



THE GLOBAL  
ATTRACTIONS INDUSTRY'S  
PREMIER EVENT.

CONFERENCE: Nov. 18-22, 2019 | TRADE SHOW: Nov. 19-22, 2019

ORLANDO, FL, US

## EXHIBITOR WEBINAR

### Exhibiting Success at IAAPA Expo

Exhibiting at a large trade show like IAAPA Expo can be daunting. To help you get started, the IAAPA team will walk you through pre-show preparations and how to make the most of your exhibit investment.

Operational topics include:

- What items are required
- Badges for on-site staff
- Shipping and on-site handling
- Booth display guidelines
- Ordering for on-site services
- Key show guidelines

You'll also learn about sales topic including:

- Marketing tool available
- On-site selling techniques
- How to make the most of the show as an exhibitor
- How the booth assignment process works

Both first-timers and long-time exhibitors will benefit from this jam-packed informational session.

#### SPEAKERS



Stacey L. Mills, CMP, CEM, Senior Director of Conference & Trade Show Operations, IAAPA



Julie Rice-Witherell, Director, Sales and Exhibit Marketing, IAAPA

**The webinar was recorded live August 21.**  
**To listen to the live recording and view the slides, click [here](#).**  
**To view the slides only, click [here](#).**