** as the new general services contractor for IAAPA Expo 2024-2026. Established in 1939 and headquartered in Las Vegas, GES manages over 4,000 events annually, catering to more than 150,000 exhibitors. The Orlando-based team has commenced collaboration with IAAPA to ensure a seamless transition for both IAAPA and our exhibitors.

Cubic Content – IAAPA Expo is now a "Cubic Content" show. Booths must be constructed per the booth guidelines for the specific type of booth space being leased. View the updated **Booth Design Specifications**.

[Booth Design Specifications](#)

Exhibitor Services Guide Now Available!

The **Exhibitor Services Guide** (ESG) contains all the order forms and information exhibitors need to have a successful IAAPA Expo 2024. Here are some of the highlights:

General Information: Includes links to contacts, schedules, important show information, exhibitor-appointed contractors, links to the floor plan, safety guidelines, hotel reservations, and more.

Deadlines/To Do List: The list is in order by due date and links to the appropriate form and information. New this year, you can click on the dates to download a calendar reminder and add them to your personal calendar so you don't miss a thing!

Required Forms: ALL exhibitors need to complete some items in advance of the Expo, including the **Booth Layout Form**, **Audience Participation Safety Form**, and your **Booth Profile**. Exhibitor Badge Registration opens on July 1.

Booth Items and Guidelines: As you design your booth and components to include, be sure to review the **Booth Design & Display Guidelines**, **Linear Booth Options**, the **OCCC Multi-Level & Covered Booth Application**, the **Food and Beverage Sampling Approval Request Application**, and more.

Official Vendor Order Forms: IAAPA has arranged with reputable companies to provide products and services that you'll need to have a successful exhibit. Working with official contractors will save you money and they are backed by IAAPA. GES and the Orange County Convention Center (OCCC) will only accept online orders. Please contact them directly if you need help logging into their systems.

Rules and Regulations: To ensure IAAPA Expo is one of the best trade shows in the industry, there are requirements all exhibitors should be familiar with. This includes facility regulations, show and intellectual property policies, potential violations, and union regulations. Information on ancillary and satellite events is also found here.

[View the Exhibitor Services Guide](#)

New to Exhibiting?

Use this handy Step-by-Step Guide to help you through the Exhibitor Services Guide.

[Step-by-Step Guide](#)

Exhibitor Success and ROI Center

This is your FREE, on-demand, 24/7 exhibiting knowledge resource. Follow the 5-step plan for downloadable tools, strategic planning exercises, webinar information, topical “how-to” articles, and the Ask the Tradeshow Expert email Q&A. You can access the latest information and find direct answers to exhibiting challenges.

[Visit Success and ROI Center](#)

Exhibitor Webinars

26
JUNE

New Exhibitors Guide to Success at IAAPA Expos

11 a.m.-12 p.m. EDT
Member Price: \$0 | Nonmember Price: \$49
Credit Hour(s): 1

[Register](#)

23
JULY

Mastering Lead Quality and Post Show Sales Conversion

11 a.m.-12 p.m. EDT
Member Price: \$0 | Nonmember Price: \$49
Credit Hour(s): 1

[Register](#)

ON
DEMAND

Get Your Fair Share of Traffic and Improve Your ROI

Don't get lost in the crowd! Make sure each element of your exhibiting program is well-designed, well-executed, and will generate value and a return on your investment.

[Watch Now](#)

Quick Links

[Exhibitor Services Guide](#)

[Exhibitor Success and ROI Center](#)

[Exhibit Hall Floor Plan](#)

[Hotel Reservations](#)

[Sponsorship and Advertising](#)

[Important Show Information](#)

If you have any questions about this information contained within or need additional details relating to your booth at IAAPA Expo 2024, please contact Exhibitors@IAAPA.org.



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