

# IAAPA Attractions Expo Exhibitor Webinar

Tips for New Exhibitors & New  
Tricks for Old Pros



IAAPA

The Power of Partnership

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# Presenters:

- **Stacey Mills, CMP, Director, Conference & Trade Show Operations, IAAPA**
- **Tara Casey, Marketing Director, Lo-Q Plc.**
- **Deborah Eicher, President/COO of North America, Picsolve Inc. USA**

# Stacey Mills, CMP

## Director, Conference & Trade Show Operations, IAAPA



- 16+ Years in  
Convention Planning
- Contact for Exhibitor  
Inquiries

# Agenda

- Advance Planning for the Trade Show
- What to Expect On-Site
- Tips for Success
- Q&A

# Exhibitor Services Guide

- Basic Show Information
- Rules & Guidelines
- Order Forms for Services
- Shipping & Freight Movement
- Registration & Hotel

<http://www.iaapa.org/expos/attractions/2011/exhibitor/ServicesGuide.asp>

## A-Z Quick Index

Section 1 – General Show Information & Guidelines - FULL section

At-A-Glance Show Information

Deadlines Checklist

Official Contractor & Staff Contacts

General Exhibit Hall Information

Freeman General Information - Freeman Online Ordering

Trade Show Floor Plan, Carpet Colors, Targeted Move-In

Insurance

Move-In Information

Exhibitor Rules – Show Open

Move-Out Information

Exhibitor Appointed Contractors

Section 2 – Rules & Regulations - FULL section Download

IAAPA Contract Terms

Freeman Terms & Conditions

OCCC Exhibitor Guidelines

Labor Jurisdictions

Fire Regulations

Intellectual Property Rights Infringements

Section 3 – Booth Design & Components - FULL section Download

Booth Design & Display Guidelines

Booth Display Diagrams

Variance Request

Product Demonstrations

Audience Participation Safety FORM

# Where to Start?

- Step-by-Step Guide
- Deadlines Checklist
- Update Online Booth Profile
- Review & Submit Insurance Certificate
- Register On-Site Staff
- Plan Travel

# Deadlines Checklist

- Order Early = Save Money
- Won't Miss a Thing

## CHRONOLOGICAL ORDER

	SHOW SERVICE	DUE DATE	SECTION
<input type="checkbox"/>	<a href="#">Visa Invitation Request</a> (if outside of U.S.)	As Soon As Possible	8
<input type="checkbox"/>	<a href="#">Certificate of Insurance</a> (all exhibitors)	Friday, August 26	1
<input type="checkbox"/>	<a href="#">Lead Retrieval</a> Early Discount	Monday, August 29	7
<input type="checkbox"/>	<a href="#">Ancillary/Satellite Event Space Request</a>	Friday, September 9	8
<input type="checkbox"/>	<a href="#">Variance Request Form</a> with Booth Design	Friday, September 9	3
<input type="checkbox"/>	<a href="#">Exhibitor Awards Application</a> – Best New Product	Friday, September 16	8
<input type="checkbox"/>	<a href="#">Booth Design</a> Submissions	Friday, September 16	3
<input type="checkbox"/>	<a href="#">Exhibitor Appointed Contractor Form</a> with Certificate of Insurance of EAC	Friday, September 23	5
<input type="checkbox"/>	<a href="#">Multi-Level and Covered Exhibits Application</a>	Friday, September 30	3
<input type="checkbox"/>	<a href="#">Fire Watch</a> Order Deadline	Friday, September 30	3
<input type="checkbox"/>	<a href="#">Shuttle Bus Special Request Order</a>	Monday, October 3	7
<input type="checkbox"/>	<a href="#">Advance Shipping to Warehouse</a> Begins	Monday, October 10	4
<input type="checkbox"/>	<a href="#">Security Services</a> Order Discount	Monday, October 10	7
<input type="checkbox"/>	Exhibitor Listing in On-Site Show Program ( <a href="#">You Are Here</a> )	Tuesday, October 11	8
<input type="checkbox"/>	<a href="#">Exhibitor Registration Deadline</a> for mailed staff badges	Friday, October 14	8

