



IAAPA[®]
EXPOS

IAAPA EMEA TRADE SUMMIT
IAAPA EXPO EUROPE

Getting the Most from Your Exhibiting Efforts - Exhibitor Webinar

Nov. 19, 2020

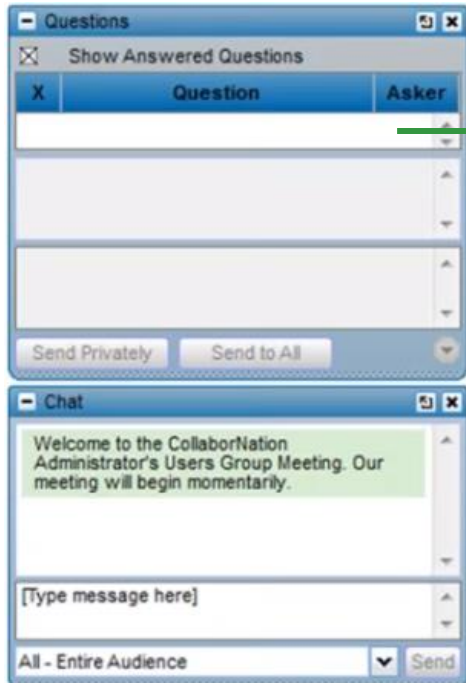


WELCOME

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Questions



If you would like to ask questions, please type your question into the questions area on your GoToWebinar Control Panel.

Today's Agenda

- Objectives
- Our partners and how they can help
 - Agility
 - Maritz Global Events
- General Information from IAAPA
 - Getting the Most from Your Exhibiting Efforts
 - The Venues
 - Floor Plans
 - Travel and Stay
 - IP Policy and Booth Violations
 - Exhibitor Manual
 - Contacting IAAPA

Objectives

- Introduce to IAAPA Partners
- Help Exhibitors with their planning and ROI
- Cover general aspects of the EMEA Expo/Summit



Agility
Fairs & Events

Agility Fairs & Events – Overview

- Global freight forwarder with over 500 general freight offices and 22,000 staff worldwide
- Over 50 dedicated exhibition offices globally
- Over 30 years experience handling IAAPA USA events
- Key relationships with global venues worldwide; including Fira de Barcelona



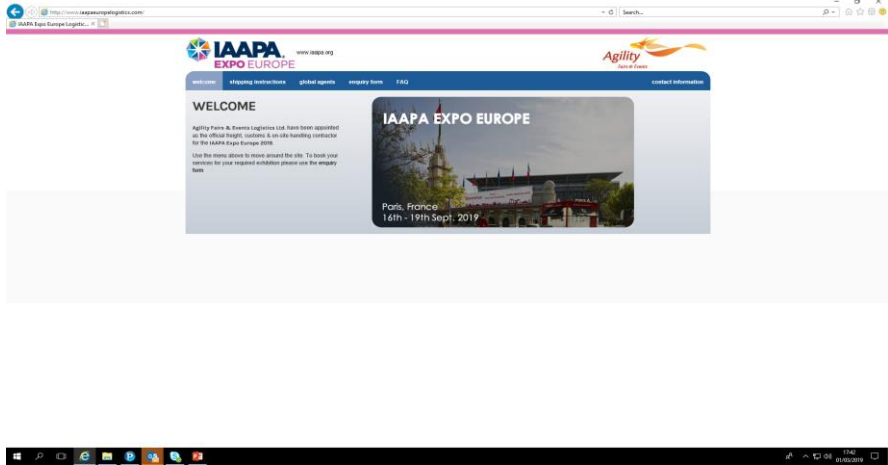
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Agility Fairs & Events – Our services

- Global shipping services by road, sea and air - – Ask Agility for pricing !
- Customs clearance formalities and assistance
- Provision of forklifts, cranes and other lifting machinery
- Collection storage and return of empty / full packaging
- SHOW TO SHOW shipping services to IAAPA USA



Agility Fairs & Events – Special website



www.iaapaeurope.com



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Agility Fairs & Events – Key points

- Quotations / service bookings – If you require a quotation or book one of our services please visit: www.iaapaeuropelogistics.com – 24 hours a day
- IAAPA special country consolidation services by road, sea & air – Save on costs, hassle and most of all your time !!
- On-site unloading slots –
- Don't leave it too late to book !!



Contacting Agility !!

