WELCOME & OVERVIEW

#ILTACON2023

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

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ILTACON

Welcome & Overview

Important Dates & Deadlines

Informational Webinars

Stay Connected

Event Information

Q&A
IMPORTANT DATES & DEADLINES

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**IMPORTANT DATES**

**APRIL**
- 13–28 – Booth Selection
- 26 – WEBINAR 1st Time Partners

**MAY**
- 10 – WEBINAR Badges, Housing & Portal
- 10 – GES Service Kit Available
- 7 – WEBINAR – Ordering Items & Services

**JUNE**
- 30 – Major Sponsorship Deadline

**JULY**
- 14 – Final Sponsorship Sales Deadline
- 14 – ILTACON Housing Block Closes
- 25 – WEBINAR – What to Expect at ILTACON
- 28 – Asset Deliverables Due/Sponsorships
- 31 – Deadline to Request Function Space

**AUGUST**
- 1 – GES Discount Date
- 20 – REGISTRATION OPENS On Site!
Business Partners - ILTA (iltanet.org)
INFORMATIONAL WEBINARS

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SAVE THE DATES

All webinars will be recorded and posted online for viewing at a later date.
Iltacon.org/about/webinars
STAY CONNECTED

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Is your company’s description, business categories, and social media handles up-to-date?
Sponsor Directory Intake Form

Are you receiving emails about upcoming deadlines and other announcements? Is someone else supposed to receive invoices?
Business Partner Contact Update

Is there an incorrect logo for your company on our webpage? Has your company rebranded?
Sponsor Logo Submission
<table>
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<tr>
<th>Year</th>
<th>Event Dates</th>
<th>Location Description</th>
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</thead>
<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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<td>2026</td>
<td>23 – 27 August</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>
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EVENT INFORMATION

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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?
ILTACON planning is intense – lots of contacts, lots of info, lots of info changes from venue to venue – take it one step at a time – lean on your partner contact to keep you focused on the items to complete NOW – they will help you not miss things.

READ
Lots of emails telling you what is needed with deadlines – pay attention to those – there is a lot of guidance available
Read the GES service kit information – read the S&D and Y&B information –

COMMUNICATE
Communicate to your staff what they get with their badge – make it clear to your booth staff what they have access to
Communicate with your booth staff where to show up with maps
Reminder, you may not be attending – please tell all this info to your staff

REMINDERS
There’s a WHOLE YEAR to market to ILTAns
Your booth space and demo room are bare space, and you will need to order furnishings, electricity, and other furnishings.
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)

PAC – Know who the PAC contacts are
The GSC (General Services Contractor) is GES
Make use of GES Exhibitor Resources!
Exhibitor Management Tools and Resources | Event Planning Tools (ges.com)
- Pre Show Checklists
- Insurance and EACs Explained!
- Trade Show Shipping, Freight & Material Handling!
- GES First Time Exhibitor Checklist

Exhibitor Appointed Contractors - Individuals usually contracted to build your booth who are not employed by your organization. EACs are covered by GES EAC guidelines and may be required to submit proof of insurance and/or workers comp coverage to GES.

From the Sponsorship Contract
Certificate of Insurance – All partners will need to comply with COI submission instructions.
“…Parties agree to provide to each other General Liability Insurance, from a qualified carrier authorized to do business in the State of Florida and rated at least A-VIII, or better, by A.M. Best, Inc., in an amount not less than $1,000,000 per occurrence and $2,000,000 aggregate per event…”

Product Delivery; Equipment Pickup

Return of Premises