



## IACP 2024 June Newsletter

Welcome to the June 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.

### Managing Exhibit Expenditures

With the [IACP 2024 Exhibitor Kit](#) now live, many exhibitors are weighing how best to deploy their show budget. In an issue of [Exhibitor Magazine](#), veteran trade show organizers explored best practices for cutting unnecessary spending. While there is no blanket "magic formula" for determining when it makes sense to spend, the experts note general industry "rules of thumb" to consider when formulating an exhibit plan:

- **Visibility-Only Sponsorships:** Exhibitors, they recommend, should reevaluate high-cost sponsorships focused solely on visibility unless brand awareness is the primary goal. Instead, exhibitors should calibrate their efforts to more directly target audiences of interest.
- **Outsourcing Creative:** Moreover, rather than contracting external creative help, they recommend utilizing in-house creative talent to save costs and leverage their deep understanding of the brand.
- **Monitor Purchase vs. Rental:** With many exhibits utilizing display monitors, they recommend carefully weighing purchase and rental options. While rentals may reduce long-term maintenance and storage expenses, some exhibitors may wish to purchase their display monitors and later gift them to selected attendees as part of a promotional raffle.
- **Standard Staff Uniforms:** They urge companies to opt for color-coordinated personal attire with branded accessories instead of specially ordered, show-unique uniforms to cut costs.
- **Rigged Elements:** To avoid expensive labor and rigging fees, the experts recommend focusing on ground-based exhibit features that can be easily and quickly assembled by non-specialized laborers.
- **In-Booth Food and Beverage:** The experts note that blanket giveaways, like food and beverage offerings, should be launched in tandem with a solid marketing and staffing strategy. Hospitality offerings are expensive and should be aimed at capturing a targeted audience rather than simply attracting a non-target crowd.
- **Tchotchke Free-For-All:** Similarly, they recommend that exhibitors focus on quality giveaways for top prospects instead of distributing cheap, generic items to everyone passing the booth.
- **Rigid Graphics:** The experts recommend opting for digital or fabric graphics to save on production, shipping, and installation costs while also allowing for easier updates for future use.

### Exhibit Staff Registration:

Reminder! All booth staff must be registered with an "Exhibitor" badge. The registration portal can be accessed via your [Exhibitor Dashboard](#). The chart below details the complimentary allotment, cost for additional badges, and what each badge type includes.

## Exhibitor Badge Types

	Full Conference Badge	Expo Hall Only Badge
<b>Badge Allotments</b>	(2) complimentary Full Conference Exhibitor badges per 10'x10' space.	(2) complimentary Expo Hall Only exhibitor badges per 10'x10'space.
<b>Exhibitor Badge Access</b>	Includes all workshops, sessions, Chiefs Night, Exposition Hall (move-in through move-out). The Annual Banquet is not included. The ticket cost is \$125 and may be added to your registration.	Includes the Expo Hall for Show Days as well as move-in through move-out. Chiefs Night and the Annual Banquet are not included, however Expo Hall Only registrants may purchase Chiefs Night tickets for \$150 and Annual Banquet tickets for \$125.
<b>Badge Pricing Over Allotments</b>	Full Conference: \$500 (on or before 9/4/24) \$600 (on or after 9/524)	Additional Expo Hall Only: \$100

A few things to note:

- Name changes may be done by editing an existing registration within your portal.
- If a company's booth is cancelled for any reason, all related registrations will be cancelled.
- Any outside contractor needing access to the hall during show hours must be registered for a valid conference badge. It is the exhibitor's responsibility to obtain the badges. Register outside contractors as you would your booth staff personnel.
- Badges must be worn at all times to gain access to the Exhibit Hall.

Questions? Contact us via [ExhibitsEmail@theIACP.org](mailto:ExhibitsEmail@theIACP.org)