- Pre event, build-up and breakdown main contact – Dan Flower – dflower@agility.com
- Logistics service desk – Near to organizers office for build-up and breakdown periods
- Logistics website: www.iaapaeuropelogistics.com – 24 hours a day.
- Via Agility global offices and specialist partners



Maritz Global Events®



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AGENDA TOPICS

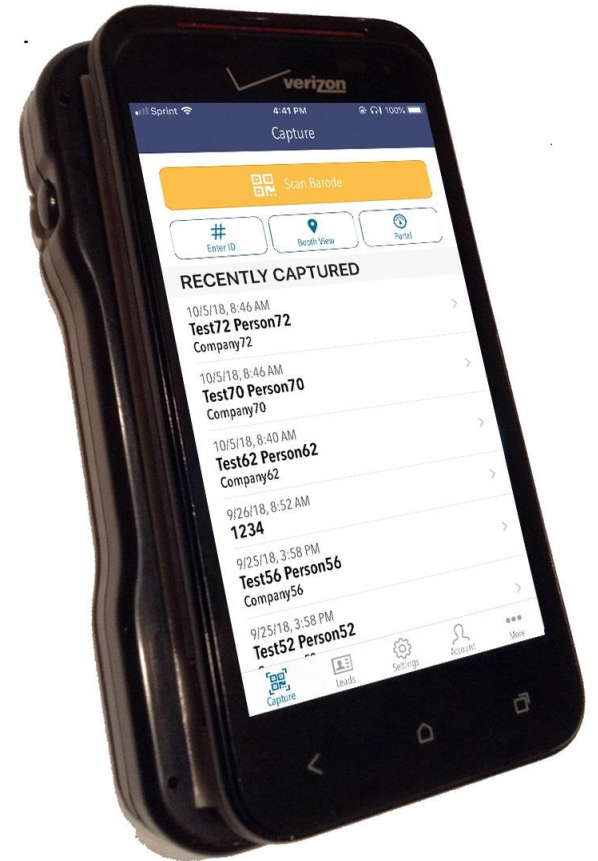
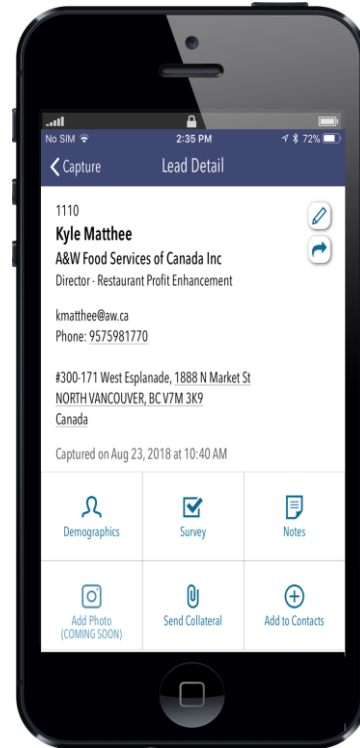
- Badge Scanning (Lead retrieval): its importance, placing your order, collecting and using attendee data
- Maximizing your ROI through use of lead data
- GDPR Compliance
- Exhibitor registration tips

WHAT IS LEAD RETRIEVAL?

- Device or app that allows you to capture and manage sales contact data through a badge scan
- Allows you to easily scan, add custom surveys, send marketing collateral and manage your resulting data
- No better or more cost-effective way to capture and manage sales lead data and track booth visitors

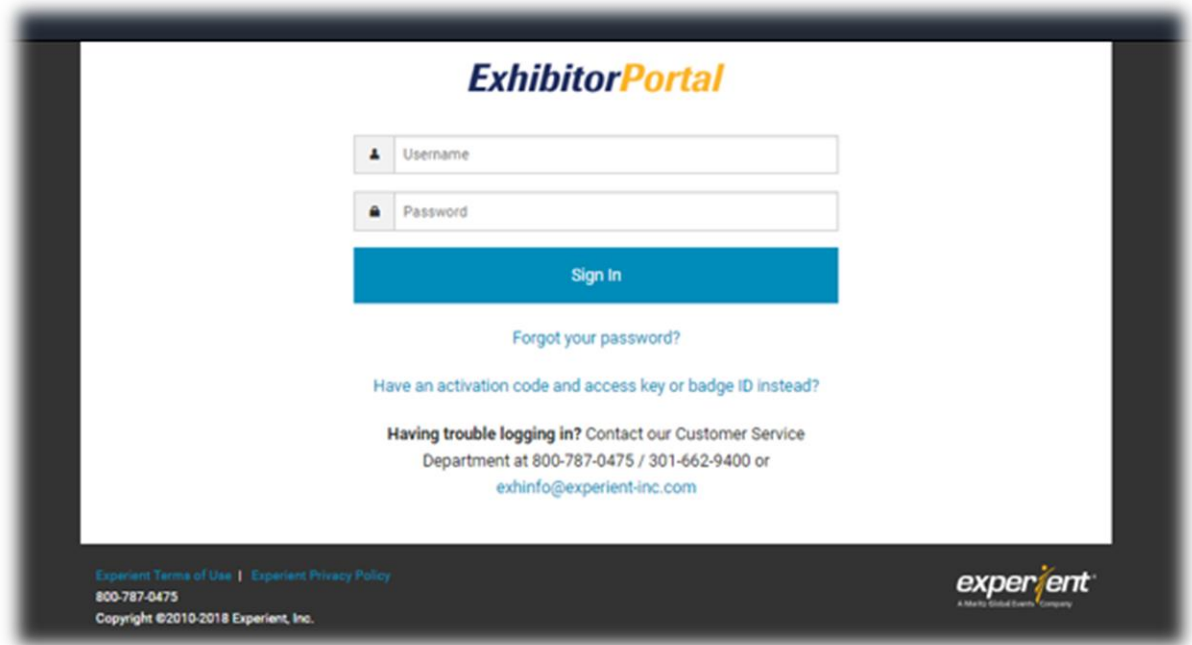
SCANNING CHOICES

- SWAP app for personal devices
- Handheld badge scanner – Android device connected to scanner



