2023 ILTACON INFORMATION

Understanding the Booth Lottery and Space Selection
WELCOME & OVERVIEW
IMPORTANT DATES & DEADLINES
INFORMATIONAL WEBINARS
BOOTH LOTTERY
SPEAKING OPPORTUNITIES
OVERALL EVENT LAYOUT
EDUCATION & AGENDA HIGHLIGHTS
SPONSORSHIP OPPORTUNITIES
SPREADING THE WORD
Today’s Webinar
Hosts

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IMPORTANT DATES & DEADLINES

#ILTACON2023

20-24 August 2023
Orlando, FL
<table>
<thead>
<tr>
<th>Dates</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td><strong>MARCH</strong></td>
<td>20 – ILTACON Speaker Applications Open  29 – Webinar – ILTACON Registration <em>attendee focused</em>  30 – Booth Lottery</td>
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<tr>
<td><strong>APRIL</strong></td>
<td>4 – Member Registration Opens  11 – Webinar – Sponsorships in Detail  13–28 – Booth Selection  26 – Webinar – 1st Time Partners  28 – First Sponsorship Deadline (Meeting Bags)</td>
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<td><strong>MAY</strong></td>
<td>10 – Webinar – Badge Assignment, Housing, Online Portal</td>
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<td><strong>JUNE</strong></td>
<td>7 – Webinar – Ordering Items and Services  30 – Major Sponsorship Deadline</td>
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<td><strong>JULY</strong></td>
<td>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</td>
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<tr>
<td><strong>AUGUST</strong></td>
<td>1 – GES Discount Date  20 – REGISTRATION OPENS On Site!</td>
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INFORMATIONAL WEBINARS

#ILTACON2023

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All webinars will be recorded and posted online for viewing at a later date.

Iltacon.org/about/webinars
2023 Booth Lottery & Selection Process

Pursuant to feedback, ILTA is adding a new criterion to the ILTACON booth selection process that rewards those Business Partners who have been ILTA partners for multiple years.

March 15th
ILTA hosts a webinar covering various ILTACON operational matters.

March 30th
The 2023 ILTACON Booth Lottery will be held for 2023 Corporate Sponsors (ILTAMAX, Platinum, Gold, and Silver) who have signed an agreement and submitted payment by 10 March.

April 13th – 28th
ILTA will be setting up appointment calls starting Thursday 13 April. We are allotting 20 minutes per call and request that you have back-up booth and sponsorship selections readily available.
Lottery Enhancement

• Added new criterion designed to reward business partners who have been active and supported ILTA for multiple years

• Business partners now grouped into four Categories, within each Sponsorship Level, based on years of corporate sponsorship (Category 1 being the highest)

• Attempted to acknowledge longevity while maintaining an equitable approach
Factors Considered When Establishing the Categories

- Used internal data from 2016 onward
- Credit given in years where a business partner had an active corporate sponsorship (including 2023)
- Years do not need to be consecutive
Lottery - Category Levels

- Category 1: 6 plus years
- Category 2: 4-5 years
- Category 3: 2-3 years
- Category 4: 1 year (new sponsors)
Lottery – Order of Selection Criteria

1. Sponsorship Level
2. Category Level within each Sponsorship Level
3. Lottery Number (established on 3/30)
SPEAKING OPPORTUNITIES

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Speaking Opportunities

EDUCATION SESSIONS
Apply to speak at ILTACON! We invite you to apply to speak or moderate a session!
Speaker Applications open 20 March through 17 April

SPONSOR the KEYNOTES
Sponsoring the Keynote Sessions positions your company in front of the audience to share about what you do.

MASTER CLASSES & COMPANY UPDATES
Conduct a Master Class to demonstrate your thought leadership or a Company Update to show attendees your product roadmap. These opportunities are subject to specific time and date restrictions.

YOUR DEMO ROOM
Host speaking and educational sessions in your demo room! Turn your demo room into a bespoke speaking nook and invite ILTACON attendees to your unique experience.
OVERALL EVENT LAYOUT
THE CAMPUS MODEL

Fireworks!
Every night at 9
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
Quick Guide

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 Hub Stage
    - Press Briefing (T-Th)
  - 2. Atlantic
- **GES Desk** (inside Exhibit Hall between Atlantic and Pacific)

LEVEL 3 (Lobby Level)
- **Registration Desk** (all reg types)
  - Business Partner Help Counter
  - 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)
- **4 Education Rooms**
- **ILTA HUB** (Keynote simulcast viewing)
- **Demo Rooms**
- **Business Partner Company Updates & Master Classes**

What is in the YACHT CONVENTION CENTER?