# You Are Here

- Show Floor, Mobile, IAAPA Website, On-Site Show Program
- 600,000+ Views Online 2010!
- Deadline October 11
- Login:  
<https://admin.marketart.com/iaapa>

**Vekoma Rides Manufacturing B.V.**  
Vekoma Rides Manufacturing - Booth # 5131

Vekoma Rides is one of the largest roller coaster manufacturers in the world and market leader in the industry, process in-house from (concept) design to engineering and manufacturing of family coasters, thrill and mega family attractions, our designs are characteristic for innovation, quality & durability.

With a wide product range, Vekoma is responsible for supplying the well known as the Junior Coaster, Family Suspended Family Coaster, Boomerang, SLC, Stingray and many more. Our innovative designs of the Motorbi Coasters, Flying & Mega Coasters, are known for their high standards for quality & innovation. Our rides are accessible to a wide range of guests.

Booth: 5131

Booth Number	Color
4245	Green
4445	Green
4240	Green
4440	Green
4840	Green
5144	Green
5444	Green
5140	Green
5440	Green
4238	Green
4438	Green
4836	Green
5136	Red
532	Green
4731	Green
5131	Red
5431	Green
5631	Green
4031	Green
4231	Green
4431	Green
3829	Green
4028	Green
4229	Green
4429	Green
4629	Green
4827	Green
5128	Green
3627	Green
4024	Green
4224	Green
4424	Green
4624	Green
4824	Green
5124	Green
5424	Green
5624	Green
3624	Green
3821	Green
4021	Green
4220	Green
4421	Green
4621	Green
4820	Green
5118	Green
5420	Green
5618	Green

COMPANIES CATEGORIES PAVILIONS SESSIONS SPONSORS

# Insurance

- All Exhibitors Required
- Minimum Requirements
- IAAPA Additionally Insured
- November 10-20, 2011

Insurance Type	Display Type		
	*Amusement Ride or Device (per ASTM 747-06)	Using Flammable Materials, Cooking, or Serving Food	All Other Displays
General Aggregate Minimum	US\$4,000,000	US\$4,000,000	US\$2,000,000
Per Occurrence	US\$2,000,000	US\$2,000,000	US\$1,000,000
Fire Damage	US\$30,000	US\$30,000	US\$30,000
Medical Expenses	US\$10,000	US\$10,000	US\$10,000
Personal & Advertised Injury	US\$1,000,000	US\$1,000,000	US\$1,000,000
Products & Completed Operations Policy	US\$2,000,000	US\$2,000,000	US\$2,000,000

# Key Show Information

- Location: Orange County Convention Center: North & South Buildings
- Back Drape: White, Black, Silver
- Aisle Carpet: Red, Black, Teal, Blue
- Expected Attendance: 25,000



# Exhibit Set-Up

- Targeted Move-In: Thurs, Nov. 10 – Fri, Nov. 11
- Sat, Nov. 12 – Mon, Nov. 14: 8am-5pm

