

ILTACON

23-27 AUGUST 2026 | Nashville, TN

Gaylord Opryland

2026 ILTACON

Startup Hub Webinar

10 June 2026



AGENDA

1 Welcome & Introductions

2 Important Deadlines & Dates

3 Your 6-Week Game Plan

4 What to Do Onsite

5 Maximizing Post-Event ROI

6 FAQs

MEET THE ILTA BUSINESS PARTNER TEAM



Tyler Howes

VP of Business Partner Development
& Strategic Alliances



Ashley Kowitz

Manager, Partner Development &
Operations



Sharon Stewart

Manager, Partner Development &
Project Management



Courtney Oliver

Business Partner Service Manager



Jan Spetz

Business Partner Success Manager

IMPORTANT DATES

JULY

- 8 – First Pre-Attendee List Sent
- 29 – Webinar: What to Expect at ILTACON
- 31 – Deadline to Submit COIs
- 31 – Deadline for Backdrop Logo & Color Submissions

AUGUST

- 3 – GES Discount Ends
- 4 – 2nd Pre-Attendee List Sent
- 7 – Online Registration Closes
- 23 – Registration Opens **On-Site**

SEPTEMBER

- 3 – Post-Attendee List Sent

MEET TODAY'S WEBINAR HOSTS



Brad Blickstein

CEO, Blickstein Group

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How to win BIG at ILTACON 2026

6-8 Weeks Before

1 START WITH PURPOSE
Identify what you're hoping to achieve and who you are targeting—whether it's lead generation, brand awareness, strategic partnerships, etc. Make sure your team is aligned on these priorities and define clear success metrics to track your impact and ROI.

2 LOCK IN BOOTH ASSETS & SWAG
Submit booth graphics, logo, etc. **Order any extra materials and swag with time for shipping.**

3 PREP YOUR PITCH
Create a 1-2 sentence "hook" that tells people what you do and why they should care. Try to capture your company's or product's DNA - what's special about it? Put this in writing. Make sure everyone is trained on it.

4 COORDINATE YOUR TEAM
Establish who's attending, who's manning the booth, and the expectations. Book staff travel and housing or provide attendees with the information and nudge to do it themselves

5 SCHEDULE MEETINGS
Start outreach to schedule meetings in advance via LinkedIn, email, and the ILTACON app. Often, the best ROI will come from these pre-scheduled meetings. Set yourself up for success by focusing on them and not relying solely on booth traffic.

BEWARE OF "CLAUDIFICATION"
GenAI can be useful to design backdrops, write brochure copy, and draft outreach emails. But be careful about making your materials look and sound like everyone else's.



3-4 Weeks Before

1 PROMOTE YOUR PRESENCE

As a sponsor, maximize visibility by updating your email signatures with sponsor recognition and booth details, sharing your involvement on LinkedIn, and coordinating posts from your team.

2 SET UP LEAD CAPTURE

Review and register for the badge scanner tool provided by ILTA. Train your staff on how to best capture and report on the leads they meet at and away from the booth.

3 PREP SHAREABLE CONTENT

Prepare one-pagers, case studies, or any demo decks that you plan to share at the booth. These don't have to be printed. A simple postcard with your basic show message and a QR code leading to your library of resources could suffice.

4 DECIDE ON DEMOS

Determine if you are planning to do demos on site and make sure you have the right tech, internet, setup, etc., to do so.

5 PLAN FOLLOW-UP NOW

Draft email templates now to make follow-up fast and easy.

1 WEEK BEFORE



CONFIRM LOGISTICS

Shipping received? Registration complete? Staff travel booked?

TEST DEMOS AND BACKUP TECH

Demos work offline? Have all the demo equipment? Backups for everything?



TRAIN YOUR TEAM

Host a staff briefing as a quick refresher on messaging, key talking points, and booth etiquette.



DURING THE EVENT

Track leads + convos daily

- Jot notes on lead capture tool, business cards, in a spreadsheet, or CRM.
- Have a plan for this and make sure all staff know the plan

Focus on finding your people

- Ask leading questions
- Try to identify specific pain points

Walk the floor and work the room

- Learn from other booths. Make connections. Stay visible.
- Don't wait for people to come to you. Work the room! The drink line. Attend sessions, chat with neighbors, and approach faculty. Sit with strangers at meals.
- At a minimum, stand in front of your booth with open body language

Make friends

- Make friends with the neighbors around your booth. They can be great commiserators and advisors (and lead sharers).

Post activity on LinkedIn

- Show energy and activity. Tag ILTA and new contacts.

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Exhibit Hall Tips That Work

- 1 Be present — no phones, laptops, or turning away from foot traffic
- 2 Greet everyone — you never know who they are or who they know
- 3 Stand, don't sit — it shows you're approachable and ready to engage
- 4 Keep it conversational — no hard sells, just real dialogue
- 5 Know your "hook" — get to what makes your product relevant
- 6 Take notes — jot down details right after a conversation
- 7 End strong — offer a next step, not just a goodbye

**"People don't always remember booths.
They remember how you made them feel."**



3 quick-hit “pro tips”

Start Simple

Use easy openers like “Where do you work?” or “Anything specific you are looking to get out of ILTACON?”

Know Your Hook

Have a 1–2 line pitch ready that sparks curiosity and speaks to value prop—not a full product demo.

Tag-Team the Room

Trade off with teammates and regroup to share insights. You don’t have to go it alone.

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Making Networking Work for You

You don’t need to be the loudest person in the room to make strong connections. Start with a smile and a simple opener like “What brings you to ILTACON?” or “Have you seen anything cool so far?” Prepare a few go-to questions or talking points ahead of time, and remember—it’s okay to take short breaks to recharge. Focus on quality conversations over quantity.

Tips for introverts

1. Approach your neighbors at sessions
2. Approach faculty at sessions
3. Find someone to sit next to at lunches, etc.
4. Follow around an extroverted friend.
5. Working the drink line over and over again
- 6 REMEMBER - People want to talk to you!

Maximizing Post-Event ROI

After ILTACON

Follow up directly and quickly within 1 week—prioritize hot leads.

FOLLOW UP FAST

DEBRIEF WITH YOUR TEAM

- Schedule a quick post-event debrief while the experience is fresh
 - Reflect on what worked—and what didn't
- Document key takeaways to guide your next event
- Revisit your notes when planning next year

STAY TOP OF MIND

- Add new contacts to your newsletter or drip campaigns to build ongoing awareness
- Empower your sales team to follow up with relevant notes, content, or check-ins over time



Questions?



Thank You!

SEE YOU IN NASHVILLE!

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