



## Exhibitor Best Practices

- Submit all documents needed (ice, electric, COI, Sampling Forms) by Friday, March 31, 2023
- Register your staff and those that will be at your booth through Expo Pass.
  - You should try to register no later than Friday, Apr 21, 2023
  - Don't wait until the day of as there are long lines
  - When registering your staff, remember to use the code emailed to you. It is only valid for 5 members of your team. If you plan to switch out team members throughout the day, be sure to share the same credentials before departing.
- Bring enough materials to last you throughout the whole day. You don't want to run out!
- Do not break down early. The show runs until **6:00pm**. Breaking down early may result in not being able to participate in future shows and/or a fee.
- Bring a dolly to transport your items. Carts are limited so please ensure you have a way to get your items into and out of the show floor.
- The After Party will be from 6:00 PM - 8:00 PM. Details to follow.
- Parking is available in the East Garage. There is no parking validation. For rideshare is available at Entrance 2/Lobby 3 near Sable Hotel Entrance.
- Don't forget to show off! If you're bringing food or drinks make sure they represent your business and show off what you are capable of. (ex: if you specialize in steak, bring steak!)
- Plan your follow-up plan early! The sooner you reach out to the people you meet, the more likely they are to do business with you. With the Lead Retrieval



tool it is easier than ever to follow-up, as you scan attendee badges you will receive their contact information in a clean and organized spreadsheet. Want to go the extra mile? Add qualifier questions to your lead retrieval to better sort the list and follow up with the information they are looking for.

- Remember to bring a bowl for business cards
- Create an internal plan on how to reach out after the Summit
- If you don't follow-up, then you are missing out on hot opportunities!