

## Katie A. Stuart

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**From:** Katie Stuart <generalinfo@ifai.ccsend.com> on behalf of Katie A. Stuart  
**Sent:** Thursday, May 5, 2016 9:51 AM  
**To:** Katie A. Stuart  
**Subject:** IFAI Exhibitor Insight - April/May 2016 Issue



### Connect with us at Expo!

Making the Expo connection with your customers is about to get easier than ever. In this edition of *Exhibitor Insight*, we'll show you how.

Download the [Expo 2016 e-mail signature](#) and [digital ads for your website](#). Using these handy graphics tells your customers that they'll be able to connect with you at IFAI Expo 2016.

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### Digitally streamline your IFAI experience

We listened to your thoughts about how to best organize your entire IFAI experience. We have two new ways to streamline the process.

First, [visit the Exhibitor Central portal](#), your hub for all booth-related materials. Update your business information, reserve and pay for booth space, and access all important exhibit materials to ensure onsite success. Information you enter in your Booth Profile will be used on the IFAI online map, mobile app, and show publications, so be thorough. For a tutorial, [click here](#).

Then, [visit IFAI.com](#) to manage your communications and subscription preferences, update your staff information and register for events. Get what you want from us, when you need it.

Visiting these two sites will help us help you by working with the most current information about your business, putting us in contact with the correct staff, and making your experience with us more efficient and

### TRADE SHOW TIPS

[Visit Exhibitor Central](#) and learn how to manage your information [here!](#)

### RESOURCES

[FreemanOnline is now live](#) for all booth ordering and service manual information!

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easier than ever.

If you're looking for Exhibitor Service Kit information, it can now be found at [Freeman Online](#). It's your one stop location for all booth ordering and service manual information!

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## More ways to get involved

Take advantage of these complimentary programs to enhance your brand at Expo:

- **Show Stopper** - This year, this popular program brings attendees directly to your booth to learn more about your new and improved products and services. All participants' items will be promoted in Expo media and highlighted on-site with exclusive Show Stopper signage. Learn more and [submit your application here](#) by the **July 4 deadline**.
- **Fabric Sourcing Center** - Attendees will see your materials organized by application types, with your booth number listed alongside. Customers use this display to play their show floor experience, so don't be left out. You can submit up to twelve samples by [visiting our website](#) by the **July 29 deadline**.

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## Thank you!

Most importantly, though, we want to thank you for your support of IFAI Expo. We're working together to advance the industry. Contact us if you have questions - and we'll see you in Charlotte!

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*IFAI is a not-for-profit trade association comprised of member companies representing the global specialty fabrics marketplace.*

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### IFAI Social Media



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IFAI Expo is your marketplace for specialty fabrics, advanced textiles, and shade and weather protection applications.



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