



TIP SHEET FOR IGES EXHIBITORS



Buyers have been waiting all year to see what you have in store. Here are few tips to ensure you are well prepared and ready to make the very most out of this year's IGES show.

MARKETING RESOURCES:

We want to work with you to make sure your message gets to as many of your buyers as possible.

- Please make sure you fill out your profile in the [Exhibitor Console](#).
- Make sure to get your ad in the Show Directory before **the 9/21/19 deadline**.
- Use our system to reach out via email and invite key buyers to meet you at the show. [CLICK HERE](#) to learn more and access your email resources
- We offer promotional tools that can be added to your website or any of your social media or online portals. Please [CLICK HERE](#) to access these free resources.

CRITICAL DATES AND DEADLINES:

Visit the online Service Manuals on the [Exhibitor Resources Page](#) for detailed information about all the critical and discount deadlines associated with the show.

- Select your table size in advance to avoid delays onsite
- **Take advantage of early bird discounts.** Many service vendors offer discounted pricing when you order in advance. Visit the IGES [Exhibitor Resources Page](#) to access Sevierville and Pigeon Forge SERVICE MANUALS to review ordering information.
- Save time AND money by shipping to the Advance Warehouse
- [RSVP for the 20th Anniversary Hoedown](#)—don't miss out!!
- [Register for badges](#) early to avoid delays on site
- **Plan ahead to minimize overtime surcharges.** Overtime rates for some services apply on Saturdays and Sundays, including but not limited to material handling and labor. Be sure to consider this as you finalize your move-in and move-out schedule.

PUT YOUR BEST FOOT FORWARD:

- **Consider a Booth Refresh**

A trade show is a visually competitive environment. Take a look at the layout, display and signage of your booth. Does your product look its absolute best? Is your messaging clear and simple?

- **Be a Great Host**

Treat visitors to your booth like valued guests. Buyers report taking a more positive attitude toward products when the sellers are welcoming, helpful and engaging with those stopping at their booths.

- **Make it Easy to Follow Up**

Make sure your business cards and handouts make it easy for buyers to remember and contact you. Get names and email addresses from leads as much as possible and follow up quickly after the show.

- **Who's Manning Your Booth?**

You never know when your next new, big client will walk past. Make sure the staff at your booth are informed decision-makers who can engage with visitors and answer any questions about your product and customer services.