



THE  
SHOW  
FOR  
SHOWS

# EXHIBIT

AT EXPO! EXPO! 2023



**IAEE** Expo!  
Annual Meeting  
& Exhibition  
2023 Expo!

DALLAS, TEXAS  
5-7 DECEMBER | 2023

# IAEE Expo!

Annual Meeting  
& Exhibition  
2023

## DALLAS, TEXAS

### 5-7 DECEMBER | 2023

**Show:** Expo! Expo! 2023 Onsite Exhibition  
**Where:** Kay Bailey Hutchison Convention Center  
Dallas, TX USA  
**When:** 5-6 December 2023  
**Times:** 3:45 PM - 6:45 PM | Tuesday, 5 December  
10:15 AM - 2:45 PM | Wednesday, 6 December

*Note: Dates and times subject to change.*

**Expo! Expo! is the gateway to the decision-makers for the exhibitions and events industry and is the primary annual event organized by IAEE.**

As such, it attracts the owners, executives, directors and managers from companies and associations that organize a wide variety of exhibitions and events.

IAEE invites you to exhibit in Dallas, TX USA where you will discover what it's all about with attendees who are leading the way in their organizations.

Expo! Expo! is the perfect place for any exhibitor to showcase new products, meet new customers and network with some of the leading experts in the exhibitions and events industry.

The International Association of Exhibitions and Events (IAEE) is a trusted association that provides quality and value to its members through leadership, service, education and strong relationships to more than 1,300 members (organizations) and more than 12,000 member representatives (individuals) in 52 countries.



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#expoexpo

2



# Exhibitor Benefits

- Have cost effective access to over 85 percent of the TSNN Top 250 trade show organizers
- Test or launch new products and services at the customer level
- Network and build relationships with decision makers and influencers
- Introduce your company to IAEE members
- Up-sell existing clients
- Contact new prospects and generate leads
- Reach the competition and develop ways to distinguish your products and services
- Discuss the needs of your customers face-to-face and demonstrate solutions
- Promote your organization's image and maximize its market exposure
- Develop your database to strengthen your overall sales and marketing program

## Did you know...

**92%** of IAEE show organizer members have a role in purchasing decisions

**91%** of IAEE show organizer members are manager level or higher



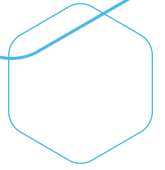
*IAEE's Expo! Expo! has always been and will remain the cornerstone event of our yearly marketing and prospecting efforts. It is an ideal opportunity to meet with new buyers and engage with our current clients and partners. Whether you want to connect with seasoned event professionals to those new to the industry, the show for shows is the place for suppliers like us to get the job done in one place.*

**Rich Vallaster, DES, CEM**  
Director of Marketing, a2z by Personify



# Who Attends Expo! Expo!?

Exhibition and event organizers from around the globe gather with suppliers in the exhibitions and events industry to look for strategic industry partners to maximize their budgets and increase their efficiencies. They are searching for new and innovative technology, creative destinations and dynamic contractors to assist them in reaching their goals.



## IAEE Show Organizer Demographics

Interact with the buyers you want to see.

**41%**  
For-Profit



**59%**  
Non-Profit

## Types of Events Produced by IAEE Members\*

**14.8%**

BtoB Hybrid Exhibitions (Physical and Online Component)

**7%**

Sales or Incentive Meetings

**13%**

Proprietary/Corporate Exhibitions

**10.6%**

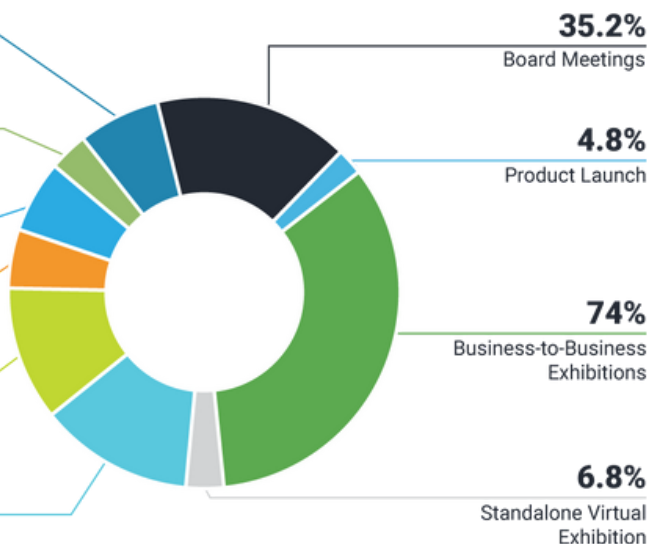
Hosted Buyer Events

**24.2%**

Consumer/Public Exhibitions

**27.8%**

Committee & Task Force Meetings



\*The counts and percentages in the charts below are based on total attendance, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.



