

EXHIBITOR ACADEMY

Enhance your expo experience

What's New. What's Needed. What's Next.

IFDA 2023 Solutions Conference

September 11-13, 2023 Fort Worth, TX



Activate Your Brand

- Welcome and Introductions
 - Lead Retrieval
 - Exhibitor Guest Badge Program
 - Exhibitor Information
- Preparing for the Event
- Staffing the Booth
 - Building the Team
 - Roles & Responsibilities
 - Training
 - Expectations
 - Body Language & Dress
- Enhancing & Detracting from the Experience
- Recap
- Questions?

IFDA Exhibitor Information

IMPORTANT DEADLINES
Discount Price Deadline for Custom Shepard Rentals Friday, August 11, 2023
Exhibitor Appointed Contractor Notification Deadline Friday, August 11, 2023
First Day for Warehouse Deliveries Without a Surcharge Friday, August 11, 2023
Discount Price Deadline for Standard Shepard Orders Monday, August 21, 2023
Last Day for Warehouse Deliveries Without a Surcharge Tuesday, September 5, 2023
Last Day for Warehouse Deliveries* Friday, September 8, 2023
<small>*Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.</small>
First Day Freight Can Arrive at Show Site Sunday, September 10, 2023 8:00AM
<i>Please note! Shepard will be closed on September 4 in observance of the Holiday. No shipments will be accepted. Please notify your carrier.</i>

Booth Package

Items provided in your booth, per exhibitor:

- 8' High Backwall Drape with 3' High Sidewall Drape
- 7" x 44" Cardstock Identification Sign

Show Colors

Show Drape Color(s): Black
Aisle Carpet Color: Tuxedo

Exhibit Show Schedule

GENERAL EXHIBITOR MOVE-IN

Sunday, September 10, 2023 - 8:00AM to 6:00PM
Monday, September 11, 2023 - 7:00AM to 9:00AM

EXHIBIT HOURS

Monday, September 11, 2023 - 11:00AM to 2:30PM
Monday, September 11, 2023 - 5:00PM to 6:30PM
Tuesday, September 12, 2023 - 11:00AM to 2:30PM

EXHIBITOR MOVE OUT

Tuesday, September 12, 2023 - 2:30PM to 7:00PM
Wednesday, September 13, 2023 - 8:00AM to 12:00PM

FREIGHT REROUTE BEGINS*

*All outbound carriers must be checked in by this time

Wednesday, September 13, 2023 | 10:00AM

Shipping Addresses

ADVANCE WAREHOUSE SHIPMENT ADDRESS

Exhibiting Co. Name & Booth Number
IFDA's Solutions Conference
YRC c/o Shepard Exposition Services
12340 East Northwest Highway
Dallas, TX 75228

Warehouse hours: Monday - Friday 8:00AM - 4:00PM

DIRECT TO SHOW SITE SHIPMENT ADDRESS

c/o Shepard Exposition Services
Exhibiting Co. Name & Booth Number
IFDA's Solutions Conference
Fort Worth Convention Center
1201 Houston St
Ft Worth, TX 76102



IFDA Exhibitor Information

Attendee Lists

All exhibitors will have access to a Pre-Conference attendee list (sent out 10-14 days prior). New this year, a *Post-Conference attendee list will be included in your booth package.*

Exhibitor Badges

All exhibitors will receive two complimentary passes per each 10x10' booth. Once your complimentary passes are used, each additional booth personnel registration is \$595. Currently registered exhibitors will receive promo codes to register your booth staff. On-site upon arrival at the Fort Worth Convention Center, exhibitors and all attendees will check in and retrieve their badge with an express registration area.

Hotel Reservations

Once you have registered your booth staff, they will receive the housing information in their confirmation email along with the booking links.

Exhibitor Guest Program

The opportunity to invite customers, clients, or friends to attend the Solutions Conference. Exhibitor contacts will receive instructions on how to register guests.

Sponsorship Opportunities

Be sure to check out the [sponsorship opportunities](#) and enhance your company's presence at the Solutions Conference. If you have additional ideas of how to increase your company's visibility through sponsorship, please contact Matthew Sherring, Director, Business Development at 703-962-9936 or msherring@ifdaonline.org to learn more.

