

Bulletin #3 – Aug. 6, 2024



Exhibitor Registration Now Open!

Login to your [eBooth](#) and click Exhibitor Registration. Once in the portal, click "Registration" to add your on-site booth staff. You can register them one at a time or use the Excel template upload to register them together.

After registering your staff, you can purchase special event tickets. Click Add Special Events next to the name(s) of who you would like to purchase tickets for. To view the list of special events and pricing, [click here](#). We encourage you to book your tickets now as events may sell out!

[REGISTER NOW](#)

Required Form: Booth Layout Submission

All exhibitors need to complete the online [Booth Layout Form](#) in the Required Documents section of your Exhibitor Portal. Please note: if your booth is 20' x 20' (6.10m x 6.10m) or larger, if it features an inflatable of any size, or if you are requesting a variance to the [booth design and display guidelines](#), you must also submit a drawing of the proposed layout to IAAPA show management. Drawings must include a top, front, and side views of the exhibit and indicate all dimensions. The deadline for this form is **Sept. 13**. Your password is the same as Exhibitor Registration!

[LOGIN TO GET STARTED](#)

Exhibitor Guest Invitations Opening Soon!

Opening in late August, the Exhibitor Guest Program ensures your customers can attend IAAPA Expo as your guest—for free. This is an excellent way for you to provide a personalized benefit to customers, increase your visibility, and strengthen your relationships with them. Both IAAPA members and non-members registering with an Exhibitor Guest Code will receive free admission to the expo.

To access your Exhibitor Guest Invites, login to your [Exhibitor Portal](#) and click on Exhibitor

Registration. In your registration, click on the Exhibitor Guest button. Once it is open and your booth is fully paid, your exhibitor guest code, allotment, and initiation option will be listed on this page.

Refer to the [Exhibitor Guest Program](#) page to review all the information related to the program.

Want Insider Secrets to Help You Prepare for IAAPA Expo?

Are you a new exhibitor or new to IAAPA Expo? Do you want to know the insider secrets to help prepare for a successful expo? Gain valuable insight straight from IAAPA, our partners, and veteran exhibitors during a live webinar event, IAAPA Expo Insider Secrets: Essential Tips for Exhibitors, on **Thursday, Aug. 15 at 11 a.m. ET**.

This exhibitor success webinar is essential for new exhibitors and advantageous to seasoned exhibitors seeking to gain indispensable advice to improve your overall exhibiting experience. Register now to help make sure you improve your ROI!

[REGISTER NOW](#)

[View All Exhibitor Webinars](#)

Carpet and Drape Colors

The trade show floor is made up of 9 pavilions, each with its own carpet color to help attendees find companies easily. View the colors for your pavilion [here](#). All exhibitors except those located outside must have flooring covering the entire booth space. Floor covering options are available through [GES](#). All booths except island configurations will receive drape. See the booth configurations and colors [here](#).

Best New Product Award Application Deadline Approaching

If you have a new product or service that was installed in a facility between August 2023 and August 2024, you may be eligible for a **Best New Product Award**. The deadline to submit your application is **Sept. 1!**

[APPLY ONLINE NOW](#)

Exhibitor Services Guide – Your Exhibiting Resource

This is your comprehensive information source for everything you need to prepare to exhibit at IAAPA Expo 2024.

A reminder that 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, so review the [Booth Design Specifications](#) prior to designing your booth. Please be aware that with these new guidelines, there could be a wall between your booth and the adjacent booth, so plan accordingly.

[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 Official Mobile App, Show Floor Aisle Signs, Attendee Maps, 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](#)

Exhibiting ROI Topic of the Month: Planning and Designing Your Exhibit

Visit the [Exhibitor Success & ROI Center](#) to register for upcoming webinars and access the following on-demand webinar, articles, and planning exercises for step-by-step instructions on how to address this critical exhibiting success factor your company needs to be paying attention to right now.

Downloads:

- [Tradeshow Planning & Productivity Management Tool](#): manage your show with one powerful tool
- [Exhibit Budgeting & Cost Control Tool](#): manage, benchmark & save money with this tool
- [Exhibit & Financial Performance Metrics Tool](#)
- [Defining Your Outcomes Planning Exercise](#)
- [Managing Your Visitor's Experience Planning Exercise](#)

Webinars:

- UPCOMING WEBINAR: [IAAPA Expo Insider Secrets: Essential Tips for Exhibitors](#)
- ON-DEMAND WEBINAR: [Mastering Lead Quality and Post Show Sales Conversion](#)
- ON-DEMAND WEBINAR: [New Exhibitors Guide to Success at IAAPA Expos](#)

Reads:

- [Two Important Outcomes Your Exhibit Should Deliver](#)
- [Plan to Win: Exhibiting by Objectives](#)
- [So Why Should an Attendee Visit YOUR Booth?](#)
- [A Worthy Destination – How to Design a More Effective Booth](#)

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](#)

Upcoming Deadlines

- Aug. 15:** [Webinar: IAAPA Expo Insider Secrets: Essential Tips for Exhibitors](#)
- Sept. 01:** [Best New Product Award Application](#)
- Sept. 13:** [Booth Layout Form](#) (required)
- Sept. 13:** [Lead Retrieval](#) (early bird deadline)
- Sept. 24:** [Advertising in Funworld Magazine](#) distributed at IAAPA Expo
- Sept. 27:** [Press Conference Request and Inclusion in What's New Press Release](#)
- Sept. 30:** [IAAPA Expo Insider](#) – Monopoly Booklet
- Oct. 04:** [Audience Participation Safety Form](#) (required)

Quick Links

[Exhibitor Services Guide](#)

[Booth Staff Registration](#)

[Exhibitor Success and ROI Center](#)

[Update Booth Profile \(Required\)](#)

[Exhibit Hall Floor Plan](#)

[Hotel Reservations](#)

[Sponsorship and Advertising](#)

[Required Documents](#)

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!



IAAPA

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