- **4 Education Rooms**
- **Orientation**
- **Keynote Sessions**
- **Annual Member Meeting & Luncheon**
- **Business Partner Company Updates**
- **Demo Rooms**
- **Press Room**
- **Closing Reception**
- **Registration Desk** (all reg types)
  - Ask ILTA Counter

What is in the SWAN?

- **G100 Session**
- **G200 Session**
- **Affinity Receptions**
- **Corporate Day**
- **Collaboration Kick-offs**
- **Focus Groups**
- **Demo Rooms**
YACHT CLUB
CONVENTION CENTER
Hall Hours:
Monday: Opening Reception
Tuesday: 10 – 6
Wednesday: 10 – 6
Thursday: 9 – 12
Hall Hours:
Monday: Opening Reception
Tuesday: 10 – 6
Wednesday: 10 – 6
Thursday: 9 – 12
EDUCATION & AGENDA HIGHLIGHTS

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| **SUNDAY**    | Collaboration Kick-Offs  
|              | Orientation / 1st Timers Buddy Meet-Up  
|              | Opening Reception  |
| **MONDAY**   | Affinity Receptions  
|              | Exhibit Hall Opening – Theme - THE ULTIMATE TAILGATE PARTY  |
| **TUESDAY**  | ILTA and X Cocktail and Comedy Lounge  |
| **WEDNESDAY**| ILTA and X Cocktail and Comedy Lounge  |
| **THURSDAY** | Closing Reception – Theme – HOT TROPICAL NIGHTS  |

**LOTS OF BUSINESS PARTNER ACTIVITIES AND EVENTS!!!!!!!**
MONDAY NIGHT:
EXHIBIT HALL OPENING

THE ULTIMATE TAILGATE PARTY

LOTS OF BUSINESS PARTNER ACTIVITIES AND EVENTS!!!!!!
**SUNDAY**
Opening Reception - Causeway
(Rain Option Swan Ballroom)

**MONDAY**
Coffee & Light 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 & Light Bites at Keynote
Breaks Throughout
ILTA Café
The G.O.A.T. Lounge
ILTA & (X) Cocktail and Comedy Lounge

**WEDNESDAY**
Coffee & Light Bites at Keynote
Breaks Throughout
ILTA Café
The G.O.A.T. Lounge
ILTA & (X) Cocktail and Comedy Lounge

**THURSDAY**
Coffee & Light Bites at Keynote
Breaks Throughout
Lunch for Members at Annual Meeting
Lunch for Partners near the Exhibit Hall
Coffee in Exhibit Hall for Move Out
Closing reception – *HOT Tropical Nights!*
PRESS CONFERENCE MOVE AROUND (3 AREAS GHB, EH, IH?)
(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
HANDS OFF MASSAGE ALLEY IN EXHIBIT HALL
NOOK PARK IN EXHIBIT HALL
COMEDY AND COCKTAIL Lounge & The G.O.A.T. Lounge
Corporate Day is Back Baby!
SHORTENED EXHIBIT HALL HOURS 10-6 Tuesday and Wednesday
CHAT BOT FOR ILTACON WEBSITE FOR HELP
SUSTAINABILITY STATION
STREAMING KEYNOTE SESSIONS AND ANNUAL GROUP MEETING
PAC MEET-UP
FOCUS GROUP PARTICIPATION FOR THE ‘REIMAGINE ILTACON’ CAMPAIGN
THE GOLF CARTS ARE BACK
KILLER THURSDAY NIGHT, END OF CONFERENCE, PARTY!

Dispelling Myths:
• # of Speaker Slots
• Attending Education
• Eating...
• Education Collision
• Badge Types
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SPONSORSHIP OPPORTUNITIES
SPREADING THE WORD

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SAVE THE DATE

**2024**
11 – 15 August – Gaylord Opryland, Nashville, Tennessee

**2025**
10 – 14 August – Gaylord National, National Harbor, Maryland

**2026**
23 – 27 August – Gaylord Opryland, Nashville, Tennessee

**2027**
8 – 12 August – Gaylord Opryland, Nashville, Tennessee

**2028**
6 – 10 August – Orlando World Center, Orlando, Florida

**2029**
12 – 16 August – Gaylord National, National Harbor, Maryland

**2030**
11 – 15 August – Orlando World Center, Orlando Florida

**2031**
10 – 14 August – Gaylord National, National Harbor, Maryland