



## IACP 2024 July Newsletter

Welcome to the July Update for IACP 2024! We are excited to welcome 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.

## Marketing Conference Participation

Successful exhibition marketing efforts begin well before the exhibit hall opens. As the industry experts at [Exhibitor Magazine](#) explain, the opening "salvo" of the contest for attendee attention typically comes with an invitational email or social media post from exhibitors inviting recipients to their booth at an upcoming event. This early outreach can prove vital as one survey found that more than [80% of exhibitors polled](#) found their initial messaging had resulted in increased attendee traffic to their space. To make the best impression and effectively engage with target attendees in the weeks and months before the show, Exhibitor Magazine's experts make the following suggestions:

- **Where and why?:** Exhibitors are encouraged to share the location and number of their booth along with any new products and promotions the company plans to highlight in their exhibit.
- **Personalize your outreach:** [Nearly half](#) of the companies polled reported better engagement with individualized invitations to their exhibits.
- **Attendee List:** The IACP will share a list of opted-in attendees with exhibitors 3 weeks before the beginning of the conference. ***Please be advised that the lists offered for sale by third parties are fraudulent.***
- **Broaden your approach:** [The most successful exhibitors](#) market their presence via traditional emails and a diverse array of traditional platforms, such as X, Facebook, LinkedIn, and newer mediums like Threads.
- **Use Hashtags:** Exhibitors hoping to expand the reach of their campaign should embrace show-specific hashtags. #IACP2024 is the official hashtag of this year's event.

## Island Booth Layout

Exhibitors with island booths that are 20' x 40' and larger are required to submit a floor plan of your booth layout. Exhibitors with island booths that are 20' x 20' or 20' x 30' are required to submit booth layouts **ONLY** if you plan to display a vehicle and/or if the booth is multi-level. Please send floor plans by September 6th to Gaye Dullaghan, Exhibits Manager, at [dullaghan@theiacp.org](mailto:dullaghan@theiacp.org), for review and approval.

## Important Exhibitor Links:

With the conference fast approaching, we encourage exhibitors to carefully review the **Important Exhibitor Links** posted on the [Exhibitor Resources](#) page of the IACP 2024 website, which highlight the following mandatory IACP Show Management forms/links:

- [Exhibitor Appointed Contractor](#)
- [Vehicle Registration Form](#)
- [Weapons Registration Form](#)

Deadlines for submitting are noted on each form, plus refer to the Important Deadlines below.

### **Warning on non-official contractors**

As we get closer to IACP 2024, exhibitors can expect to receive email and solicitations for many services. A frequent offer is an IACP attendee list. IACP conference attendee lists are not made public or available to any third-party vendor. Exhibitors will receive the IACP 2024 pre-conference attendee list from IACP approximately 3 weeks out from the conference. This is the only valid attendee list available. If you receive emails from companies offering to sell the list, please forward those emails to a member of the Exhibits Team.

Please review the list of IACP Official Contractors posted on [the Exhibitor Resources page](#) of the IACP 2024 web site. Be sure to research any vendors not listed on the conference site and avoid making any “quick” decisions if pressured. Beware of solicitations from third-party contractors with offers for ‘Free’ Show Guide Listings and urgent reminders to book housing or other services. IACP does not sell exhibitor contact information to any third-party vendor.

### **Important Deadlines**

|                    |   |
|--------------------|---|
| August 8, 2024     | Maritz Early Bird Pricing Deadline: Lead Retrieval  |
| August 23, 2024    | Vehicle Display Registration Deadline   |
| September 13, 2024 | Weapons Registration Deadline   |
| September 15, 2024 | Advance Pricing Deadline for Booth Catering (Levy)<br>Booth Security (Marshall Robinson and Associates)   |
| September 18, 2024 | First Day Shipments will be accepted at the Advance Warehouse<br>Discount Deadline: Freeman Orders (Furniture, Carpet, Accessories, Labor, Signs, Cleaning, Freeman AV) |
| September 21, 2024 | Advance Pricing Deadline: Maritz Lead Retrieval   |
| September 30, 2024 | Discount Deadline for Boston Convention and Exhibition Center Services (Electricity, Internet, Telephone, Rigging)  |
| October 7, 2024    | Final Day Shipments Accepted at Advance Warehouse without Additional Charges  |

### **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).