RETRIEVING DATA

- Secure portal



The screenshot shows the 'Exhibitor Portal' login interface. At the top, the title 'Exhibitor Portal' is displayed in a blue and orange font. Below the title are two input fields: 'Username' with a person icon and 'Password' with a lock icon. A blue 'Sign In' button is positioned below the password field. Underneath the button, there are three links: 'Forgot your password?', 'Have an activation code and access key or badge ID instead?', and 'Having trouble logging in? Contact our Customer Service Department at 800-787-0475 / 301-662-9400 or exhinfo@experient-inc.com'. The footer contains the text 'Experient Terms of Use | Experient Privacy Policy', '800-787-0475', 'Copyright ©2010-2018 Experient, Inc.', and the 'experient' logo with the tagline 'A MARCO HOLDINGS COMPANY'.

RETRIEVING DATA

- Secure portal
- Dashboard of activity for real-time monitoring of scanning activity

The screenshot shows the ExhibitorPortal dashboard with the following components:

- Navigation Bar:** Includes links for Dashboard, Shop, Leads, Surveys, Collateral, Events, Account, and Logout. A user profile is shown as "Name | 0".
- Alerts:** A yellow banner at the top says "NEW! Pick your booth prize winner." with a "Pick a Winner" button.
- Search Leads:** A search box with the placeholder "Enter keyword..." and a "Search" button.
- Leads At-a-Glance:** A section header.
- Leads By Sales Person:** A pie chart showing leads for Tom Ward (green), Mia Rose (orange), and Melissa Lamb (blue). The chart shows 24 leads for Tom Ward, 188 for Mia Rose, and 177 for Melissa Lamb.
- Leads By Day:** A bar chart showing leads for 10/16, 10/17, and 10/18. The y-axis ranges from 0 to 300. Leads are approximately 200 on 10/17 and 50 on 10/18.
- Leads By Demographic Question:** A pie chart showing leads for various categories. The categories and their counts are: Television (Broadcast) (green, 65), Other (orange, 134), Video Production Services / Facility (blue, 17), Video Post-Production Services / Facility (purple, 17), Design Consultant (teal, 17), and Other Demographics (red, 17). A "Business" dropdown menu is visible.
- Activity Summary:** A table showing "Leads Captured: 340" and "Users Activated: 3".
- Order History:** A section header.
- Invoice #:** 696778. Status: Approved. Created: Sep 16, 2016. Balance: \$0.00.
- Leads By Survey Question:** A section header with a "Follow Up" button.

RETRIEVING DATA

- Secure portal
- Dashboard of activity
- Leads screen allows you to sort, filter, drill into and adjust leads

The screenshot shows the 'Leads' section of the ExhibitorPortal. At the top, there are navigation links for Dashboard, Shop, Leads, Surveys, Collateral, Events, Account, and Logout. Below the navigation is a search bar with the text 'Show Name' and a user profile icon. The main content area is titled 'Leads' and includes buttons for 'Export CSV', 'Export Excel', and 'Email Your Leads'. A search bar with the placeholder 'Enter keyword...' is present. Below the search bar, it indicates '1 - 40 of 340 results.' and a pagination control showing '1 2 3 4 5 ...'. A table of leads is displayed with columns for Date, Last, First, Company, Notes, and Rating. The table contains three entries:

Date	Last	First	Company	Notes	Rating
	Wilson	Jim	Jim Wilson & Associates Associates		
	Rose	Mila	EXP Associates Doylestown		
	Lamb	Melissa	Stat Corp Westbury	Looking at fusion splicer send fiber installer in India pon applications fiber to the home	

