## July Exhibitor Tip:

IACP 2024 is fast approaching, and the official Mobile App is set for release in mid-August. With both the Mobile App and IACP 2024 website directories typically attracting significant pre-show attendee attention, the IACP encourages all participating exhibitors to review and update their unique Exhibitor Directory listings. Accessed via the Exhibitor Dashboard, Exhibitor Directory Listings provide visitors with much-needed information about exhibiting companies.

Company Information:

- Exhibitors are encouraged to provide a brief description of their companies in the information profile of their listing. These details are available to attendees visiting the conference website and Mobile App, which enables attendees to highlight companies of interest as they plan their visit.

Product Categories:

- Please select the category or categories that best describe the product or service offered by your company. Attendees using the Mobile App can narrow their search for companies of interest based on category.

Special Offers:

- Advertise any show-exclusive promotions or discounts here!

Brands:

- Are you representing a parent company with subsidiary brands? List them here.

Looking to stand out?

- Upgraded advertising packages offer exhibitors opportunities to curate more detailed profiles. Add your company logo, collateral, digital business cards, and showcase images. Interested in enlarging your audience? Website and social media links provide exhibitors with further avenues of connection with attendees. If interested in an upgraded package, please contact Charlie Payne via CPayne@MapYourShow.org.

Questions? Contact ExhibitsEmail@theiacp.org