Please Note: IFDA does not use third party providers for attendee lists or travel for this conference. If you are contacted by anyone claiming to provide lists, hotel or other travel arrangements, they are not endorsed by or affiliated with IFDA.

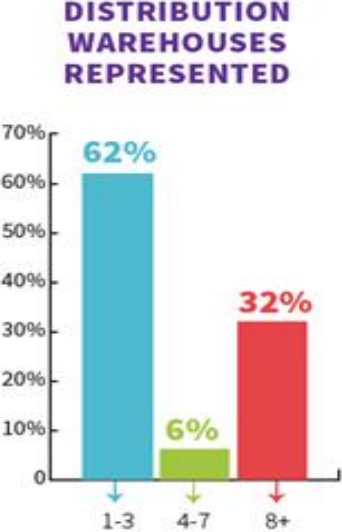
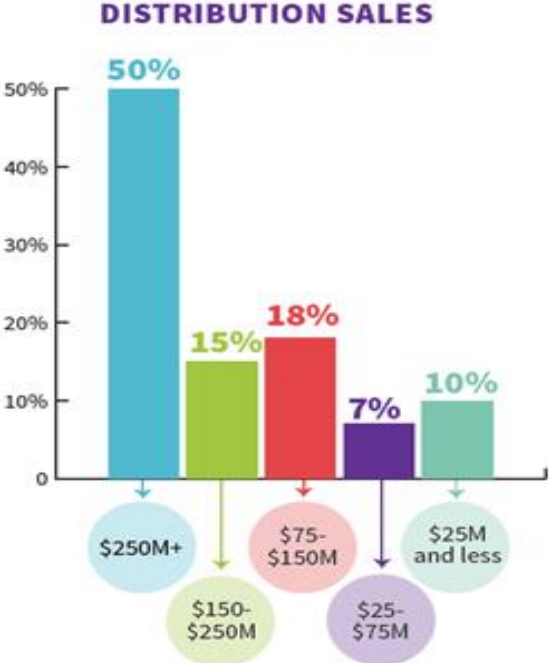
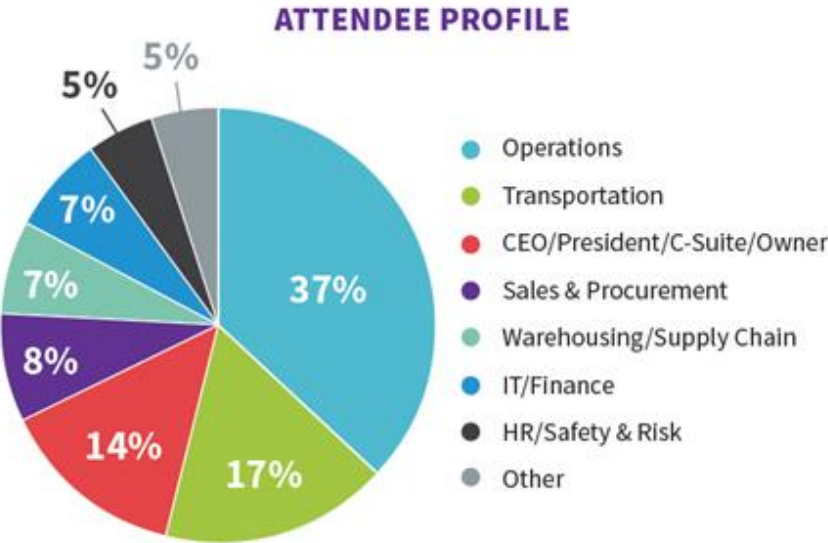