RETRIEVING DATA

- Secure portal
- Dashboard of activity
- Leads screen
- Exporting data

	A	B	C	D	E	F	G	H
1	Lead Id	Captured Date	More Capture Times	Captured By	Badge Id	FirstName	LastName	Title
2	2339203	10/18/18 5:05 PM		Mila Rose	522666	Andrew	Zanlunghi	Account Executive
3	2339538	10/18/18 5:03 PM		Tom Ward	522900	Chuck	Young	Senior VP Media & Entertainment
4	2339537	10/18/18 4:09 PM		Tom Ward	28649	Dav	Weiner	Broadcast Technical Operator
5	2339266	10/18/18 4:05 PM		Melissa Lamb	505264	Farisa	Weiner	Assistant Director
6	2339202	10/18/18 3:57 PM		Mila Rose	22096	John	Treves	Director
7	2339536	10/18/18 3:42 PM		Tom Ward	22962	Josh	Taylor	Production Manager
8	2339535	10/18/18 3:40 PM		Tom Ward	2920	Robert	Spilotros	sys eng
9	2339265	10/18/18 3:30 PM		Melissa Lamb	22962	Robert	Snow, III	SVP, Domestic Media Ops
10	2339534	10/18/18 3:28 PM		Tom Ward	25655	Robert	Skelton	Executive Dir, Engineering & Studio Ops
11	2339264	10/18/18 3:18 PM		Melissa Lamb	2425	Rocco	Simeone	Tech Director
12	2339533	10/18/18 3:00 PM		Tom Ward	22629	Ron	Sharp	Technical Director
13	2339263	10/18/18 2:52 PM		Melissa Lamb	29996	Stuart	Peligian	Broadcast Technical Operator
14	2339262	10/18/18 2:52 PM		Melissa Lamb	29996	Terry	Nicotra	manager
15	2339532	10/18/18 2:47 PM		Tom Ward	26962	Thomas	neustadt	Director
16	2339531	10/18/18 2:45 PM		Tom Ward	506926	Willis	Morales	
17	2339201	10/18/18 2:42 PM		Mila Rose	26696	Alicyn	Mitchell	Owner
18	2339530	10/18/18 2:29 PM		Tom Ward	28909	Andrew	Mitchell	Producer
19	2339261	10/18/18 2:25 PM	10/18/18 2:27 PM	Melissa Lamb	28669	Bob	Levno	Rental Manager
20	2339200	10/18/18 2:17 PM		Mila Rose	22984	Chris	Lakey	Technician
21	2339199	10/18/18 2:17 PM		Mila Rose	9902	Christian	Kumar	Director of Sales NE & Strategic Account
22	2339198	10/18/18 2:16 PM	10/18/18 2:27 PM	Mila Rose	4469	David	Jutchenko	Senior Project Engineer
23	2339197	10/18/18 2:16 PM		Mila Rose	29806	Frank	Johannesen	CEO
24	2339529	10/18/18 2:15 PM		Tom Ward	524240	howard	Hess	Head of Production

MAKE THE MOST OF YOUR INVESTMENT

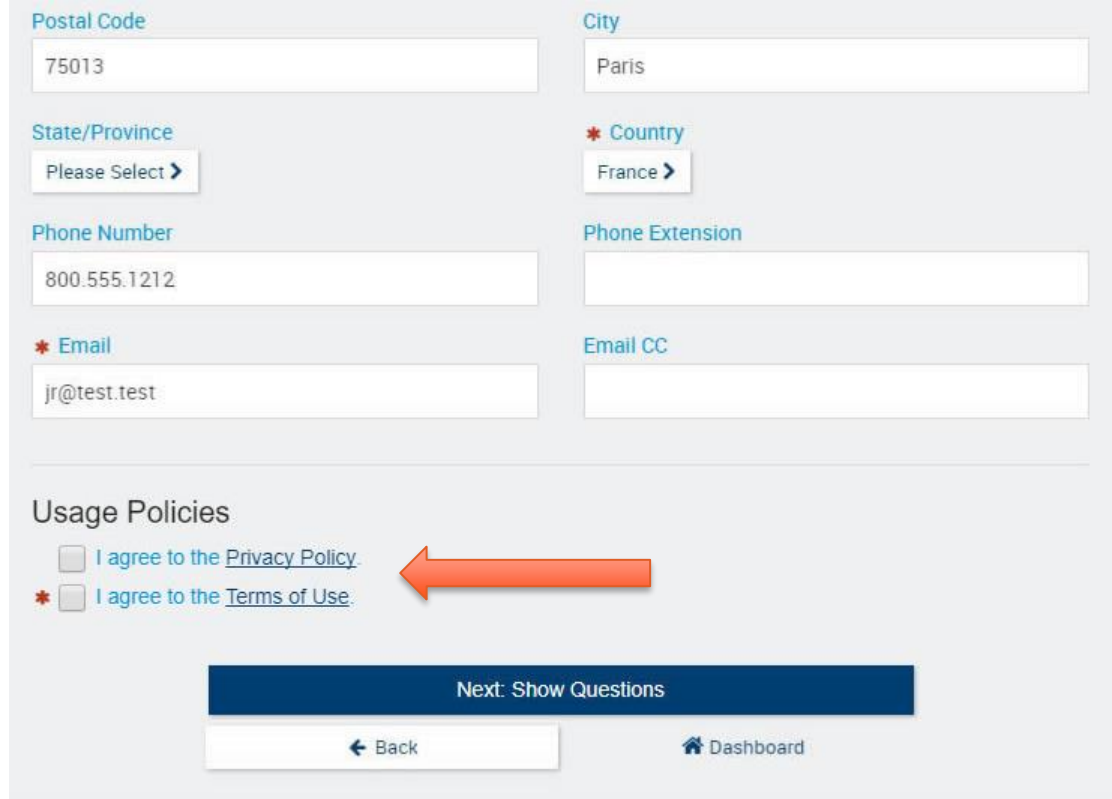


GDPR Compliance



GDPR Compliance: Registration

- IAAPA's Expo Europe registration website is GDPR compliant
- Required Terms of Use
- Opt-In Privacy Policy addressing GDPR requirements



