



IACP 2024 March Newsletter

Welcome to the March Newsletter for IACP 2024! We are excited to see you this October in Boston. As we prepare for this 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.

Staffing your Exhibit

With exhibitor Badge Registration for IACP 2024 set to open in early April, it is important for show participants to reflect on their staffing plans. Not only is it prudent to carefully consider which staff members should represent your company, it is also imperative to provide those selected to attend with the training needed to adequately pursue show goals. One poll conducted by the Center for Exhibition Industry Research (CEIR) revealed that, surprisingly, less than half of all exhibiting companies provide show-specific training to their exhibit staff. This is a mistake, says Candy Adams of [Exhibitor Magazine](#), who argues that, though frequently overlooked, the most important element of pre-show planning is exhibits staff training. The quality of this training, she writes, can make, or break an exhibitor's ability to promote its brand and reach show goals.

Before exhibit staff leave for the show, she suggests organizing a meeting to discuss event goals and strategy. During this meeting, exhibit staff should: review relevant product information, key corporate messages, and strategies for reaching target attendees. Moreover, she suggests organizing role-playing exercises through which exhibit staff can hone their sales pitches and practice fielding attendee questions. As staff members prepare their exhibit on site, she recommends that they repeat these exercises, test lead retrieval tools, and conduct a final review of marketing materials.

Once the exhibit is set, the most experienced staff members, she writes, should outline the event and transportation schedule and, if necessary, lead tours of the facility for inexperienced personnel. Additionally, she advocates for the adoption of a company-unique uniform, which she argues will help staff members distinguish themselves from representatives of rival companies.

Final Payments on Booth Space

Just a reminder... Final payment on your exhibit space was due Tuesday, March 19th. You may submit payment through your Exhibitor Dashboard. If you plan to pay via credit card, just click on the Submit Payments/Download Invoice button.

Link:

Exhibitor ID:

Exhibitor Password:

Meetings at IACP 2024

The IACP 2024 Convention Event Request Form (CERF) is now available [on the IACP 2024 website](#). IACP conference exhibitors, sponsors, and other groups planning to host an event in conjunction with our Conference must submit a CERF. Events held outside IACP conference hotels should also be submitted through the CERF process to be included in the IACP 2024 program.

Registered exhibitors will have their events featured in the conference program. [Please click here for more information about the CERF registration process.](#)

Exhibitor Registration

As noted above, Exhibitor Badge Registration opens next month. Access to your Registration Portal is via your company-unique Exhibitor Dashboard. With each 100 square feet of exhibit space, Exhibitors receive the following comp allotment:

- Two (2) Exhibitor Full Conference badges
- Two (2) Exhibitor Exhibit Hall-Only badges

While we encourage participating exhibitors to register their attending personnel at their earliest convenience, the registration portal remains open through the close of conference. For those companies planning to send more staff members than the complimentary allotment covers, additional badges are available for purchase through the Dashboard.

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. IACP does not sell exhibitor contact information to any third-party vendor. Unfortunately, many of these companies scour the internet to gather information to target exhibitors. A listing of IACP Official Contractors is available on the [Exhibitor Resources](#) page of the IACP 2024 website. To avoid scams, please research any vendors which are not listed as IACP Official Contractors and avoid making any "quick" decisions if pressured.

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.