

Bulletin #2 – July 16, 2024



Exhibitor Registration Opening Soon!

We are hard at work constructing our exhibitor registration site for 2024. The site is expected to open by the end of July and, once live, an email will be sent and you will be able to access it through your [eBooth](#). You'll be able to register your on-site staff for name badges and purchase any special event tickets. Stay tuned! In the meantime, review all the exhibitor badge information [here](#).

Need Help Mastering Lead Generation?

With a 4.9 rating out of 5, attendees found last month's webinar extremely helpful saying, "the webinar contains valuable info to help make your show a success!" and was "a great introduction even to seasoned participants."

Don't miss out on the next one! Register now for Mastering Lead Quality and Post Show Sales Conversion that will give you invaluable insights to enhance lead quality and position you for heightened post-show sales conversion. Join Jefferson Davis, President, Competitive Edge, for this newly curated webinar on **Tuesday, July 23 at 11 a.m. ET**. If you can't make the live presentation, a recording will be available afterwards.

[Register Now](#)

[View All Exhibitor Webinars](#)

Announce Company News at IAAPA Expo

Does your company have a new product or service you would like to announce at IAAPA Expo 2024? Take advantage of [complimentary media services](#) including scheduling a press conference, requesting the registered media list, and submitting new product information. Fill out the [Media Coverage Opportunities form](#) to be included in more proactive media pitching and on-site interview requests. The deadline to [request a press conference](#) is **Sept. 27**.

Exhibitor Awards Application NOW OPEN!

Submit your application for this year's IAAPA Brass Ring Exhibitor Awards: Best Exhibit and Best New Product. The deadline to submit your application is **Aug. 15!**

[Apply Online](#)

Final Booth Payment Deadline – Aug. 2

To maintain your current space and have access to the **Exhibitor Guest Program**, full booth payment is **due Aug. 2**. To view your most recent invoice and make a payment, log in by visiting www.IAAPA.org/ExpInvoice, contact ExhibitSales@IAAPA.org, or call + 1 321/319-7600.

Any cancellations after Aug. 2 will incur a 100% cancellation fee.

Exhibitor Services Guide – Your Exhibiting Resource

Now is the time to get familiar with the Exhibitor Services Guide. This is your comprehensive information source for everything you need to prepare to exhibit at IAAPA Expo 2024.

We also encourage you to use the handy **Step-by-Step Guide** to help you through the Exhibitor Services Guide, especially if you are new to exhibiting at IAAPA Expo.

[View the Exhibitor Services Guide](#)

Become an IAAPA Expo Sponsor today!

Searching for ways to attract your target audience at IAAPA Expo? Exciting sponsorships are available such as the Opening Ceremony, Amusement Parks and Attractions Lunch, Education Sessions, and more! Check out the **Sponsorship Prospectus** to see all sponsor benefits and contact Cheryl Sulock at CSulock@IAAPA.org for more information.

[Become A Sponsor](#)

Market to IAAPA Expo Attendees

Begin marketing to your target audience NOW to reinforce your brand and drive traffic to your booth! Take advantage of print, video, and online opportunities designed to bring buyers to you onsite, as well as ad retargeting and newsletter options that will put your message in front of our members daily

leading up to the show. Contact Julie Rice-Witherell at Advertising@IAAPA.org to secure your ad space.

[Explore Advertising Opportunities](#)

Housing is Filling Up!

Hotels are filling up fast and availability and pricing are reflective of that demand. Book your hotel now through IAAPA's official housing provider, onPeak, to secure a reduced-rate hotel room and save money on your trip to Orlando. Rooms at the group rate are limited and available on a first-come, first-served basis.

[Book Your Hotel](#)

Be Aware of Fake Mailing Lists and Unauthorized Vendors

Companies offering you access to past IAAPA Expo attendees are not from IAAPA. IAAPA does not sell or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies. Read the [IAAPA Alert](#) for more information on these companies.

Check the [official contractor list](#) or contact Exhibitors@IAAPA.org to ensure vendors are IAAPA-approved. Non-official contractors need to be approved by IAAPA to access the show floor and there may be hidden costs such as freight handling fees that need to be paid.

[View the Official Contractor List](#)

Exhibitor Success & ROI Center

Visit the [Exhibitor Success & ROI Center](#) to download free planning tools and exercises, register for upcoming live webinars and access on-demand webinars, and review topical articles.

IAAPA Expo exhibitors also have access to Jefferson Davis and his team of tradeshow experts at Competitive Edge to answer any exhibiting questions you may have. Please take advantage of this free service to get quick answers to your most pressing questions and challenges.

[Contact Competitive Edge](#)

Missed Exhibitor Bulletins?

You can find past exhibitor bulletins [here](#). If you have any questions about the information contained within or need additional details relating to your booth, please contact Exhibitors@IAAPA.org. Thank you!

Quick Links

[Exhibitor Services Guide](#)

[Exhibitor Success and ROI Center](#)

[Exhibit Hall Floor Plan](#)

[Hotel Reservations](#)

[Sponsorship and Advertising](#)

[Important Show Information](#)



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