The screenshot displays a registration form with the following fields and options:

- Postal Code:** 75013
- City:** Paris
- State/Province:** Please Select >
- * Country:** France >
- Phone Number:** 800.555.1212
- Phone Extension:** (empty)
- * Email:** jr@test.test
- Email CC:** (empty)

Usage Policies:

- I agree to the [Privacy Policy](#).
- I agree to the [Terms of Use](#).

An orange arrow points to the checked "Terms of Use" checkbox.

Next: Show Questions

[← Back](#) [Dashboard](#)

GDPR Compliance: Lead Retrieval

- All attendees must agree to Terms of Use to register for event
- Defines how personal information will be managed
- Clarifies that attendees will have the option to exchange information via badge scanning
- Agreement to scan badge at event indicates consent to share data

Lead Retrieval

What is Lead Retrieval?

It is the electronic exchange of information based upon explicit consent.

Steps Taken by Experient to Make Lead Retrieval GDPR Compliant

Asking to scan a badge

When an exhibitor asks to scan a badge, the attendee may decline or accept to be scanned. Accepting indicates the attendee's explicit consent to the exhibitor to collect and use their data.



EXHIBITOR REGISTRATION TIPS



THE LEISURE INDUSTRY'S PREMIER EVENT IN EUROPE

CONFERENCE: 21-24 Sept. 2020

TRADE SHOW: 22-24 Sept. 2020

London, United Kingdom

Welcome to the Registration

Registration discounts apply to large groups of 15 or more. Please contact GroupRegistration@iaapa.org for more information



Attendee Registration

Register here if you are an Attendee, Group or Exhibitor Guest



Exhibitor Registration

Register here if you are an Exhibitor / Booth Personnel



Press Registration

Register here to get your press credentials

- Exhibitor registration launches mid-March 2021
- Exhibitor group contact can access the site with the company password
- Select the Exhibitor Registration option to register



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EXHIBITOR REGISTRATION TIPS

- Enter company name and password when prompted on the site



THE LEISURE INDUSTRY'S PREMIER EVENT IN EUROPE

CONFERENCE: 21-24 Sept. 2020 | TRADE SHOW: 22-24 Sept. 2020

London, United Kingdom

Company Search

Enter the first several letters of your company name and click Search.

Company Name

Q Search

[← Back](#)



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EXHIBITOR REGISTRATION TIPS

- From the exhibitor dashboard, you can:
 1. View total reg allotments (both used and remaining)
 2. Register additional exhibitor personnel or edit existing records
 3. View all completed exhibitor records
 4. Verify booking total and if a balance is due
 5. Access your exhibitor lead retrieval portal

Dashboard - Exhibitor Badges

Welcome to your Dashboard. From here you may register/manage the list of staff members that will work at Expo Europe 2019. Once you have registered a staff member for an exhibitor badge, you can add event tickets by clicking on 'Add/Edit Personnel' or 'View Completed'. The number of free staff badges is connected to your exhibitor's registration.

Manage List 2 **Add/Edit Personnel** →

Registration Activity	
Completed	Incomplete
0	0

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibitor	36	0	36

Contact Profile *Stephanie Darby* **Edit** →

View Completed

Scan Your Customers *Launches in new browser window* **Go!** →

Group Financial Summary

Booking Total	€0.00
Payments	€0.00

EXHIBITOR REGISTRATION TIPS

- After selecting the “Add/Edit Exhibitor Personnel” choice from the dashboard, you can:
 1. You can register additional representatives
 2. Import a list of personnel
 3. Export a registration list from our system

The screenshot shows a web interface titled "Group Summary" with a "Dashboard" link in the top right. The interface is divided into several sections:

- Add New Person**: An orange arrow points to this button, which is circled with the number 1.
- Import Personnel**: An orange arrow points to this button, which is circled with the number 2.
- Step 1: Get the Template**: Contains a "Download Template" button.
- Step 2: Upload your template file**: Features a file input field with a "Browse..." button.
- Step 3: Last Step!**: Includes the instruction "Once the file is selected, click Upload Spreadsheet to submit your file." and buttons for "Cancel" and "Upload Spreadsheet".
- Export Personnel**: An orange arrow points to this button, which is circled with the number 3.

