



Preparing for the Expo – A Step-by-Step Guide through the IAAPA Expo 2023 [Exhibitor Services Guide](#)

FIRST STEPS

1. Review and add to your calendar the Deadlines/Exhibitor To Do List to ensure you don't miss ordering or discount deadlines (2nd tab [here](#)).
2. [Register](#) your on-site Booth Staff through [Exhibitor Registration](#).
3. Make your [Hotel Reservation](#) (review the [Exhibitor Schedule](#) dates and times to ensure you include ample time for set-up and tear-down of your booth).
4. Review the [Important Show Information](#) with general information and items you don't want to miss.

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 complete the [Booth Layout form](#) (required).
 - b. Is your booth 20'x20' or larger, displaying inflatables, and/or you are requesting a variance to the [display rules](#)? **YES** → Also upload a file of your booth layout/design for approval.
 - c. Is your booth multi-level or covered? **YES** → Complete the [OCCC form](#).
 - d. Will you have any animals in your booth? **YES** → Review the guidelines [here](#).
 - e. Will you be having any balloons or lighter-than-air products? **YES** → Submit the [OCCC form](#).
2. All booths must have Carpet or some form of floor covering over the contracted booth space. Do you need a floor covering? **YES** → [Order online](#) through Freeman.
3. Do you need Tables, Chairs, or other furnishings? **YES** →
 - a. Is your booth 10'x10' or 10'x20'? **YES** → Consider a discounted [Freeman Booth Package](#).
 - b. See the variety of furnishing options online through [Freeman](#).
4. Will you need electricity in your booth (laptop, lights, display materials)? **YES** → Order online through the building, [OCCC](#).
5. Will you need internet access in your booth beyond the basic WiFi? **YES** → Complete the [Internet order form](#).
6. Do you need other Utilities for your booth such as air, gas, water, drain, cable TV? **YES** → Order online through the building, [OCCC](#).
7. Consider other booth enhancements you may need:
 - a. [Audio-Visual & Computers](#)
 - b. [Floral/Plants](#)
 - c. [Interpreters/Hostesses/Talent](#)
 - d. [Lead Retrieval](#)

8. Will you be distributing any food or beverage during the Expo? **YES →**
 - a. Is this product produced or distributed by your company? **YES →**
 - i. Complete the [Food Sampling Form](#)
 - ii. Submit a certificate indicating you have the higher [insurance coverage](#).
 - iii. Do you need to store any food items during the show? **YES →** Complete the [Dry/Refrigerator/Freezer Storage form](#).
 - iv. Are you cooking, using a flame, gas, or heat device? **YES →** Complete the [OCCC form](#).
 - b. Is this general food and beverage? **YES →** F&B must be arranged through Sodexo Live!, see the [menus and order form](#).
9. Submit the [Audience Participation Safety Form](#) (required).
10. If you are planning an ancillary or satellite event, click [here](#).

GETTING YOUR EXHIBIT TO THE SHOW

1. Review the [Schedule](#) for the earliest date and time you have access to the show floor. Contact Freeman if you need a [Targeted Move-in Date](#).
2. Will you have materials to ship to the show?
 - a. **YES →**
 - i. Review the [Shipping information](#). Click [here](#) if shipping from outside the U.S.
 - ii. Review the [Material Handling](#) information and fees.
 - iii. Complete the Freight and Rigging Questionnaire through [Freeman Online](#).
 - b. **NO →**
 - i. Are you driving your materials to the show?
 1. **YES →**
 - a. Review the [Material Handling](#) information and fees.
 - b. Review the [Hand Carry](#) guidelines.
 - c. Review the [Parking](#) options and pricing.
 2. **NO →**
 - a. Review [Hand Carry](#) guidelines.

ON-SITE SET-UP

All booths must be occupied and in progress being set-up by 5:00 p.m. Monday, Nov. 13.

1. Are you using a company other than Freeman or your company staff to build/set your booth? **YES →** Review the [Exhibitor Appointed Contractor](#) requirements.
2. Will you need to hang anything in your booth (booths that are 20'x20'+ only)? **YES →** Arrange Rigging online at [OCCC](#). If shipping your sign, use the shipping labels on page 2 [here](#).
3. Will you need heavy equipment to install your booth? **YES →** Please [contact Freeman](#) in advance.
4. Do you need any Labor for installation or dismantling of your booth? **YES →** Order online through [Freeman](#).
5. Prepare for the show [Security Tips](#) and [Booth Safety Guidelines](#).

6. Don't forget to review the Show Rules!
 - a. [Show Rules & Violations](#)
 - b. [IAAPA Contract Terms](#)
 - c. [Intellectual Property Policy](#)
 - d. [Show Policies](#)

MARKETING YOUR EXHIBIT

1. Review the [Exhibitor Success & ROI Center](#) for resources and tools. Review the on-demand and live [Exhibitor Webinars](#) available just for IAAPA Expo exhibitors.
2. Update your [Booth Profile](#) for the website and mobile app. Learn about the appointment setting and connecting with attendees through [Connect+](#).
3. Apply for free the [Brass Ring Exhibitor Awards](#).
4. Consider a [sponsorship opportunity](#) or [advertising](#).
5. Promote your company and product through [Media Exposure](#).
6. Download We're Exhibiting graphics and learn about your [digital promotion toolkit](#).
7. Send free registration passes to your customers and prospects through the [Exhibitor Guest Program](#).
8. Take the [pledge to be sustainable](#) during IAAPA Expo.

For additional information and full details relating to the Expo, please review the [Exhibitor Service Guide](#). Further questions can be directed to Exhibitors@IAAPA.org.