WELCOME & OVERVIEW

#ILTACON2023

20-24 August 2023
Orlando, FL
Today’s Webinar Hosts

ILTA’s Service Delivery Events Team
events@iltanet.org

Tracie McCray
Director of Event Education Operations

Dawn Hudgins
SVP, Service Delivery

Tyler Howes
Senior Director of Business Development

Sharon Stewart
Customer Success Manager

Jessica Lykins
Event Operations Manager

Ashley Kowitz
Customer Success Manager

ILTACON’s IT Master Mind

Ian McCormick
Manager of IT Development and Events

ILTA’s Business Development Team
sponsor@iltanet.org

Tracie McCray
Director of Event Education Operations

Ashley Kowitz
Customer Success Manager

Sharon Stewart
Customer Success Manager

Tyler Howes
Senior Director of Business Development

Dawn Hudgins
SVP, Service Delivery
The most important things first!

ILTACON2023
20-24 August 2023
Orlando, FL
GET YOUR BADGES ASSIGNED AND
FINALIZE YOUR REGISTRATION…

PLEASE

(Your corporate sponsorship must be paid in order to assign badges and complete registrations)
**JULY**

25 – WEBINAR – What to Expect at ILTACON
31 – Deadline to Request Function Space

**AUGUST**

1 – GES Discount Date
12 – Registrations closes til on site
20 – REGISTRATION OPENS On Site!
No Outside Food and Beverage in your Booth, Demo or Suite
No Outside Food and Beverage in your Booth, Demo, or Suite (yes, twice)
No helium balloons – you’ll be assessed a fee if they get away from you
No breaking down early
No removing furniture from hotel sleeping rooms
No mi-fi or personal wireless device creators
No giveaways over $500

It’s a good idea to use air tag/tiles if you ship your swag in your luggage
EVERYONE should have tracking numbers of all items with descriptions of contents
Just ship to the GES warehouse – consolidate your shipping, don’t ship too much
Label your boxes (1 of 5/2 of 2 etc) / use the correct labels (Demo to Demo / Booth to Booth)
BPC – Know who the Business Partner Committee contacts are
ROOMS AND PUTTING DOWN A CARD

Please note that a credit card must be presented by each individual to swipe at check in and cover remaining room, tax, and any incidental charges.

If you or members of your team will not have the method of payment that will cover their room expenses with them at check in, **a credit card authorization form must be submitted prior to arrival.**

To request a secure credit card authorization, please email us at housing@iltanet.org
B-I-N-G-O

- The link and info for ILTACON Bingo was sent in the BP Communication 7/24 and BPs should all have it – if not they can reach out to their CSM for the link
- If interested in providing a prize we are asking that the cognito form be completed and submitted by Aug. 11
- BPs may contribute up to 3 prizes
- Cost of each prize cannot exceed $500, due to tax considerations
- BPs will be responsible for ensuring the delivery of their prize(s)
- Stamps will be provided to each BP participating in the Bingo
- Winners to be announced throughout the week
POTENTIAL UPS STRIKE

Watch their website, prepare shipping through alternative means.
#ILTACON2023

20-24 August 2023
Orlando, FL

ILTACON PREPARATION
PLANNING FOR ILTACON

**Before ILTACON**

How does your organization define a Successful ILTACON? What are your goals? Who is your audience? What is your budget? What is your booth plan? Do you know the IAEE Booth Regulations? Who will staff the booth? Are you doing a giveaway or participating in Exhibitor Bingo? How will your market your presence to draw booth traffic? What will draw people into your booth? How will materials get to your booth?

**During ILTACON**

- Do you have copies of all your shipping information?
- Contact information for all your booth staff?
  - The booth build plan?
  - Contact information for all vendors?
- Do you know what educational sessions you will attend?
- What receptions you’ll target for connections?

**After ILTACON**

- How is your booth getting off the show floor?
- Do you have labor lined up for dismantle?
- Who needs copies of the final invoices?
- Who is responsible for ensuring everything is removed from all your spaces, including demo rooms?
PROPER PRIOR PLANNING PREVENTS POOR PERFORMANCE