**We look forward to seeing you in
Barcelona!**



IAAPA Expo Europe

Barcelona, Spain | 2021

Conference: September 27 - 30 | **Trade Show:** September 28 - 30



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Best Marketing Practices for Event Exhibitors

- Pre-Event Promotion and Marketing
- During the Event
- Post-Show Actions

Pre-Event Plan

- Start planning early enough: **make sure to create a marketing strategy and plan to meet all your deadlines!**
- Bear in mind the following elements:
 - > **Messaging** – headline, key USPs and product demos
 - > **Design** – consistent look and feel or your both and promotional materials incl. landing pages
 - > **Leads strategy** – including setting goals, ways of attracting, measuring and following up
 - > **Team briefing** – ensure that marketing and sales teams have aligned



Images from Unsplash.com

Pre-Event Spread the Word

- Don't rely on buyers on the show floor only:
promote your presence to your own contacts!
- Utilise all the elements available:
 - > **Existing data lists** – consider email and DMs as appropriate (a drip campaign and reminders can be useful)
 - > **Landing pages** – build bespoke event landing pages to register attendance, offer discounts and book sales meetings
 - > **Social media** – let your followers know that you will be present at the event/expo
 - > **Content** – prepare a series of blogs and articles to tease new product launches and where they will be shown



Images from Unsplash.com

Pre-Event Assets

- Benefit from assets ready-made for you:
<https://www.iaapa.org/iaapa-emea-trade-summit-promote-your-presence>

IAAPA EMEA Trade Summit - Promote Your Presence


[View](#) [Access control](#) [Edit](#) [Revisions](#)

Share your participation in IAAPA EMEA Trade Summit! Use email template and signature, virtual background and post to your networks with the below images and suggested captions for Facebook, LinkedIn, Twitter, and Instagram. Just right-click on the image to save to desktop. Don't forget the official hashtags #IAAPATradeSummit.

Below are a few sample posts for your convenience.

- ▶ I'm excited to exhibit IAAPA EMEA Trade Summit! <https://iaapa.org/iaapa-emea-trade-summit> Will you join me there? #IAAPATradeSummit
- ▶ Set our sights on what's next! Join me at IAAPA EMEA Trade Summit, in person event with special keynotes and in-depth learning experiences. Register now: <https://iaapa.org/iaapa-emea-trade-summit> #IAAPATradeSummit
- ▶ Let's meet again at IAAPA EMEA Trade Summit taking place from Feb. 02-04, 2021 at Europa-Park in Germany. <https://iaapa.org/iaapa-emea-trade-summit> Join me there! #IAAPATradeSummit

Member Benefits



Discounted Expo Access

Discounted access to all IAAPA expos is just one of the many benefits members receive.

[Discover Member Benefits](#)

Find Members

Get connected and grow with other IAAPA members.

[Find a Supplier](#)
[Find an Attraction](#)

Pre-Event Assets

- > Email signatures
- > Social media posts
- > Email banners
- > Video calls backgrounds



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Pre-Event Assets

> Email templates



{Subject line 1} Join {name of your company} at IAAPA EMEA Trade Summit 2021

Dear {name}

We are pleased to exhibit at IAAPA EMEA Trade Summit, taking place between 02-04 February 2021, at the unique venue Europa-Park, Germany. With a mix of networking and trade show, as well as great speakers and timely and relevant education topics, this will be a must-not-miss industry event. And we would love for you to join us there.

EDUTopics

- Business Strategy
- Corporate Social Responsibility
- Sustainability
- Trends in Retail
- Value Change From Past to Future Generations
- Leadership
- Design Guest Experience

Register

Here is a link to find out more and register: <https://iaapa.org/iaapa-emea-trade-summit>

Safety and cancellation and refunds

IAAPA put in place a variety of measures and policies to create a safe environment and a transparent cancellation and refund policy for all the guests. Read more in the FAQ section: <https://iaapa.org/iaapa-emea-trade-summit#faq>

Meet us there

We're delighted to present to you our new product! {Add information about your company news, new product launches}. We are planning {input as relevant e.g. demos, Q&A sessions etc.} our booth {input number of your booth}. We can also arrange a one to one meeting {add a link, email address as relevant}, and we look forward to seeing you on our booth.

Regards
{name}

During the Event Promotion

- Document and spread the word: **make sure that those who didn't come regret it (FOMO)!**
- Share what is happening:
 - > **Do live tweets** – with photos, stats and quotes
 - > **Take pics** – upload them to your SoMo as galleries
 - > **Make videos** – promote your product launches and demos
 - > **Give interviews** – chat to journalists to get press coverage
 - > **Hashtags** – use your own ones and the one from the event



Images from Unsplash.com

During the Event Leads

- Be memorable: **you want your prospects to remember you!**
- Consider:
 - > **Give aways** – whatever you can afford and appropriate
 - > **Be ready for pre-booked meetings** – tailor your demos to what you already know about prospects
 - > **Tie down** – establish next steps, best way to contact to easily follow up



