



EXPO | EXHIBITOR INSIGHT



Plan Your Expo Strategy

With IFAI Expo 2016 just around the corner, it's time to think about how you can best position your business when we meet in Charlotte. This month's edition of "Exhibitor Insight" will give you a few tips, both from inside IFAI and from our Official Service Contractor, Freeman.

Submit your Expo Show Guide info before August 5

Log into [Exhibitor Central](#) and update your company's Booth Profile information by August 5 to be included in the IFAI Expo 2016 Show Guide. The information you enter will also be used for the IFAI event mobile app and published on the live show floor map. For a tutorial, [click here](#).

EAC and insurance forms due September 16

If you use an Exhibitor Appointed Contractor (EAC), [please submit this form](#) and have your contractor

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

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 showing coverage for the mandated amount and name IFAI, the Charlotte Convention Center and Freeman as additionally insured.

All EAC forms and Certificates of Insurance must be submitted by September 16, 2016 or the contractor will not be allowed on the show floor. For more information, email Katie Stuart at kastuart@ifai.com.

Lead retrieval is a great way to stay organized

Our lead retrieval app will help you stay in touch with all the business contacts you'll generate at Expo. It does all the work for you, from badge scanning to lead qualification, all exportable to your desktop computer for easy reference. For pricing and ordering information, visit [this link](#). You won't want to wait until the last minute – send your completed order form to events@ifai.com or 651-631-9334 (attention of Katie Stuart) by the **Friday, October 7** deadline .

VIP Vouchers get your clients onto the show floor

As an exhibitor, you'll receive a free VIP Voucher discount code with unlimited uses to distribute to your clients as you see fit. Watch your email for a special notice from mmfirl@ifai.com – it will contain the discount code your clients will need to redeem for free show floor access. It's a great way to get extra exposure and show your clients that you value their business, while helping them see the show floor free of charge.

Sponsorships can increase the number of visitors to your booth by

HOTEL
AND TRAVEL

EXHIBITOR
SERVICE MANUAL

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

IFAI Exhibitor Contact

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

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IFAI Expo offers various packages to get your company noticed by attendees. Drive more traffic to your booth through on-site, event, digital, and print opportunities! Check out the available sponsorships to promote your company [here](#) and [email us](#) for more information.

**Center for Exhibition Industry Research (CEIR)*

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



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