• SEND EMAILS OUT TO THOSE YOU WANT TO MEET UP WITH, PLAN AHEAD
• MAPS – GET ACCLIMATED WITH THE PROPERTY, THE RESTAURANTS, THE GOLF CART LOCATIONS, THE RECEPTION AREAS – KNOW HOW LONG IT WILL TAKE YOU TO GET FROM WHERE TO BE WHEN
• GOLF CARTS – MON – THURS
• BOOTH / DEMO ROOMS – GARBAGE CANS, FURNITURE, BOX PICK UP, VACCUMING, …
• ILTA AND ZERO COCKTAIL AND COMEDY LOUNGE… CASH BAR
• PACKING BOOTH VERSES DEMO ROOM OR… 11TH HOUR...
• PHONE NUMBERS PROGRAMMED INTO YOUR PHONE
• WHERE TO BE IN YOUR CALENDAR
• Set REMINDERS
• UPS… DON’T FORGET
• IN CASE OF EMERGENCY…
• WHAT ABOUT YOU?
  • MARATHON NOT A SPRINT, PLAN ACCORDINGLY
    • SHOES, HYDRATION, CLOTHING (HOT AND COLD), MEDS, SUNGLASSES…
Fireworks!
Every night at 9

THE CAMPUS MODEL
Walking and Transportation Times

6 – 7 min. Walk:
Exhibit Hall (Dolphin/Pacific) to Yacht Convention Center
Registration (Dolphin 3rd floor) to Swan Convention Center
Registration (Dolphin 3rd floor) to Boardwalk Entrance
Boardwalk Entrance to Yacht Convention Center

6 – 7 min. Walk:
Exhibit Hall (Dolphin/Pacific) to Yacht Convention Center
Registration (Dolphin 3rd floor) to Swan Convention Center
Registration (Dolphin 3rd floor) to Boardwalk Entrance
Boardwalk Entrance to Yacht Convention Center

8-9 min. Walk:
Registration (Dolphin 3rd floor) to Yacht Convention Center
through Dolphin and Exit at Exhibit Hall / Pacific Location

11-13 min. Walk:
Registration (Dolphin 3rd floor) to Yacht Convention Center

Sponsored by:

ELITE

netdocuments®
What is in the DOLPHIN?

LEVEL 1 (Exhibit Level)
- **Exhibit Hall** (2 entrances on this level)
  - 1. Pacific (also a great way to get to Yacht)
    - Start Up Stage
    - Press Briefing (T-Th)
  - 2. Atlantic
- **GES Desk** (inside Exhibit Hall between Atlantic and Pacific)
- **KLIX / Bizzabo booth**

LEVEL 3 (Lobby Level)
- **Registration Desk** (all reg types)
  - Ask ILTA Counter
  - Housing Counter
  - Volunteer Counter
- **Main Entrance to Dolphin Convention Center**
- **Demo Rooms**
- **Exhibit Hall Entrance** (#3 – near registration)

LEVEL 5 (Ballroom Level)
- **ILTA CAFÉ** (Monday – Wednesday)
- **Education Rooms**
- **ILTA HUB**
- **Some… Business Partner Company Updates**
- **Master Classes**
- **Affinity Receptions**

What is in the YACHT CONVENTION CENTER?

- **Education Rooms**
- **Orientation**
- **Keynote Sessions**
- **Annual Member Meeting & Luncheon**
- **Business Partner Company Updates**
- **Demo Rooms**
- **ILTACON Block Parties (aka Collaboration Kick-offs)**
- **Press Room**
- **Closing Reception**
- **Registration Desk** (all reg types)
  - Ask ILTA Counter

What is in the SWAN?

- **G100 Session**
- **G200 Session**
- **Corporate Day**
- **Focus Groups**
- **Demo Rooms**
Dolphin 1st Floor

Entry doors to and from Yacht Convention Center

3 Entrances to Exhibit Hall

Hall Hours:
Monday: Opening Reception 7-9
Tuesday: 10 – 6
Wednesday: 10 – 6
Thursday: 9 – 12

ILTA AND ZERO Cocktail & Comedy Lounge

STAGE
SWAN CONVENTION CENTER

2nd Floor

- Egret
- Heron
- Ibis
- Sandpiper
- Teal
- West Elevators
- Eagle Boardroom
- Service

- Osprey Terrace 2
- Osprey Ballroom
- Osprey Terrace 1
- Macaw
- Parrot

- Mockingbird
- Toucan
- Pelican
- Swan 1
- Swan 2
- Swan 3
- Swan 4
- Swan 5
- Swan 6
- Swan 7
- Swan 8
- Swan 9
- Swan 10