Images from Unsplash.com

Post-Event Follow up

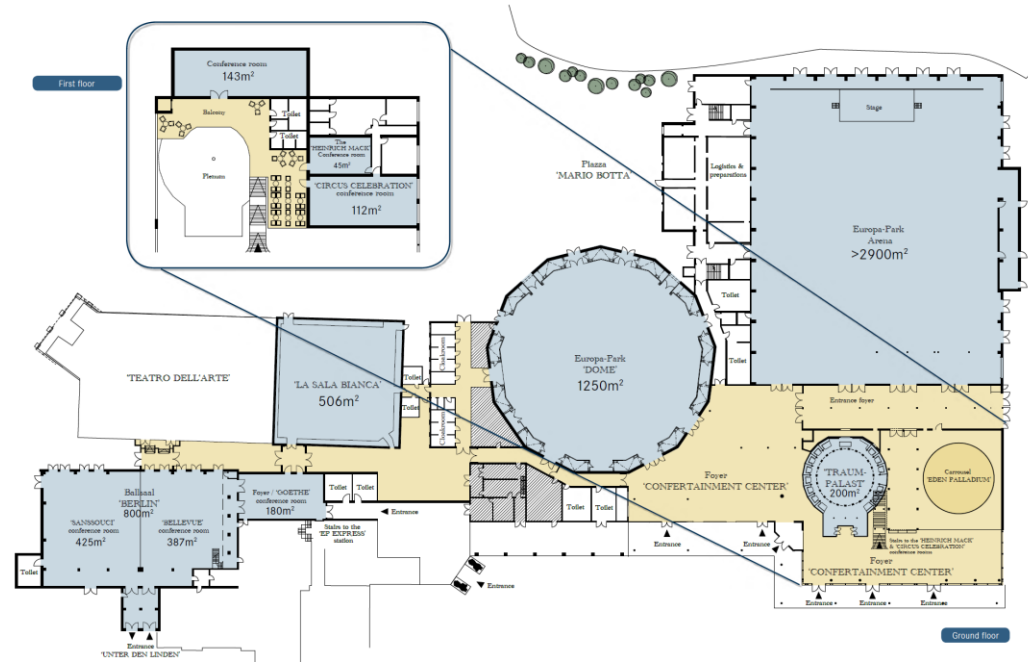
- Time is precious: **don't wait to be forgotten!**
- Plan and execute a follow up strategy:
 - > **Call or email** – do it fast using the best channel
 - > **Connect** – make contact via LinkedIn for future outreach
 - > **Measure** – count leads achieved, qualify and save them on your CRM system with clear point of contact and actions



