

EXHIBITOR NEWSLETTER | October 2021

Well, we are only a month away from the [2021 Annual Meeting & Expo](#) in Boston, MA. We are looking forward to an exciting event and seeing everyone again.

▶ NEW! EXHIBITOR BADGE ONLINE REGISTRATIONS

The new online exhibitor badge registration launched on **4 October**. The designated primary contact for each exhibiting company was sent an email from sales@ispe.org with instructions and link to the registration web page. If you are the primary contact and did not receive the email, please check your spam/junk folder and if you still don't see it, send an email to sales@ispe.org.

The deadline to register all booth staff has been extended to **24 October**.

▶ NEW BENEFITS FOR EXHIBITORS!

We are all so excited to come together with everyone again at Annual Meeting & Expo. We are equally excited to bring exhibitors several new Annual Meeting benefits this year.

- Every exhibiting company has the opportunity this year to offer up to 10 complimentary Expo Hall one-day guest passes to anyone **outside your organization** (\$750 value). These passes are available for access to the hall either Monday or Tuesday. So, get out your client list and see who you will want to extend this invitation to. You will need to register your guests through the new online exhibitor badge registration web page. **NOTE: These are not to be used for exhibit staff. These are only for guests outside of your organization.**
- All badged exhibit staff can purchase a full conference pass for **just \$500**. That is a 75% savings!
- Additional exhibitor badges can be purchased for the new low price of \$150. That is a savings of more than \$200.
- To help drive more traffic to the Expo Hall the prices of the one-day Expo Hall passes have been reduced to just \$75.

▶ ATTEND THE EDUCATION SESSIONS

All registered exhibit staff can add a full-education pass for **only \$500!** This pass includes access to all the education sessions, 90-days of on demand access to all education sessions and the 'Night to Unite' party Tuesday evening.

You must be a **registered exhibitor** in order to take advantage of this offer. Contact ask@ispe.org to add this offer to your exhibitor registration today!

▶ DOWNLOAD THE NEW ISPE MOBILE APP!

Download the ISPE mobile app from iPhone App Store or Android App on Google Play. Search for ISPE or scan this QR Code.

To get the most out of the ISPE Mobile App, be sure to complete your user profile.



▶ NEW! SCHEDULED APPOINTMENTS TOOL

The Scheduled Appointments tool is a way for exhibitors to set up and manage appointments with attendees through the [Exhibitor Dashboard](#). This tool allows exhibitors to post available appointment times to their online directory listing, and attendees can reserve these appointments while logged into their My Show Planner accounts, allowing them to easily connect with exhibitors on-site or virtually.

Utilizing the Scheduled Appointments tool will allow you to:

- Control your appointment schedule
- Assign staff members specific appointment times to allocate resources appropriately
- Determine the meeting type for each available appointment (on-site, virtual, or other)
- View overall meeting schedule to see on-site booth visits vs. virtual meetings

▶ EXHIBIT SET-UP & MOVE-OUT

	Saturday, 30 October	Sunday, 31 October	Monday, 1 November	Tuesday, 2 November
Exhibitor Move-in	1300-1700	0800-1600		
Exhibit Hall Open			1000-1830	1000-1400
Exhibitor Move-out				1400-1800

▶ EXHIBITOR DIRECTORY LISTINGS

Interest has been ramping up for the 2021 Annual Meeting & Expo, which is driving more traffic to the website, mobile app and exhibitor listings. Please remember to [check your listing](#) and ensure the information is correct and product categories have been selected. A checklist is available in your [Exhibitor Dashboard](#) to help you build and manage your exhibitor listing.

▶ EXHIBITOR RESOURCES & FAQs

You can find Expo Hall details and logistics information on the [Exhibitor Resources web page](#). This page includes links to forms, exhibitor kit, newsletters and other important information you will need to plan your exhibit. We suggest that you bookmark this page since new and updated information will be posted here.

An [FAQ](#) web page is also available to help answer additional questions you may have while making plans for your exhibit space and booth staff.

▶ MARKETING YOUR PRESENCE

Market your presence at the 2021 Annual Meeting & Expo. ISPE has provided you with a few tools to help with your promotions. Visit the [Exhibitor Resources web page](#) for the downloads. There are graphics for use on your website, LinkedIn, Facebook, email blasts, flyers, and advertisements. They are ready to download today! There are also sharable links to your booth and directory listing available in your Exhibitor Dashboard. Look for the 'Share Your Show Presence' tile.

Get Social! Use the official conference hashtag in your social media marketing efforts and your message will be retweeted in ISPE's Twitter feed - [#ISPEAM](#)

► CONFERENCE HOTEL

The Sheraton Boston Hotel

39 Dalton St

Boston, MA 02199 USA

Hotel & Reservations: +1+617-236-2000 or +1+888-627-7054

Call +1 888-627-7054 or make your reservation [online](#). When making your reservation by phone, mention ISPE for the discounted rate of US\$289 single/double. This rate is good until Fri Oct 8, 2021, or until the room block is full, whichever comes first.

Please contact the hotel as early as possible to make your reservations to ensure you are in the headquarters hotel.

FRAUD ALERT:

ISPE has been alerted that several groups claiming to officially represent the ISPE Annual Meeting & Expo have contacted exhibiting companies directly via phone and/or email. These groups are attempting to have you book a hotel room through them or claiming that they have the ISPE Annual Meeting & Expo attendee list. Unfortunately, this is a wide spread issue throughout the Meetings Industry.

ISPE has **NOT** contracted with any outside vendor to contact our exhibitors or attendees to book or pay for hotel rooms. If you are contacted by a company other than ISPE, please do not provide them with your contact or credit card information, these transactions could be fraudulent.

► ISPE SAFETY PRECAUTIONS

New and robust risk mitigation measures are being undertaken to instill public confidence in the safety of ISPE's in-person events. In conjunction with the venues and vendors supporting our events, we are committed to the proper implementation of CDC, state, and local public health guidelines to ensure protective measures are in place to help mitigate the spread of COVID-19. Included are the measures ISPE will implement in accordance with the guidelines from the state and local authorities.

Risk mitigation measures will be clearly posted on-site throughout the event and on event websites, registration materials, and marketing communications. ISPE Staff will be adequately trained and informed to properly advise and assist attendees in the practice of established mitigation measures.

Find out more about specific risk mitigation measures that ISPE will undertake at in-person events [here](#).

► MARK YOUR CALENDARS! 2022 Annual Meeting & Expo

2022 ISPE Annual Meeting & Expo is going to be held at the Gaylord Palms Resort & Convention Center in Orlando, FL, 30 October - 2 November.

Details about booth sales will be coming soon!

► ISPE EXHIBIT SALES & BUSINESS DEVELOPMENT TEAM

If you have any questions or need assistance, contact a member of the ISPE Exhibit and Business Development team.

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