- Concourse Entrance/Departure
- Men's Restroom
- Women's Restroom

- Shipping
- Business Center
- Lobby
SUNDAY

Noon - DEMO Room Set-Up Access Begins
Noon - 8:30 p.m. - Registration (Yacht Asbury Rotunda / Dolphin 3rd Floor) for all REGISTRATION TYPES
Noon – 6:00 p.m. - ASK ILTA DESK (Yacht Asbury Rotunda / Dolphin 3rd Floor)
Noon – 6:00 p.m. - Exhibit Hall Set-Up (Exhibit Hall Set – Up Break Available while you set up)
4:30 p.m. – 5:30 p.m. - BLOCK PARTIES
6:00 p.m. - ILTACON Orientation
6:30 p.m. - Young Professionals to Watch Meet Up and Buddy Meet Up
7:00 p.m. – 9:00 p.m. - ILTACON 2023 Opening Reception - CAUSEWAY (Between Dolphin and Swan)
MONDAY

6:30 a.m.  YOGA on the BEACH at the Dolphin Crescent Lake
7:00 a.m. – 8:30 p.m.  Registration (Yacht Asbury Rotunda / Dolphin 3rd Floor) for all REGISTRATION TYPES
7:30 a.m. – 9:00 a.m.  BREAKFAST LIGHT BITES
Yacht Grand Harbor Ballroom / Dolphin 5th Floor Northern Hemisphere
8:00 a.m. – 6:00 p.m.  ASK ILTA DESK (Yacht Asbury Rotunda / Dolphin 3rd Floor)
8:00 a.m. – 6:00 p.m.  ILTA HUB  How can you get involved??
8:30 a.m. – 8:57 a.m.  LEGAL BYTES CONCERT – Yacht GRAND Harbor Ballroom before the Opening Keynote
9:00 a.m. – 10:30 a.m.  Opening Session Keynote
Noon – 2:00 p.m.  LUNCH - ILTA CAFÉ – Dolphin – 5th Floor Northern Hemisphere
Noon – 4:00 p.m.  Exhibit Hall Set-Up  FIRM CLOSE – Fire Marshall Walk through, Cleaning, and Catering Prep
3:00 p.m.  Exhibitor Klik Training
4:00 p.m.  EXHIBIT HALL IS CLOSED TO ALL!!!! No EXCEPTIONS...
6:00 p.m. – 7:00 p.m.  Affinity Group Receptions
6:30 p.m. - 7:00 p.m.  BPs allowed back into exhibit hall to prepare for grand opening
7:00 p.m. – 9:00 p.m.  THE ULTIMATE TAILGATE PARTY- EXHIBIT HALL - DOLPHIN
TUESDAY

6:30 a.m. YOGA on the BEACH at the Dolphin Crescent Lake
7:30 a.m. – 9:00 a.m. BREAKFAST LIGHT BITES
Yacht Grand Harbor Ballroom /Dolphin 5th Floor Northern Hemisphere
7:00 a.m. – 6:30 p.m. Registration (Yacht Asbury Rotunda / Dolphin 3rd Floor) for all REGISTRATION TYPES
8:00 a.m. – 6:00 p.m. ASK ILTA DESK (Yacht Asbury Rotunda / Dolphin 3rd Floor)
8:00 a.m. – 6:00 p.m. ILTA HUB How can you get involved??
9:00 a.m. – 10:00 a.m. Keynote
10:00 a.m. – 6:00 p.m. EXHIBIT HALL OPEN
10:15 a.m. – 11:00 a.m. Press Conference
11:00 a.m. – 5:00 p.m. START – UP STAGE Presentations
Noon – 2:00 p.m. LUNCH - ILTA CAFÉ – Dolphin – 5th Floor Northern Hemisphere
5:00 p.m. – 6:00 p.m. The ILTA and ZERO Cocktail and Comedy Lounge
WEDNESDAY

6:30 a.m.  YOGA on the BEACH at the Dolphin Crescent Lake
6:30 a.m.  ILTACON Rise and Run with Ari Kaplan Advisors – all are welcome Dolphin - CAUSEWAY
7:30 a.m. – 9:00 a.m.  BREAKFAST LIGHT BITES  
Yacht Grand Harbor Ballroom /Dolphin 5th Floor Northern Hemisphere
7:00 a.m. – 6:30 p.m.  Registration  
Yacht Asbury Rotunda / Dolphin 3rd Floor Northern Hemisphere
8:00 a.m. – 6:00 p.m.  ASK ILTA DESK
8:00 a.m. – 6:00 p.m.  ILTA HUB  How can you get involved??
9:00 a.m. – 10:00 a.m.  Keynote
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5:00 p.m. – 6:00 p.m.  The ILTA and ZERO Cocktail and Comedy Lounge
THURSDAY