Images from Unsplash.com

The Venue – IAAPA EMEA Trade Summit

- Europa-Park Confertainment Center
- Rust, Germany

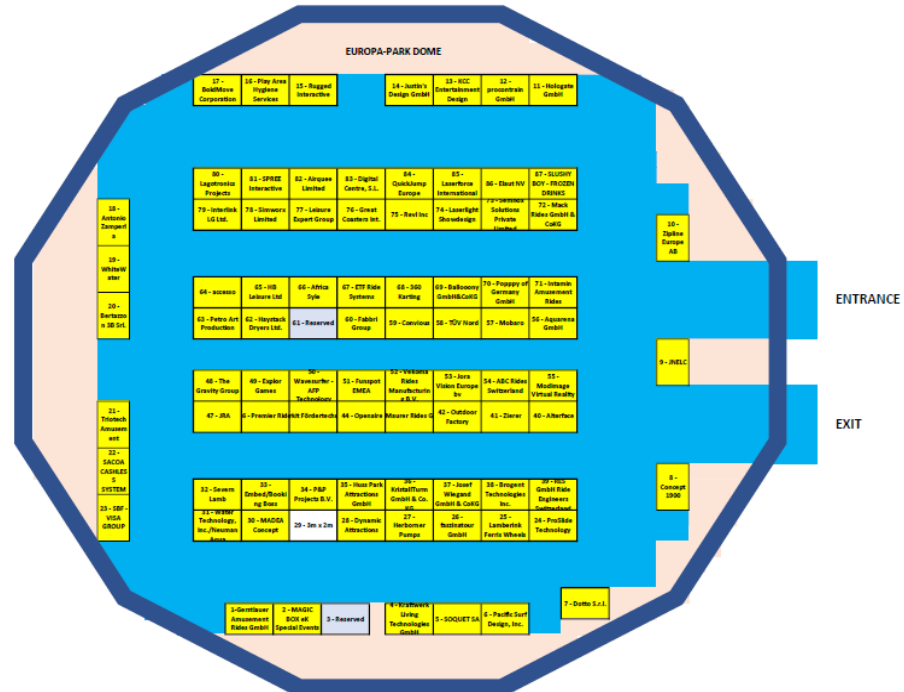


Floorplan – IAAPA EMEA Trade Summit



THE ULTIMATE MIX OF NETWORKING, EDUCATION AND TRADE EVENT

IAAPA EMEA TRADE SUMMIT | 02-04 Feb. 2021 | Europa-Park | GERMANY



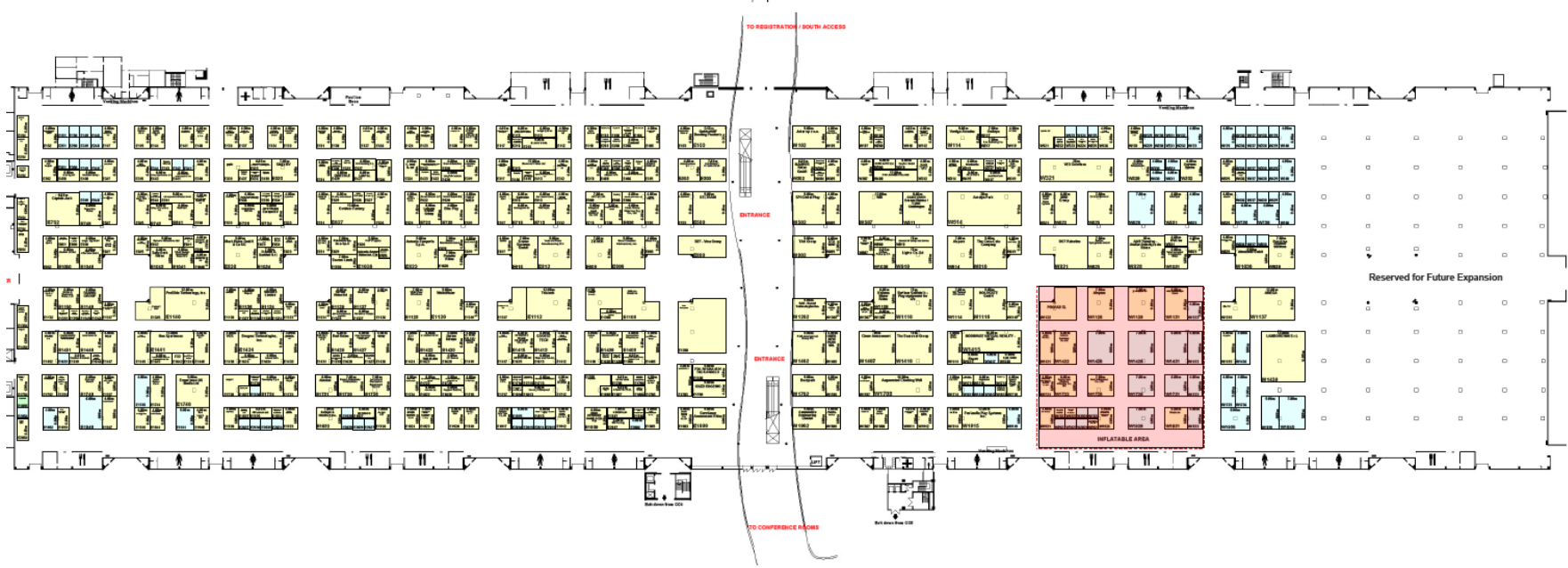
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The Venue – IAAPA Expo Europe

- Fira Barcelona Gran Via
- Hall 3
- Barcelona, Spain



Floorplan - IAAPA Expo Europe



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Travel and Stay - IAAPA Expo Europe

- IAAPA partnered with bnetwork / SkyTeam
- Requested discount for train Travel (RENFE)

bnetwork

we provide accommodation
you deliver experiences



- Specialised in BCN
 - Website being finalised
 - Can book via email to iaapahotels@bnetwork.com
 - HQ hotel TBC
-
- Hotels / Airlines have been offering flexible conditions for all rates (Check your T&Cs before confirming)
 - Good time to book
-
- Up to 15% discount on your airfare (Entire SkyTeam Network)
 - Can be booked via the Expo Website (Travel tab)
 - Or booked via your preferred travel agent – Mention event code 4263S (IAAPA Expo Europe) / - 4374S (IAAPA EMEA Trade Summit)

IP Policy (Intellectual Property)

- Details can be read on <http://www.iaapa.org/expos/resources/intellectual-property-policy-and-procedures> and <http://www.iaapa.org/docs/default-source/iae-15-esg/ip-policy-as-of-jan-2019.pdf?sfvrsn=6>
- Consists of patents, trademarks or copyrights, whether registered or not in any country, as well as names, logos, titles, designs, decorations, etc.
- Any party may lodge a complaint.
- Please make sure you have all the IP rights for your products, brochures, displays, advertisements, etc.
- IAAPA invites all exhibitors to read the booth violations rules in the manual.

Exhibitor Manual

Will be released in the end of April

IAAPA team is happy to answer any queries before this

Contacting IAAPA

Dedicated ops email – OperationsEMEA@IAAPA.org

Please ask questions

THANK YOU 😊