IFDA Solutions Conference by the #'s

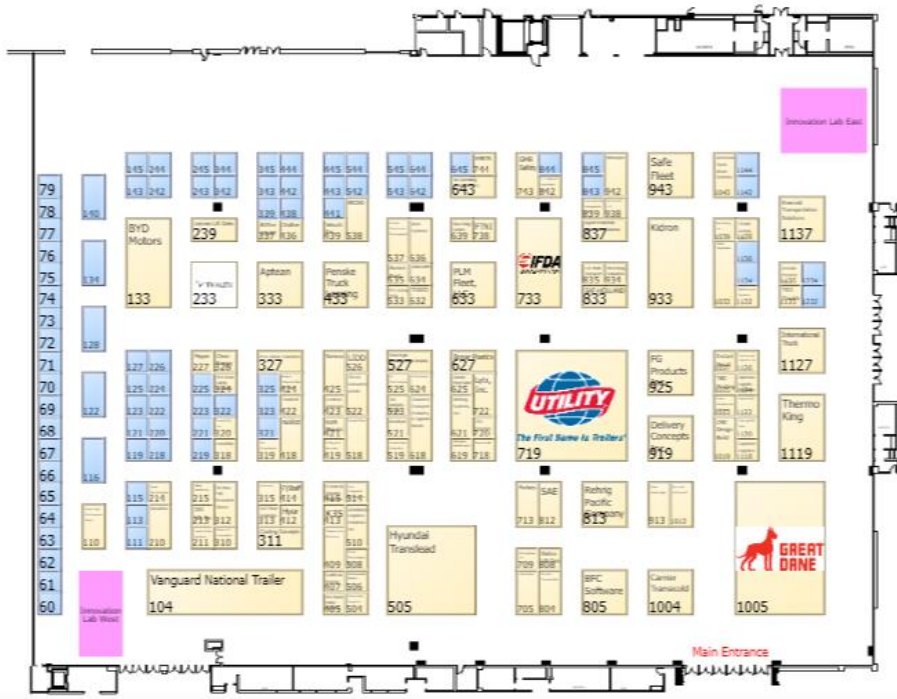
79% of attendees are making final buying decisions or recommendations

Exhibitors: 170+
Attendance: 1,500+

Workshops: 30+
Expo Floor: 40,000 SF
and over 15 hours of Networking!



IFDA Solutions Conference
September 11-13, 2023
Fort Worth Convention Center - Halls ABC - First Level/ Ground
Fort Worth, TX



A decorative graphic on the left side of the slide, consisting of several light blue diamond shapes. One large diamond is centered vertically, with four smaller diamonds positioned around it (top, bottom, left, and right), creating a cross-like arrangement.

Preparing for the Event

Preparing for the Event

Collect Pre-Event Details



Share the following information with Shepard
before the event

- Contact Information
- Orders
- Method of Payment
- Outbound Shipping

Preparing for the Event

On-Site Information



Bring with you

- Copies of your orders and layouts (hard copy or digital)
- Freight tracking information
 - Carrier and assigned tracking numbers
 - The items (and quantity) shipped
 - Address you used to ship from and date of shipment
 - Address you shipped to (advance warehouse or direct to event)

Preparing for the Event

Measuring Your Success



- Track measurable metrics that matter, such as leads generated, booth traffic, engagement with attendees, and sales completed at the event
- Follow up with warm leads from the event in a timely manner to build those relationships
- Track the ROI of the event – cost to participate, staffing required, booth design/layout/flow, attendee feedback

Preparing for the Event

Pre-, Onsite, and Post-Event Path to Success



Preparing for the Event

Planning Your Booth – Products & Services



- Build appropriate space for One on One or Group Demonstrations
- Keep lighting and sight lines in mind
- Create a script – Highlight the product and market differentiators
- Look for ways to engage attendees, to draw them in and hold their interest
- Keep groups around your booth in mind and let show management know your booth plans

Preparing for the Event

Planning Your Booth – Customer Connections



- Create an inviting space with color, touch, sound and visuals
- Incentivize customers and prospects to stop by your booth
- Consider catering services with show management approval
- Create a booth experience different from your competitors
- Don't push the hard sell, personalize the experience for your guests

Preparing for the Event

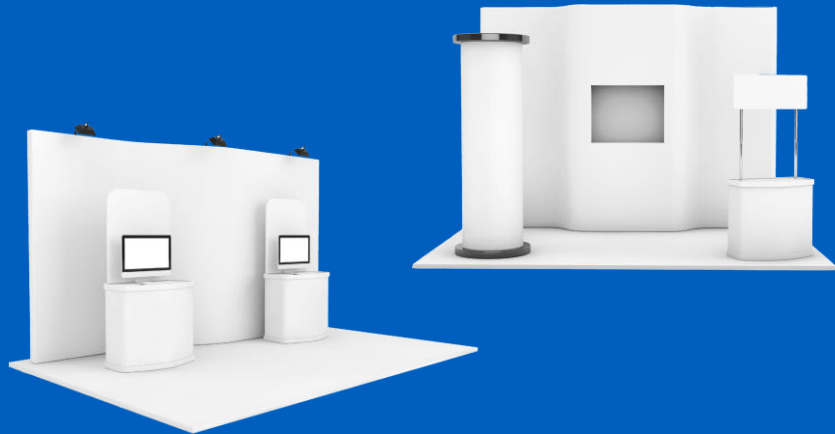
Planning Your Booth – Branding



- Keep your booth design on point with your brand
- Stick with professional quality images
- Take advantage of moving sight and sound motion through video
- Focus your messaging – short and sweet
- Use social media opportunities at the event to extend your branding