**ALL BOOTHS SET BY 7PM MONDAY**

- No Air Conditioning
- Lighting 50%
- No Children Under 18 Years

# Trade Show Schedule

## **Open Hours:**

- Tues, Nov. 15 – Thurs, Nov. 18: 10a-6p
- Fri, Nov. 18: 10a-4p

## **Exhibitor Access Hours:**

- 2 Hours Before Open, 30 Min. After Close

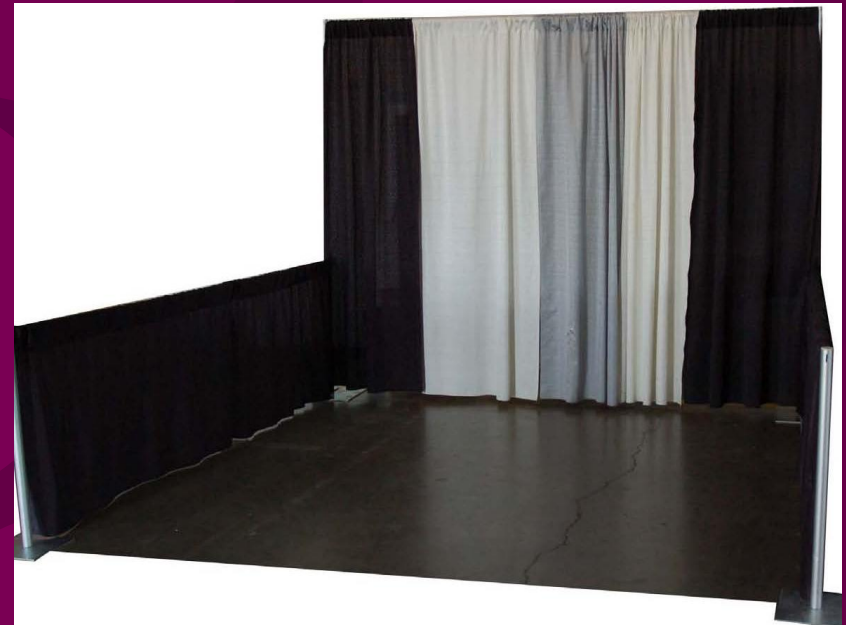
# Booth Contract Items

## What is Included

- Back & Side Drape
- ID Sign

## What is NOT Included

- Carpet
- Furniture
- Electricity
- Shipping & Freight Movement

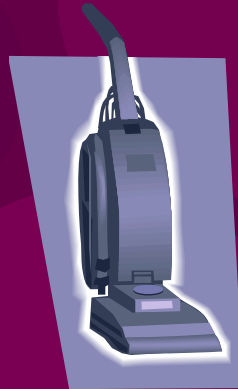


# Booth Package

- 10'x10' and 10'x20' Only
- 1-6'x30" Table
- Carpet
- 2-Chairs
- 1-Wastebasket
- 500 lb. Material Handling
- \$189.85 - \$417.45 + tax

# Booth Enhancements

- Furnishings
- Lead Retrieval
- Floral/Plant
- Electrical & Utilities
- A/V & Computers
- Booth Cleaning
- More!



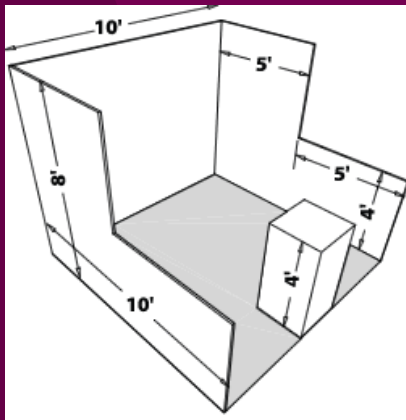
# Booth Design

- Inflatables
- Multi-Level or Covered Booths
- Fire Watch by Sept. 30
- Design Submissions: 400+ sq. ft. + Inflatables by Sept. 16

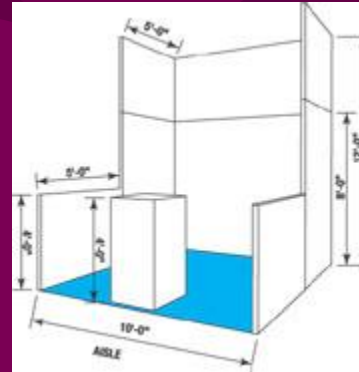


# Height Guidelines

Linear: 8'



