



## IACP 2024 February Newsletter

Welcome to the February Update for IACP 2024! We are excited to see you this October in Boston. As we prepare for this year's conference, we will use these monthly Newsletters and Tips to highlight important planning aspects of your conference participation. In addition to 'must do' items, each update will include a "Show Tip" from exhibition industry sources. These explore a specific area of show planning – such as booth design, cost-saving tips, and marketing exhibitor participation. All Newsletters and Tips will be posted on the [Exhibitor Resources](#) page of the IACP 2024 website for easy access.

### Show Budgeting Best Practices

With economic uncertainty bringing increased scrutiny on budgets, many exhibitors are exploring novel ways to make the most of show expenditures. Writing for [Exhibitor Magazine](#), industry expert Candy Adams avers that, to maximize efficiency, exhibitors should first determine overall show goals before outlining their strategy. "Unless you prioritize your reasons for exhibiting and set measurable objectives prior to each show, you could be allocating funds for unnecessary expenditures."

- Moreover, she urges exhibitors to calibrate their approach based on the audiences they hope to reach at each event. "For example, if you are exhibiting to increase qualified leads by 20 percent, then your highest spending should be on a pre-show promotion, in-booth experiential attractions to boost traffic, and travel for additional sales staff to handle the anticipated crowds. However, if you are launching a product or breaking into a new market, your main goal may be to boost awareness of your brand through sponsorships and advertising, in which case your budget allocations should shift accordingly."
- To take advantage of early bird deals on orders and show services, she recommends determining show budgets as early as possible.
- Adams cautions exhibitors to avoid becoming "pennywise but pound foolish" when attempting to cut costs. Citing a previous client who decided to spend his entire promotional budget on low quality flashlights that barely worked, she urges exhibitors to "think through the ramifications of each alteration and know when quality is worth the up charge. Don't always choose the cheapest option, and don't arbitrarily eliminate line items. Make sure saving a penny here doesn't ultimately result in several dollars of lost revenue."
- Ultimately, she concludes, "only plan to spend your discretionary budget dollars on things that help you reach your goals and objectives. For each line item, ask yourself "Will this spending help me reach my primary goals?" If you're sending a mailer or distributing a giveaway item, ask yourself whether everyone needs to receive it, or if you can cut costs by targeting a specific segment of attendees."

### Final Payments on Booth Space:

Just a reminder... Final payment on your exhibit space is due March 19th. You may submit payment through your Exhibitor Dashboard. If you plan to pay via credit card, just click on the Submit Payments/Download Invoice button.

### **Warning on Non-Official Contractors:**

Conference exhibitors are targeted regularly by third-party contractors with offers for 'Free' Show Guide Listings and urgent reminders to book housing or other services. Beware of these solicitations, especially as IACP 2024 gets closer. IACP does not sell exhibitor contact information to any third-party vendor. Unfortunately, many of these companies scour the internet to gather information to target exhibitors. A listing of IACP Official Contractors is available on the [Exhibitor Resources](#) page of the IACP 2024 website. To avoid scams, please research any vendors which are not listed as IACP Official Contractors and avoid making any "quick" decisions if pressured.

### **Questions?**

If you have questions about your booth, accessing your company record, or planning for IACP 2024, please reach out to us at [ExhibitsEmail@theiacp.org](mailto:ExhibitsEmail@theiacp.org).