Preparing for the Event

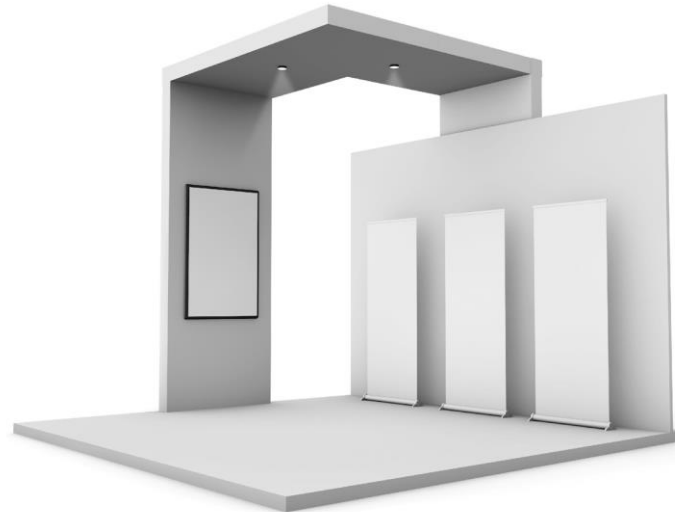
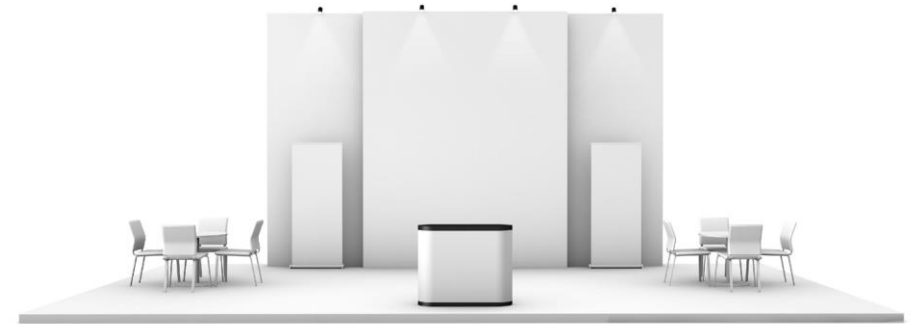
Booth Design & Layout



- Visualize your booth from the attendee's perspective
- Look for interactive opportunities
- Use all the booth space, both in the center and on the perimeter
- Double-check booth specifications and orders to ensure they match

Preparing for the Event

Planning Spaces



Preparing for the Event

Location, Location, Location



Identify your booth location in relation to:

- Restrooms
- Registration
- Food & beverage
- Networking areas
- First aid
- Competitors & friendlies
- Exhibitor services
- Stages, demonstrations, activities or giveaways

Preparing for the Event

Promoting Your Presence



- Invite targeted prospects and existing customers to join you at the event
- Create a promotional offer in advance for show attendees
- Be seen and heard before the event and share thought leadership
- Collaborate with influencers or partners
- Create a web microsite specific to the event with helpful tips for the event
- Schedule and prepare social media and email campaigns to reach customers and prospects
- Tease out information and announcements around the event



Staffing the Booth

Staffing the Booth

Building the Team



Who?

- Energetic and personable
- Positive and engaged
- Responsible and motivated
- Helpful and caring

Numbers?