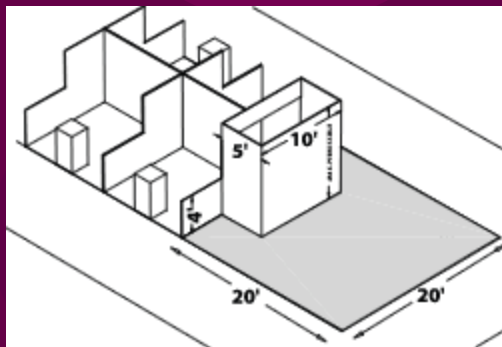
Perimeter: 12'



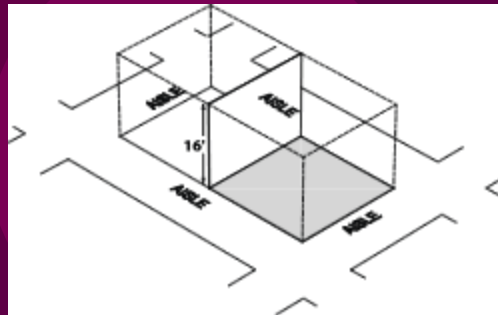
Maximum 4' from front 5' of Booth

# Height Guidelines Cont'd

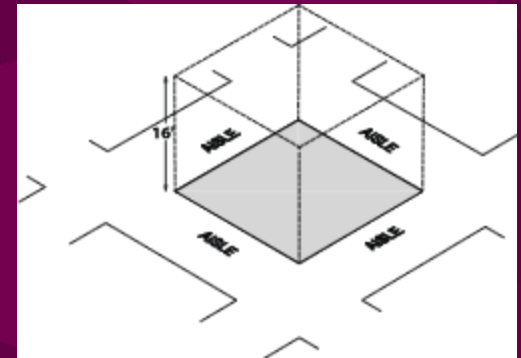
Peninsula-12'



Split Island-16'



Island-20'




# Hanging Banners/Signs

- NO Linear & Perimeter Booths
- Over 400 sq ft.
- Within Booth Space
- 5' From Any Aisle
- Max Height 25' Top to Floor
- Rigging through OCCC



# Variance Request

- Product/Display Needs
- Submit Rendering
- Submit Insurance Certificate
- Complete Form
- Deadline Sept. 7



**IAAPA**  
Attractions  
Expo

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**VARIANCE REQUEST**

Please complete this form and **return by September 9, 2011**, if a variance is required.

Have you reviewed and do you understand all booth specifications and [diagrams](#) in the Exhibitor Services Guide?  Yes  No

Have you reviewed and do you understand the IAAPA [Exhibit Design Rules](#) in the Exhibitor Service Guide?  Yes  No

Will you block your neighbor or will the line-of-sight for neighboring booths be altered?  Yes  No

**PLEASE EXPLAIN WHY YOU NEED A VARIANCE:**  Product \_\_\_\_\_

Display Construction / Height: Expected Height \_\_\_\_\_

Hanging Sign/Structure: Expected Size \_\_\_\_\_  5' (1.52m) Setback Rule

Other: \_\_\_\_\_

Attach complete 'to scale' renderings, **including a side and top view**, and comprehensive explanation for review. Also attach a **CERTIFICATE of INSURANCE** with IAAPA named as additional insured. No variance decision will be made without this information.

Company _____		Booth Number _____
Phone Number _____	Fax Number _____	E-Mail Address _____
Signature _____	Print Name _____	Title _____

# Audience Participation

- Attendee Interactions
- Safety Consultant Inspections
- Insurance Levels
- Complete Safety Form
- Deadline Oct. 15



# Violations During Show

- Aisle Activity
- Costumed Characters
- Booth Elements Outside of Booth
- Height Violations
- Sound Levels
- Selling Rules
- Suitcasing & Outbourding