6:30 a.m. YOGA on the BEACH at the Dolphin Crescent Lake
7:30 a.m. – 9:00 a.m. BREAKFAST LIGHT BITES
Yacht Grand Harbor Ballroom /Dolphin 5th Floor Northern Hemisphere
7:00 a.m. – 12:00 p.m. Registration (Yacht Asbury Rotunda / Dolphin 3rd Floor) for all REGISTRATION TYPES
8:00 a.m. – 4:00 p.m. ASK ILTA DESK (Yacht Asbury Rotunda / Dolphin 3rd Floor)
8:00 a.m. – 4:00 p.m. ILTA HUB How can you get involved??
9:00 a.m. – 10:30 a.m. Keynote
9:00 a.m. – 12:00 p.m. EXHIBIT HALL OPEN
12:00 p.m. Tear down of Exhibit Hall
Noon-1:30 LUNCH – Yacht Grand Harbor Ballroom – Annual Meeting (Members Only)
Noon-1:30 LUNCH - ILTA CAFÉ – Dolphin – 5th Floor Northern Hemisphere (BPs and Non-Members)
6:30 p.m. – 9:00 p.m. Hot Tropical Nights Closing Reception
SUNDAY
Opening Reception - Causeway
(Rain Option Swan Ballroom)
BLOCK PARTIES

MONDAY
Coffee & Breakfast Bites at Opening Session/Keynote
Breaks Throughout
ILTA Café
Affinity Receptions
THE G.O.A.T. Lounge
Exhibit Hall Opening Reception
– The Ultimate Tailgate Party!

TUESDAY
Coffee & Breakfast Bites at Keynote
Breaks Throughout
ILTA Café
The G.O.A.T. Lounge
ILT & ZERO Cocktail and Comedy Lounge

WEDNESDAY
Coffee & Breakfast Bites at Keynote
Breaks Throughout
ILTA Café
The G.O.A.T. Lounge
ILT & ZERO Cocktail and Comedy Lounge

THURSDAY
Coffee & Breakfast Bites at Keynote
Breaks Throughout
Lunch for Members at Annual Meeting
Lunch for Partners in ILTA Café -
Coffee in Exhibit Hall for Move Out
Closing reception – HOT Tropical Nights!
WITH SPECIAL BAND SILKEE SMOOVE
SUNDAY NIGHT:
OPENING RECEPTION
7-9

ON THE
CAUSEWAY!

Sponsored by:

Filevine
MONDAY 8:30 am CONCERT – YACHT GHBR

B4 KEYNOTE

Legal Bytes

Sponsored by:
MONDAY

Sara Ross
Chief Vitality Officer
BrainAmped

And Author of
“Dear Work: Something Has To Change”

Sponsored by:

iManage
MONDAY NIGHT:
EXHIBIT HALL
OPENING 7-9

THE ULTIMATE TAILGATE PARTY

Sponsored by:

KLDiscovey

ILTA Con
Ken Salaz
“The Mentalist”

Sponsored by:

upland
TUESDAY/WEDNESDAY:
EXHIBIT HALL
5-6

COMEDIAN:
Don McMillan

COCKTAIL &
COMEDY LOUNGE

Resident comedic musician:
Dean Marion
WEDNESDAY

KEYNOTES

Dr. Rob Archer
UK Director - Cognacity

Associate Fellow of the British Psychological Society

Sponsored by:

Relativity
TUESDAY/WEDNESDAY: EXHIBIT HALL 5-6

COMEDIAN: Don McMillan

COCKTAIL & COMEDY LOUNGE

Resident comedic musician: Dean Marion
THURSDAY

KEYNOTES

G100 / G200
CIO WRAP-UP

Sponsored by:

