

Orlando, FL

Conference: Nov. 15 - 18, 2021  
Trade Show: Nov. 16 - 19, 2021

[www.IAAPA.org/IAAPAE expo](http://www.IAAPA.org/IAAPAE expo)



The Global Attractions Industry's Premier Event

## Preparing for the Expo – A Step-by-Step Guide through the IAAPA Expo 2021 Exhibitor Services Guide

### FIRST STEPS

1. Review, print, and post near your calendar the [To Do's/Deadlines Checklist](#) to ensure you don't miss ordering or discount deadlines.
2. [Register](#) your on-site Booth Staff. Your password is your IAAPA Company ID.
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. Attend the [Exhibitor Webinar](#) July 14 about the show health and safety guidelines.
5. Review the [Key Show Information](#) with new information and items you don't want to miss.

### BOOTH ELEMENTS

1. Review the [Booth Height & Layout 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 is 20'x20' or larger, displaying inflatables, and/or you are requesting a variance to the [display rules](#)? **YES** → 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 to order Carpet? **YES** → Complete the [Carpet order form](#).
3. Do you need Tables, Chairs, or other furnishings? **YES** →
  - a. Is your booth 10'x10' or 10'x20'? **YES** → Consider a discounted [Booth Package](#).
  - b. See the [Furniture](#) brochure and order form.
4. Will you need electricity in your booth (laptop, lights, display materials)? **YES** → Complete the [Electrical](#) order form.
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? **YES** → See the order forms below.
  - a. [Plumbing, Water & Drain](#)
  - b. [Air & Gas](#)
  - c. [Aerial Lighting](#)
7. Consider other booth enhancements you may need:
  - a. [Audio-Visual & Computers](#)
  - b. [Floral/Plants](#)
  - c. [Interpreters/Hostesses](#)
  - d. [Lead Retrieval](#)
  - e. [Graphics and Signs](#)
  - f. [Photography/Videography](#)
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 [Centerplate 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 Centerplate, see the [menus and order form](#)
9. **Submit** the [Audience Participation Safety Form](#) (required).

#### GETTING YOUR EXHIBIT TO THE SHOW

1. Review the [Schedule](#) 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 the [Shipping information](#)
    - ii. Review the [Material Handling](#) information
    - iii. Complete the [Freight and Rigging Questionnaire](#)
  - b. **NO** →
    - i. Are you driving your materials to the show?
      1. **YES** →
        - a. Review the [Material Handling](#) information
        - b. Review the [Hand Carry](#) guidelines

- c. Review the [Parking](#) options.
2. **NO** →
  - a. Review [Hand Carry](#) guidelines

### ON-SITE SET-UP

All booths must be set-up and ready for inspection by 5:00 p.m. Monday, Nov. 16.

1. Are you using a company other than Freeman or your 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** → Complete the [Rigging form](#). If shipping your sign, use the shipping labels on page 3 [here](#).
3. Will you need heavy equipment to install your booth? **YES** → See the [Freeman form](#).
4. Do you need any Labor for installation or dismantling of your booth? **YES** → See the [Freeman form](#).
5. Prepare for the show [Health and Safety Guidelines](#), [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. Update your [Exhibitor Profile](#) for the printed Show Program, website, and mobile app. Consider a [digital promotional opportunity](#).
2. Apply for an [Exhibitor Award](#).
3. Consider a [sponsorship opportunity](#) or [advertising](#).
4. Invite your customers and prospects to [visit your booth for free](#).
5. Be part of a [Trade Show Tour](#) bringing buyers to your booth.
6. Promote your company and product through a **Media Opportunity** or through [Social Media](#).

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. Further questions can be directed to [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org).