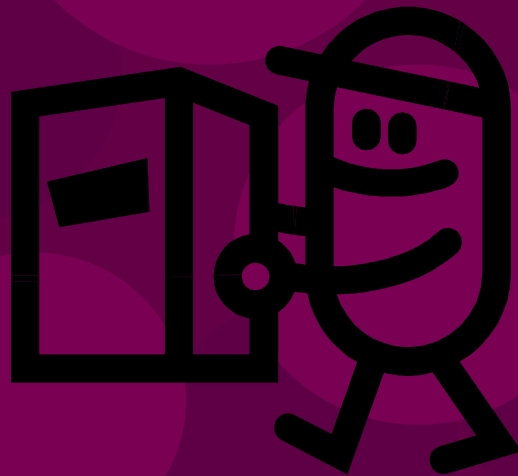


# Getting Booth to the Show

- Hand Carried by Exhibitor
- Shipping to Advance Warehouse or Direct to Show Site
- Driving to Loading Dock
- Material Handling

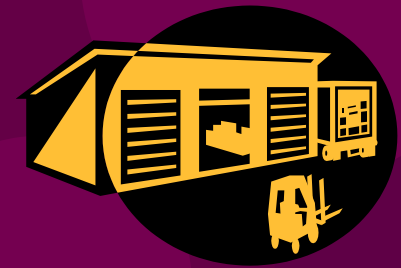
# Hand Carried

- POV
- No Carts, Motorized Vehicles, Dollies, Pallet Jacks
- Permanent Full-Time Employee



# Shipping Advance Warehouse

- 200 lb. Minimum/Shipment
- Special Handling Charges
- Accepted Oct. 11 – Nov. 4
- Materials in Booth When Arrive
- Volume Discounts
- \$53.60-\$70.70 / 100 lbs., 200 lb. min.



# Shipping Direct Show Site

- 200 lb. Minimum Shipment
- Small Packages - \$35.50 / Shipment
- Not Prior to Targeted Move-In or General Move-In
- Volume Discounts
- Overtime Charges
- \$48.70-\$70.70 / 100 lbs., 200 lb. Min.

# Driving to Loading Dock

- Marshaling Yard
- Mobile Units for Motorized Vehicles
- Cartload POV Express - \$41.90 each way



# Shipping Arrangements

- Freeman Transportation
- International Freight Forwarder & Customs Brokers
- Labels

After the Show:

- Material Handling Agreement
- Carrier Check-In by 12p, Sun, Nov. 20

[Freeman Online Concierge Elite](#)



# Exhibitor-Appointed Contractors

- Outside Vendors than Official
- Complete EAC Form
- Certificate of Insurance EAC
- Deadline September 23
- Check-In Security On-Site

**No Access During Open Show Hours!**

# Exhibitor Badges

- Must Register On-Site Staff
- 5 / 100 sq ft + 2 / Additional 100 sq ft.
- Max 50 Comp, Additional \$109/Badge
- Free Education Program
- Special Events Ticketed
- 18 Years +
- Mailed if Registered October 14
- Tyvek Wrist Bands

# VIP Invitations

- Invite Customers/Prospects
- Free Access to Trade Show
- Allotment Based on Booth Size
- Link + Code
- Automatically Receive late September
- After Nov. 4, \$109



# Sponsorships

- \$3,000 - \$20,000
- Recognition at Event, Website, Program
- Signage/Banners
- Attendee List with E-mails
- Speaking Rights

[Sponsor Prospectus](#)

[epopovich@iaapa.org](mailto:epopovich@iaapa.org) / +1 (713) 393-7766



# Promote Your Company

- Tell Us What's New
- Hold A Press Conference
- Display Your Materials
- [Vendor Tours](#)
- Exhibitor Awards
- [M&S in News Flash](#)



# Travel

- Consider Move-In/Out Dates & Times
- Visa Invitation Letters
- Housing Block
- Shuttle Service
- Exhibitor Parking



# On-Site Info

- Exhibitor Services Area
- Floor Managers/Safety Inspectors Office
- Sales Office
- Exhibitor Lounge
- Security Reminder