THOMSON REUTERS®
THURSDAY:
CLOSING RECEPTION
6:30-9

HOT TROPICAL NIGHTS
THURSDAY:
CLOSING RECEPTION

Silkee Smoove
YOGA
Monday – Thursday

Fun Run
ILTACON Rise and Run with Ari Kaplan Advisors
Wednesday
WHAT'S NEW AND DIFFERENT?
PRESS CONFERENCE MOVE AROUND
(Food for breakfast – I am whispering for effect)
2 REGISTRATION DESKS FOR CONVENIENCE
ALL ILTACON REGISTRATIONS COME WITH MEALS AND RECEPTIONS
START-UP STAGE IN EXHIBIT HALL
NOOK PARK IN EXHIBIT HALL
ILTA & ZERO COMEDY AND COCKTAIL Lounge
The G.O.A.T. Lounge
Corporate Day is Back Baby!
SHORTENED EXHIBIT HALL HOURS 10-6 Tuesday and Wednesday & Thurs 9-12
STREAMING ANNUAL GROUP MEETING
BPD MEET-UP
FOCUS GROUP PARTICIPATION FOR THE ‘REIMAGINE ILTACON’ CAMPAIGN
THE GOLF CARTS ARE BACK
KILLER THURSDAY NIGHT, END OF CONFERENCE, PARTY! HOT TROPICAL NIGHTS!!!
WiFi Lounge
KLIK – connecting and lead generation
GIVE BACK LOUNGE (All Week Dolphin 5th Floor Southern Hemisphere)
DOLPHIN: WiFi Cafés

YACHT: THROUGHOUT

You will change providers between all hotels
KLIK
Lead Retrieval
Increase Lead Generation by Offering an Alternative to QR codes
Expand Lead Generation
Tools Available to Business Partners
Provide Measurable Quantifiable Metrics to Our Sponsors
Increase Event Staff Support to Business Partners
Continue the Conversation Off the Exhibit Floor
Exhibitor Portal
Exhibitors will manage their branding, leads captured, communication-to-leads captured, touchpoint configuration, and view reps’ performance in near-real-time.

Bizzabo Mobile App and Exhibit Hall Map
Sponsors will all receive a Company Profile in our sponsors section where attendees can inquire for more information. Attendees will also have access to the Exhibitor Map, from directly in the app.

Click Lead Scan
Simple lead capture for every booth representative so they can focus on quality conversations.

Lead Scoring and Notes
Exhibitors can easily rate leads and add helpful notes to their profile.
• No Cost in 2023
• 1 License which covers your whole team
• Fully Customizable Lead Gen Forms
• Easy as Kliking!
• Easy to Read timeline of the event with search and filtering options
• Export Leads directly from the portal at the event’s end
• Join us at the Start Up Stage in the Exhibit Hall at **3:00pm on Monday, August 21st** for a quick training on this new technology.
ILTA STAFF / NEED INFO

Need to Report Something

407-706-3980
For all ILTA events, including those held internationally and in a hybrid environment, suitcasing is defined as when a non-attendee, start-up, consultant, affiliate, or business partner, etc., who is not an ILTA conference sponsor or attendee, conducts commercial activity from a hotel guest room or hospitality suite, an onsite restaurant or club, or any other public place of assembly.

Additionally, suitcasing may occur at venues other than on the exhibition floor and at other events held during ILTA conference dates.

Ultimately, we ask that no ILTA conference attendee accept promotional materials, meeting invitations, or offsite event invitations from individuals who are not sponsoring any ILTA conference, including ILTACON.

Should an individual or group be found suitcasing, ILTA may levy penalties for violations, up to and including, suspension from participation in future events. Suitcasing takes away from our supportive Business Partners, drives traffic away from educational sessions and the Exhibit Hall floor, and it has a negative effect on our ILTA community.

Should you have concerns about any individual or organization who appears to be suitcasing or are not wearing a badge designating them as an event attendee, please use the following form to submit, or contact us at the following number: 1-407-706-3980
Download the app!
SPREADING THE WORD

BRAND HUB
Social Media templates

• I’m Speaking
• I’m Attending
• I’m Exhibiting
• I’ll be there!

#ILTACON2023
<table>
<thead>
<tr>
<th>Year</th>
<th>Dates</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>2024</td>
<td>11 – 15 August</td>
<td>Gaylord Opryland, Nashville, Tennessee</td>
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<tr>
<td>2025</td>
<td>10 – 14 August</td>
<td>Gaylord National, National Harbor, Maryland</td>
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<tr>
<td>2026</td>
<td>23 – 27 August</td>
<td>Gaylord Opryland, Nashville, Tennessee</td>
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<td>2027</td>
<td>8 – 12 August</td>
<td>Gaylord Opryland, Nashville, Tennessee</td>
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<td>2028</td>
<td>6 – 10 August</td>
<td>Orlando World Center, Orlando, Florida</td>
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<td>2029</td>
<td>12 – 16 August</td>
<td>Gaylord National, National Harbor, Maryland</td>
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THANK YOU for your support, your engagement, and the opportunity to partner together!