



IACP 2024 January Exhibitor Newsletter

Welcome to our monthly Exhibitor Newsletter for IACP 2024. These updates, along with the monthly Exhibitor Tips, provide IACP exhibitors with information and tips to assist with planning their participation in IACP 2024. Monthly newsletters and tips are archived on the Exhibitor Resources page of the IACP 2024 show website for easy review before the conference.

Exhibit Design Best Practices:

Once an exhibit space is selected, exhibiting companies naturally shift their attention to planning their participation and booth layout. Freeman, a leading global events agency and an official vendor partner for IACP 2024, recommends that exhibitors first consider show goals and products of interest before designing their exhibit. Since most attendees spend just seconds with each exhibitor, it is important to efficiently convey the desired message, the agency advises in their [Exhibit Design Best Practices](#). Here are just a few tips to consider:

- “Make sure the design of your booth, your messaging, and your materials clearly articulate what your company specializes in. You only have a few seconds to get your message across — so be simple and clear!”
- Similarly, the [agency recommends](#) that exhibitors strive to combine this clarity with a unique, memorable display. “Look for ways to make the visitor experience informative and compelling beyond a hard sales pitch. Mine your audience feedback results to create personalized approaches. Incorporating cool tech such as virtual reality or interactive kiosks can help promote products and services and creates interactions attendees remember.”
- While an understandable focus is fixed on the physical characteristics of the exhibit, Freeman warns not to overlook ample pre-show training for booth staff. “Choose people familiar with your company who embody your brand and represent key functions (depending on your goals) such as sales, customer service, and marketing,” the agency adds.

Final Payment Deadline:

Please be advised that final payments for booth space reservations are due Tuesday, March 19. Invoices will be sent early February. If there is an outstanding balance for your booth space reservation, payment can be made through the Exhibitor Dashboard.

IACP 2024 Exhibitor Contract and Terms:

Though thorough, we recommend that exhibitors take time to carefully read and review the [Exhibitor Contract and Terms](#) periodically before the show. The Terms of Service lay out the IACP’s exhibit regulations, cancellation policies, reservation inclusions, and other important information.

Warning on Non-Official Contractors:

Conference exhibitors are targeted regularly by third-party contractors with offers for ‘Free’ Show Guide Listings and urgent reminders to book housing or other services. Beware of these solicitations, especially

as IACP 2024 gets closer. The IACP does not sell exhibitor contact information to any third-party vendor. Unfortunately, many of these companies scour the internet to gather information before targeting exhibitors. A listing of IACP 2024 Official Contractors is available on the [Exhibitor Resources](#) page of the IACP 2024 show website. To avoid scams, please research any vendors which are not listed as IACP Official Contractors and avoid making any “quick” decisions if pressured. Please feel free to contact IACP staff to confirm that contractor affiliation with the conference.

Questions?

If you have questions about your booth, accessing your company record, or planning for IACP 2024, please reach out to us at ExhibitsEmail@theiacp.org.