



# EXPO | EXHIBITOR INSIGHT



August 2016

## Plan now for onsite Expo success

IFAI Expo 2016 is just a few short weeks away, and it's time to think about how you can plan for your best Expo yet! In this issue of *Exhibitor Insight*, we'll tell you how IFAI, and Expo's Official Service Contractor, Freeman, can help.

## EAC and insurance forms

**Deadline: Friday, September 16**

*Don't forget* -- If you use an Exhibitor Appointed Contractor (EAC), [please submit this form](#) and have your contractor submit their Certificate of Insurance to us by **Friday, September 16**.

An EAC is a third-party contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors. The selected contractor must furnish an original Certificate of Insurance per the guidelines listed at the top of the Exhibitor Appointed Contractor Authorization Form. All EAC forms and Certificates of Insurance must be submitted by

## Trade Show Tips

Our Official Service Contractor, Freeman, knows a thing or two about how to put on a good show.

For additional tips on how to make the most out of IFAI Expo, [read "Five Tips for a Successful Event Strategy."](#)

## Resources

PROMOTIONAL OPPORTUNITIES

HOTEL AND TRAVEL

EXHIBITOR SERVICE MANUAL

Visit [FreemanOnline](#) for all booth ordering and service manual information!

IFAI Exhibitor Contact

September 16 or the contractor will not be allowed on the show floor.

## More furnishing packages available Deadline: Monday, September 26

Due to increased interest in Freeman-designed displays, Freeman is offering more turnkey booth furnishing packages. See your options and [click here for information](#).

## Know the rules on rigging

Rigging of **all items heavier than 50 pounds** must be handled by the convention center's in-house audio visual company, PSAV. PSAV is required to approve all rigging designs and provide the labor necessary to raise and lower any equipment attached to the facility's rigging system. To arrange for PSAV approval, [fill out the form at this link](#).

If your signs, banners and other items are under 50 pounds, Freeman can handle your needs. [Click here](#) to arrange assistance through Freeman. If you have questions, email Katie Stuart at [kastuart@ifai.com](mailto:kastuart@ifai.com).

## Help spread the Expo word

You know that IFAI Expo is the industry's last word in trade shows -- but have you told your clients and business partners? Make sure to send your VIP Voucher to all of your contacts and direct them to [IFAIexpo.com](http://IFAIexpo.com) for more information and to register. The more professionals we draw to Expo, the more business exposure for everyone helping us advance the industry.

Need your VIP Voucher? Search your inbox for an email from Megan Firl, [mmfirl@ifai.com](mailto:mmfirl@ifai.com). If you don't have this e-mail or your VIP Voucher, please e-mail Megan for a re-send.

## We're serious about suitcasing

Suitcasing is strictly prohibited at all IFAI events. We reserve the right to escort any individual from IFAI Expo 2016 premises if they are reported to be soliciting at the event and are not an IFAI Expo 2016

Katie Stuart, IFAI Exhibit Coordinator

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## Freeman Show Floor Contact

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

exhibitor. IFAI values our exhibitors and their support of the industry. For the full Suitcasing Policy Statement, [click here](#).

If you have concerns about suitcasing, please contact show management. We want your exhibit experience at IFAI Expo 2016 to be as rewarding as possible

**As always, thank you for your support of IFAI Expo!**



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