# Resources

- Exhibitor Bulletins
- [Exhibitor Resources](#)
- Mentoring Program
- [www.iaapa.org/attractionsexpo](http://www.iaapa.org/attractionsexpo)
- [exhibitors@iaapa.org](mailto:exhibitors@iaapa.org)
- +1 703/836-4800

# Tara Casey

## Director of Marketing

### Lo-Q plc



- 5<sup>th</sup> year at IAAPA
- Member of the IAAPA M&S Committee
- Member of IAAPA Space Allocation Committee

# Pre-Show Planning- Now...



- Advertise in Trade Magazines & in the Show Kiosks. Put your booth number on all of your tradeshow media.
- Send out VIP invitations to existing & prospective clients. You get them for FREE so take advantage!
- Plan your schedule- Know which events & education sessions you want to attend.
- Buy your tickets for networking events.

# Your Booth Says It All

- Make your booth visually exciting & easy to understand.
- Show your product's benefits.
- Engage your customers with samples & demonstrations.
- Know what your competitors are doing at the show.



# Just Before the Show...

- Book as many appointments for breakfast, lunch, dinner, etc. with prospective clients
- Send out an e-newsletter inviting your existing & prospective clients to come & see you at IAAPA.
- If you are shipping small boxes, ship them to your hotel. It will save you the headache of them getting lost at the Convention Center.
- Include that you are exhibiting at IAAPA in your email signature & include your booth number.

**Tara Casey**  
Director of Marketing  
Lo-Q Inc.  
[tara.casey@lo-q.com](mailto:tara.casey@lo-q.com)  
[www.lo-q.com](http://www.lo-q.com)

Come & See Us at the Upcoming Tradeshow!



Nov 15-19  
Orlando, FL  
Booth 3654

# While At the Show....

- Have food & drinks at your booth! It's a long show & your clients will appreciate it!
- Be prepared to interact with attendees from all over the World- respect cultural & potential language barriers.



“ IAAPA is a world class event that attracts clients from all around the globe, it's essential your company has Bi- or Trilingual staff at exhibitions whom speak regional languages or the languages of our target markets, this also broadens your catchment and makes it easier for potential clients to communicate – that's win-win!”

**Luke Riley, Business Development Director, Sanderson Group**

# While At the Show....

- Keep notes on all meetings with prospective clients- you won't remember!
- Use a Lead retrieval systems to keep track of who visited your booth.
- Remember the 80/20 rule- listen 80% of the time & talk 20% of the time.



# While At the Show....

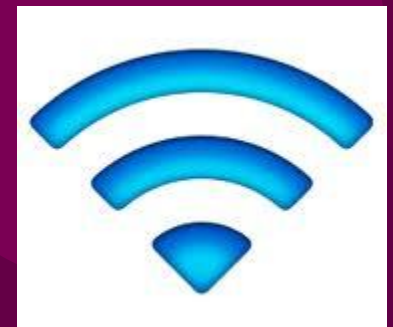
- If you have time & enough staff, attend the educational sessions. They are a great way to understand your industry & meet prospective clients.
- Check out the education calendar ahead of time to plan which you want to attend throughout the week.

'In addition to exhibiting and attending networking events, if staffing allows, make it a point to attend the educational sessions. This is a great way to make contact with current and prospective clients. Make sure you collect their contact information and follow-up. These contacts can turn into qualified leads or they can send referrals your way.'

**Debbi Perry, Account Executive, Picsolve International**

# Tips in your Booth...

- Keep track of all your leads by both business cards & your retrieval system.
- Have healthy snacks & water for your staff to keep energy levels up!
- WiFi is available on the floor but sometimes unreliable so purchase a dedicated connection if you need it for a demo.



# Deborah Eicher

## President, COO North America

### Picsolve International



- 12th IAAPA Show
- Member of the IAAPA M&S Committee

# Networking Events- More Important Than You Know!

- Attend as many of the Networking Events in the evenings.
- Plan your schedule ahead of time & purchase tickets for events- they sell out quick!
- At the events don't stay in one spot. This is your chance to meet new people!
- Split your team up to attend more events.



