



Preparing for the Expo

A Step-by-Step Guide through the Exhibitor Services Guide

First Steps:

1. Review, print, and post near your calendar the [Deadlines Checklist](#) to ensure you don't miss ordering or discount deadlines.
2. Review [Insurance](#) requirements and [submit](#) your Certificate of Insurance.
3. [Register](#) your on-site Booth Staff. Your password is your IAAPA Company ID (coming soon!).
4. Make your [Hotel & Travel Reservations](#) (review the [Exhibitor Schedule](#) dates and times to ensure you include ample time for set-up and tear-down of your booth).

Booth Elements:

1. Review the [Booth Design & Display Guidelines](#) information so you understand the height limits based on your booth type.
 - a. Everyone must [login](#) to note if they need to submit a booth design.
 - b. Is your booth 20'x20' and/or larger or inflatables? YES → Upload your booth layout/design for approval.
2. Is your booth 10'x10' or 10'x20' in size? YES → Consider a [Booth Package](#) to save money.
3. Consider an upgraded [Rental Exhibits](#) option available from Freeman.
4. All indoor booths must have Carpet or some form of floor covering over the contracted booth space. Do you need to order Carpet? YES → Complete the [Carpet Order Form](#).
5. Do you need Tables, Chairs, or Lounge items? YES → See the [Furnishings](#) brochure and order form.
6. Will you need electricity in your booth (laptop, lights, display materials)? YES → Complete the [Electrical Order Forms](#).

7. Will you need internet access in your booth? YES → Complete the [Internet Order Form](#).
8. Do you need other Utilities for your booth? YES→ See the order forms below.
 - a. [Water & Drain](#)
 - b. [Compressed Air & Gas](#)
 - c. [Lighting](#)
9. Consider other booth enhancements you may need:
 - a. [Audio-Visual & Computers](#)
 - b. [Booth Food & Beverage](#)
 - c. [Floral/Plants](#)
 - d. [Interpreters/Hostesses/Talent](#)
 - e. [Lead Retrieval](#)
10. Will your booth be Multi-Level or Covered? YES → Complete the [Multi-Level & Covered Exhibits Application](#). You may be required to have Fire Watch.
11. Will you have any of the following activities within your booth: Cooking, Open Flame, or Gas Appliance? YES → Complete the [Cooking/Flame Form](#).
12. Are you bringing a tent to set-up in the Outside exhibits area? YES → Complete the [Outside Tent Permit](#).
13. Will you be distributing any food or beverage during the Expo? YES →
 - a. Is this product produced by your company? If YES → Complete the [Sampling Form](#) and make sure you have the higher [insurance coverage](#)
 - b. Is this general food and beverage? If YES → F&B must be arranged through the exclusive caterer, Centerplate, see the [menus and order form](#)
14. [Submit](#) the [Audience Participation Safety Form](#) (required).

Getting Your Booth to the Show:

1. Review the [Targeted Floor Plan](#) for the earliest date and time you have access to the show floor.
2. Will you have materials to ship to the show?
 - a. YES
 - i. Review [Shipping and Freight Handling Information](#)
 - ii. Understand the [Handling](#) costs and procedures
 - iii. Review the [Freight Procedures](#)
 - iv. Print [Shipping Labels](#) for your materials
 - v. View Transportation Options
 1. [Inside the United States](#)
 2. [Outside the United States](#)
 - b. NO
 - i. Are you driving your materials to the show?

1. YES
 - a. Review the [POV Guidelines](#)
 - b. Review the [Exhibitor Parking](#) information and pricing
 - c. See the [Marshaling Yard](#) location
2. NO
 - a. Review [Hand Carrying Guidelines](#)

Booth Set-up:

All booths must be set-up and ready for inspection by 5:00 p.m. Monday, November 13.

1. Will you need assistance to make that deadline? YES → Order [Labor](#).
2. Are you using a company other than the Official Contractor or your staff to build/set your booth? YES → Review the [Exhibitor Appointed Contractor](#) information.
3. Will you need to hang anything in your booth (peninsula, split island, and island [booth types](#) only)? YES → Complete the [Rigging Form](#).
4. Consider daily [cleaning](#) to keep your booth professional looking.
5. Don't forget to review the Show Rules!
 - a. [Show Rules & Violations](#)
 - b. [IAAPA Contract Terms](#)
 - c. [Intellectual Property Policy](#)

Marketing Items:

1. Update your [Online Booth Profile](#) for the Show Program, [Virtual Trade Show](#) and mobile app. Consider an [upgrade](#) option.
2. Consider a [sponsorship opportunity](#).
3. Have a new product? YES → Consider the [Best New Product Award](#) and [media coverage](#).
4. Invite your customers and prospects to [visit your booth for free](#).
5. Consider being a [Trade Show Tour](#) stop.
6. Attend the live or view the recorded version of the [webinar A How-To Guide to Successful Exhibiting](#) presented by Candy Adams, CTSM, CEM, CMP, CMM, The Booth Mom®. Download the [helpful documents](#) for exhibit planning.

For additional information and full details relating to the Expo, please review the [Exhibitor Service Guide](#). You can view/print the material by individual page or section. Further questions can be directed to exhibitors@IAAPA.org.