



IACP 2024 August Newsletter

Welcome to the August Update for IACP 2024! With the Conference less than two months away, this month's Newsletter includes some timely reminders as you finalize planning for IACP 2024.

Update your Company Profile

If you have not done so yet, please log in to your Exhibitor Dashboard to review and update your company listing. This information will be available to attendees via the IACP 2024 app (now live) and the online Exhibitor Directory.

Note: add the merge fields for
Dashboard
Login credentials

Exhibitor Kit

The Exhibitor Kit is your source for ordering all show services, including services provided by the Boston Convention and Exhibition Center and official IACP 2024 vendors. Advance discount deadlines are fast approaching, so it is recommended to review the Kit at your earliest convenience.

The Exhibitor Kit can be accessed several ways:

- Directly from [FreemanOnline](#)
- A link on the [Exhibitor Resources](#) page of the IACP 2024 website
- From your Exhibitor Dashboard [\[include link\]](#)

The Kit includes order forms for all show services, including services provided by the Boston Convention and Exhibition Center and official IACP 2024 vendors. Though long, the Kit is a must-read resource for planning your participation. There are a number of key discount deadlines fast approaching, so it is recommended to review the Kit at your earliest convenience.

Booth Carpet Reminder

Please be advised that all exhibitors are required to have carpet or flooring. Flooring options include your own carpet tiles but must cover the full booth space. If your company intends to arrive after 10AM on Saturday, October 19 to set up, we ask that you please notify the IACP Exhibits Team via ExhibitsEmail@theIACP.org. Our official contractor, Freeman, will force flooring on uncovered exhibits on Saturday afternoon at their reservation holders' expense.

Marketing Conference Participation

Successful exhibition efforts begin well before the showroom opens. As the experts at [Exhibitor Magazine](#) note, the "first salvo" of the battle for attendee attention typically comes with an invitational email or social media post from exhibitors welcoming recipients to their booth at an upcoming event. This early outreach can prove vital as one recent survey found that more than [80% of exhibitors polled](#)

found their initial messaging had resulted in increased attendee traffic to their space. To make a good impression and best 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. Similarly, exhibitors are encouraged to utilize more than one communication platform to reach attendees.

IACP 2024 App

The IACP 2024 App is now live and for free download via the Apple and Google Play Stores!

With the IACP 2024 Mobile App, users can:

- Search for events by day, track, topic, or audience to build a schedule
- Take notes on events and download session handouts
- Research and bookmark exhibitors and sponsors of interest
- Set up a personal profile and connect with fellow attendees
- Locate sessions and events on the maps and explore local activities

Warning on non-official contractors

Please review the list of IACP Official Contractors posted on the [Exhibitor Resources](#) page of the IACP 2024 website. Be sure to research any vendors which are not listed on the IACP 2024 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. ***The IACP does not sell exhibitor contact information to any third-party vendor.***

- ***Attendee List: The IACP will share a list of opted-in attendees with exhibitors 3-4 weeks before the beginning of the conference. Please be advised that the lists offered for sale by third parties are fraudulent.***

Important Deadlines

August 23, 2024	Vehicle Display Registration Deadline
September 13, 2024	Weapons Registration Deadline
September 15, 2024	Advance Pricing Deadline for Booth Catering (Levy) Booth Security (Marshall Robinson and Associates)
September 18, 2024	First Day Shipments will be accepted at the Advance Warehouse 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? Contact ExhibitsEmail@theiacp.org