- 2 booth staff minimum
- Match your staffing to your booth objectives

Staffing the Booth

Roles & Responsibilities



- **Booth Captain/Lead** – responsible for the experience, answering questions, making final decisions
- **Greeter/Host** – friendly, welcoming person to draw in booth traffic
- **Demonstrator/Presenter** – product or service expert, technical lead
- **Lead Qualifier** – sales team member to follow up and meet customer expectations

Staffing the Booth Training



Be a communicator

- Introduce yourself
- Find out what brings them to the show
- Identify their challenges
- Offer solutions
- Offer samples
- Obtain their information
- Follow up

Staffing the Booth

Expectations



- Stay positive, always with a smile
- Connect with attendees, not coworkers
- Refrain from checking phone and laptops
- Refrain from eating in the booth
- Keep your booth clean and tidy
- Ensure you comply with show rules and communicate with event organizers
- Establish appropriate dress code
- Establish a schedule for staffing the booth, client meetings, networking, etc.
- Establish “after-hours” activities, behavior and opportunities

Staffing the Booth

Booth Boot Camp



- Hold an internal strategy meeting before the event to define goals and objectives
- Meet during the event to tweak booth layout, messaging, roles, etc.
- Regroup after the event to optimize, ensure follow up, measure ROI

Staffing the Booth

Body Language & Dress – Head



- Head – nod in agreement, listen with intent and stay focused on the attendee
- Mouth – welcome attendees with a smile
- Eyes – maintain eye contact to connect with attendees without staring

Staffing the Booth

Body Language & Dress – Arms



- Arms – keep your arms relaxed, open at your side
- Hands – use your hands to guide, communicate and emphasize
- Greetings – avoid unnecessary contact and let the attendee guide the interaction; a wave, handshake or fist bump can all be appropriate

Staffing the Booth

Body Language & Dress – Legs



- Stand Straight – legs side by side, not crossed
- Feet – form a “V” with your feet to welcome attendees

Staffing the Booth

Body Language & Dress – Body Position and Posture



- Body Position – stay focused and stand to greet attendees
- Posture – keep your body upright and refrain from leaning on booth furniture or fixtures

Staffing the Booth

Body Language & Dress – Dress



- Business Formal vs. Casual vs. Branded
- Stay consistent with your branding and company personality
- Wear appropriate, comfortable clothing and footwear





Enhancing & Detracting from the Experience

Enhancing & Detracting from the Experience

Do's & Don'ts



- **DO** stand in the booth, **DON'T** sit unless an attendee wishes to sit
- **DO** take breaks, **DON'T** eat or drink in the booth
- **DO** keep your breath fresh, **DON'T** chew gum in the booth
- **DO** stand straight, **DON'T** lean or fidget
- **DO** stay focused, **DON'T** disrupt other booths

Enhancing & Detracting
from the Experience

Incentivize Attendees



Offer attendees something of value, such as a discount or a free trial, to encourage them to engage with your booth and learn more about your products/services.

Enhancing & Detracting from the Experience

Invest & Be Present



- Staffing a booth takes time, talent, and resources.
- Don't cut corners in designing your booth or training your staff.
- Create a well-designed, strategic, and most important, eye-catching booth to stand apart.
- Invest in the event so attendees will invest in you.

Enhancing & Detracting from the Experience

Qualify & Follow Up with Leads



- Make sure you know how to capture and qualify leads, and then follow up with the leads you generated.
- Send personalized emails, make phone calls, or even schedule face-to-face meetings to keep the conversation going.

Enhancing & Detracting from the Experience

Refine Your Process



- Measure your success by tracking metrics such as the number of leads generated, the amount of traffic to your booth, and the ROI of your participation.
- Use this information to improve your strategy for future events.

Enhancing & Detracting
from the Experience

Don't Ignore the Competition



- Be aware of your competition and how you can differentiate yourself.
- Not understanding your competition can lead to missed opportunities and lost leads.

Enhancing & Detracting from the Experience

Be Prepared



- Being unprepared can lead to missed opportunities and negative experiences for attendees.
- Be prepared for technical issues, staffing shortages, and other unexpected situations.

Recap

- ✓ Have a plan and be prepared from the start
- ✓ Set measurable goals and objectives
- ✓ Design your space to meet your objective
- ✓ Build and train a great team and assign roles
- ✓ Give attendees a reason to seek you out
- ✓ Be authentic to your brand and look the part
- ✓ Understand the event audience
- ✓ Follow up during and after the event

Questions?

**Contact- Matthew Sherring with IFDA at
msherring@ifdaonline.com**

**Contact- Cory Smith with Shepard at
csmith@shepardes.com**