



IACP 2024 May Newsletter

Welcome to the May 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.

Managing Marketing Expenditures

With many companies placing show budgets under greater scrutiny, Linda Armstrong, in an issue of [Exhibitor Magazine](#), writes that exhibitors should first re-evaluate the value and necessity of their show marketing expenditures. Before spending on onsite advertising, Armstrong argues, it is imperative that exhibiting companies carefully consider the value of potential deliverables as they relate to company marketing objectives.

- One area of particular attention, Armstrong explains, should be visibility-only sponsorships. "Sponsorships that only deliver high-visibility dividends are money down the drain unless your sole objective is to generate awareness. "Think back to the last trade show you visited as an attendee," she writes. "Now name the company that sponsored the reception. Chances are you've long forgotten, but even if the company name springs to mind, did the experience produce enough goodwill to make you rush out and buy the product – or even put the company on your must-call list for an upcoming purchase?" She recommends that exhibitors consider instead investing funds otherwise spent on visibility-only sponsorships on more targeted outreach efforts to specific prospects.
- Furthermore, while Armstrong acknowledges that most attendees enjoy receiving exhibitor giveaways, she cautions that indiscriminate distribution of promotional items and refreshments can backfire on unwitting companies. Before exhibitors consider distributing food and beverages, she writes, they must first determine a strategy for engaging attendees waiting to be served. Otherwise, companies risk having their attendee-drawing effort devolve into an expensive "soup line" with little benefit. Similarly, she adds that low-quality promotional items can harm attendee perception of the distributing company's brand. "Substandard gifts handed out willy-nilly can negatively impact your brand. Plus, this 'cheap' perception can easily bleed over and onto your company's offerings." Alternatively, she recommends investing in a smaller number of higher-quality items to be distributed exclusively to serious prospects.
- Finally, Armstrong advises exhibitors to avoid the temptation of over-ordering rigid physical branding items for display at their booth. They are not only expensive to order and ship, but also fragile and prone to unseemly damage after just a few uses, she explains. Instead, she recommends exploring the use of digital graphics, which can be constantly reused and redesigned.

Exhibitor Service Kit

The Exhibitor Kit is live! It can be accessed via a link on the [Exhibitor Resources](#) page of the IACP 2024 website or through a tile on 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. Though long, the Kit is a must-read resource for planning your participation.

Warning on non-official contractors

Please review the list of IACP Official Contractors posted on the [Exhibitor Resources](#) page of the IACP 2024 website. Be sure to research any vendors which are not listed on the IACP 2024 site and avoid making any “quick” decisions if pressured. Beware of solicitations from third-party contractors with offers for ‘Free’ Show Guide Listings and urgent reminders to book housing or other services. ***The IACP does not sell exhibitor contact information to any third-party vendor.***

Payment Reminder

Please be advised that final payments for booth space reservations were due on Tuesday, March 19. We ask that you please initiate payment as soon as possible. Payments can be made through your Exhibitor Dashboard.

Questions? Contact ExhibitsEmail@theiacp.org