IACP 2024 April Newsletter

Welcome to the April Update for IACP 2024! We are excited to welcome 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.

Renting vs. Buying Exhibit Furniture

When the Exhibitor Service Kit becomes available in the coming weeks, you may consider renting exhibit furnishings for your booth. In an issue of Exhibitor Magazine, veteran trade show organizer and exhibiting best practices expert Betsy Earle explored the pros and cons of renting versus buying exhibit components and furnishings. While there is no "magic formula" for determining when it makes sense to buy or rent exhibit materials, she notes that a common industry "rule of thumb" is to purchase items that exhibitors plan to use three or more times. "That is because it will likely cost you more to rent a property three times than it would to buy it outright, so any subsequent uses are basically "free" in the context of the purchase price versus recurring rental fees." She cautions, however, that there are other factors to consider before acquiring exhibit materials:

- **Exhibit Size:** When buying materials, Earle explains, it is important to consider their utility in different potential exhibit configurations as booth layout and size may vary between shows.
- **Location**: She adds that exhibitors must consider the location of their events when weighing potential purchases. If exhibitors attend shows around the country, she writes, the savings from avoided rental fees can be eroded by high shipping costs between destinations. Moreover, exhibiting companies lacking the manpower to inspect and package their own materials for shipping, may be forced to hire labor, further swelling costs.
- **Technology**: With technology constantly improving, Earle urges similar restraint when considering purchasing monitors and exhibit video systems. As a general rule, I recommend that my clients rent their flatscreen monitors. "This is due to the fact that such hardware 1) requires specialized shipping and handling, e.g., monitors must always be kept in an upright position, 2) is easily damaged, despite the availability of heavily padded shipping containers, and 3) is often rendered practically obsolete within a couple years of its purchase."

Exhibit Staff Registration:

Badge registration is now open to register your onsite team for IACP 2024. All booth staff must be registered with an "Exhibitor" badge. The registration portal can be accessed via your Exhibitor Dashboard. The chart below details the complimentary allotment, cost for additional badges, and what each badge type includes.

Exhibitor Badge Types

	Full Conference Badge	Expo Hall Only Badge
Badge Allotments	(2) complimentary Full Conference Exhibitor badges per 10'x10' space.	(2) complimentary Expo Hall Only exhibitor badges per 10'x10' space.

	Includes all workshops, sessions, Chiefs Night, Exposition Hall (move-in through move-out). The Annual Banquet is not included. The ticket cost is $125 and may be added to your registration.	Includes the Expo Hall for Show Days as well as move-in through move-out. Chiefs Night and the Annual Banquet are not included, however Expo Hall Only registrants may purchase Chiefs Night tickets for $150 and Annual Banquet tickets for $125.
Exhibitor Badge Access		
Badge Pricing Over Allotments	Full Conference: $500 (on or before 9/4/24) $600 (on or after 9/524)	Additional Expo Hall Only: $100

A few things to note:
- Name changes may be done by editing an existing registration within your portal.
- If a company's booth is cancelled for any reason, all related registrations will be cancelled.
- Any outside contractor needing access to the hall during show hours must be registered for a valid conference badge. It is the exhibitor's responsibility to obtain the badges. Register outside contractors as you would your booth staff personnel.
- Badges must be worn at all times to gain access to the Exhibit Hall.

Exhibitor Dashboard
The link and login credentials to access your Exhibitor Dashboard are:
Dashboard URL:
Exhibitor ID:
Password:

Exhibitor Kit
The Exhibitor Kit will be available online within the next couple of weeks. Exhibitors will be notified when the Kit site is live. The Kit will be accessible via a link on the Exhibitor Resources page of the IACP 2024 website and through your Exhibitor Dashboard. The Kit includes order forms for all show services, including services provided by the Boston Convention and Exhibition Center and official IACP 2024 vendors. Information and ordering information included in the Kit:

- A move-in/move-out schedule
- Shipping instructions & label templates
- Freeman order forms for carpet, furnishings, labor, electrical
- Specialty Contractors forms: internet and telecommunications, lead retrieval, AV equipment, in-booth catering

The **IACP Show Management** section includes a deadline checklist and pertinent show information.
- Exhibitor Appointed Contractor (EAC) Form* – Exhibitors using an Exhibitor Appointed Contractor for booth set up are required to complete and submit this form.
- Vehicle Registration Form*
- Weapons Registration Form*

*These forms are also included in the Important Exhibitor Links on the Exhibitor Resources page of the IACP 2024 show website.

Though long, the Kit is an invaluable resource for planning your participation.

Questions? Contact us via ExhibitsEmail@theIACP.org