



IACP 2024 December Newsletter

Welcome to the December Update for IACP 2024!! We are excited to welcome you this October in Boston. As we prepare for next year's conference, we will use these monthly Newsletters and Tips to highlight important planning aspects of your conference participation. In addition to 'must do' items, each update will include a "Show Tip" from exhibition industry sources. These explore a specific area of show planning – such as booth design, cost-saving tips, and marketing exhibitor participation. All Newsletters and Tips will be posted on the [Exhibitor Resources](#) page of the IACP 2024 website for easy access.

Measuring the Value of Trade Show Participation

Evaluating the success of a company's tradeshow participation can be difficult. While many utilize lead retrieval count to determine the value of their exhibit, this reliance on a single metric is a mistake, argues tradeshow expert Betsy Earle. Writing for [Exhibitor Magazine](#), she advises participating companies to avoid relying on a single barometer and instead diversify their review process. She recommends that companies take a closer look at social media trends before and after the show. Since customers search for an interact with companies offering products of interest, increased social media buzz can be a sign of a well-orchestrated appearance. Similarly overlooked are exhibit visits from previous customers, she explains. "Many exhibitors don't put a lot of emphasis on current customers visiting their booths because it doesn't feel like a new sale or growth. But keeping current customers costs significantly less than finding new ones, and expanding opportunities with your existing clients is the lowest of the low-hanging fruit. Also, consider the broader savings for your company. If a longtime client visits your exhibit, it's now possible that a regional rep won't need to drive or fly to make a sales call, take the customer to lunch, stay in a hotel, etc."

Lodging at IACP 2024

The IACP is pleased to be partnered with onPeak as its official lodging provider for IACP 2024. We have negotiated a limited number of reduced-rate hotel rooms to make your trip to Boston affordable. Rooms at the group rate are limited and available on a first-come, first-served basis. We strongly encourage all participants to secure hotel rooms through the IACP. Since inventory is limited, we recommend reserving housing well before the conference. Please visit our [show website](#) for further information.

Exhibitor Contract Terms

We recommend that you carefully review the [Exhibitor Contract Terms](#) as you plan your participation in IACP 2024. Information regarding the following topics can be found in the Terms:

- **Cancellation and Refund Policy**
- **Vehicle and Weapons Registration**
- **Booth Guidelines**

The IACP hopes to provide timely and informative communications to its exhibitors. If you have any recommendations or topics of interest, please contact us via ExhibitsEmail@theiacp.org.