The screenshot shows the IAAPA website for the 2009 Las Vegas Attractions Expo. The header includes the IAAPA logo and navigation tabs for 'Topic & Events', 'Locations & Training', 'Media', 'Government Relations', 'Sponsors', 'Press Room', 'About Us', 'Community', and 'Membership'. A sidebar on the left lists 'Co-Maint Expo Team' and 'IAAPA Attractions Expo' with links for 'Attendee Registration', 'Attendee Information', 'Event Schedule', 'Exhibitor', 'Exhibitor List & Floor Plan', 'Sponsorship', 'Travel & Transportation', 'Special Events', 'Show Details', 'Press Room', 'Visit Attractions Expo', 'Visit Attractions Show', 'Safety Conferences', 'Visit Invitation Letter', and 'Request Info'. The main content area features a banner for 'The Main Attraction for the Attractions Industry' and a 'SPECIAL EVENTS' section. The text under 'SPECIAL EVENTS' states: 'Nothing Outshines the Special Events and Networking at IAAPA Attractions Expo 2009!' and describes the opportunity to gather with friends and colleagues, develop new relationships, and enjoy professional networking. It lists featured events for Tuesday, November 17 (Kickoff Event at Wynn Las Vegas Hotel), Wednesday, November 18 (Golf and Dinner at Renaissance Las Vegas Hotel), and Thursday, November 19 (Networking Reception at Renaissance Las Vegas Hotel). A small photo of a group of people is visible in the bottom right corner of the featured events section.

“ IAAPA’s networking events are such a great platform to meet prospective clients and other people in your industry. The contacts made at these events can lead to new business and successful partnerships so we always take the opportunity to attend as many as we can.”  
Steve Drake, Chief Operating Officer, Lo-Q plc

# Other Networking Opportunities...

- IAAPA Vendor Tours- Register early on-line for the vendor tours where 12-15 attendees are taken around to relevant booths for their sector.
- IAAPA Education Sessions - Use educational sessions to both learn & for the opportunity to network with prospective clients
- IAAPA Charity: 5k Run, Golf Tournament, & Motorcycle Ride



"Choose wisely, without adequate staffing you really need to fine tune this one. I have met many first time exhibitors at this show that are overwhelmed with the networking options – a pre-trade show determination is a must for a first timer or newcomer. Go with your current customer base in the industry, let them guide you if they are veteran."

**Gina Kelly, President, Intermark Ride Group**

# The Do's & Don't for Your Booth Staff

## DO'S

- Dress to impress! First impressions are everything and even if you're dressing casual, dress sharp.
- Make sure all your booth staff look approachable and SMILE!
- Keep your booth clean & organized
- Make sure all your staff know your products!

## DON'TS

- Don't eat or drink at your booth.
- Don't text or talk on the phone at your booth.
- Don't wander away, your booth should always have one staff person in it at all times.
- Don't underestimate a person in your booth. Treat everyone like a potential client!

# Booth Etiquette

- 20% of the space should be open for movement...do not conduct business in the aisles



- Remember to keep your products, brochures, signs, characters, etc inside your booth space. **BE A GOOD NEIGHBOUR!**
- Design your booth to allow for movement in and around your booth and products.

# After the Show...

- Send a follow up email to your clients thanking them for visiting you at the show.
- Go through your notes & follow up with sales material within a week of the show.
- Make notes while the show is still fresh in your mind about what you would do again or change for the next year's show.

# Don't Forget....!

- Have an excess of business cards- put a sticker on them with the IAAPA logo & your booth number
- Clients don't want to carry around a ton of material so go green & electronic. Have your sales material on a CD/DVD.
- Trade show hours are long so wear comfortable shoes!
- Pace Yourself!





# Questions



These slides and a full recording of this program will be posted on the IAAPA website at:

<http://www.iaapa.org/education/elearn/elearning.asp>