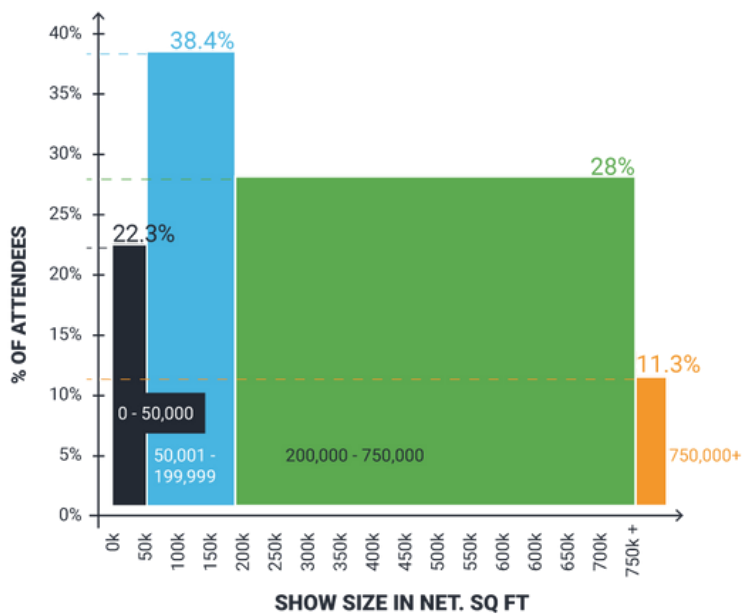
Did you know...

**41%**

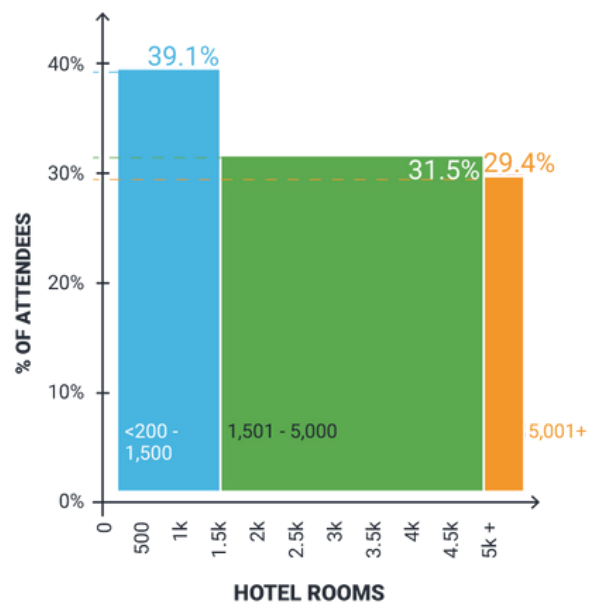
of attendees plan or produce shows outside of the U.S.



### Size of Shows Produced



### Number of Hotel Rooms Required on Peak Night by IAEE Members

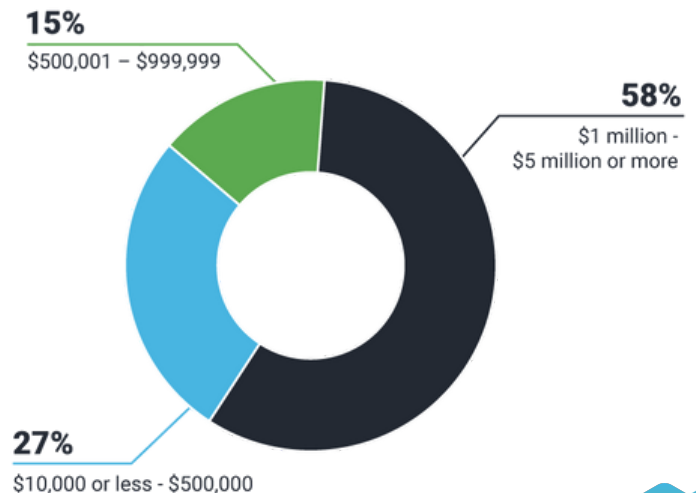


### Types of Venues Used by IAEE Members



\*Members were allowed to select more than one option. % in graph will not equal 100.

### Annual Budget for Product & Service Purchases for their Organization's Events





# Who Should Exhibit?

If you offer any of the following categories of products and/or services for the exhibitions and events industry, reserve your exhibit space today!



***As exhibitors at Expo! Expo! for the first time post-COVID, we arrived with tempered expectations, and we were pleasantly surprised. From general sessions to social networking engagements, Expo! Expo! executed with impressive efficiency and attention to detail. Booth traffic, although lighter than pre-pandemic expectations, was intentional and deliberate, providing us with several important business connections. Most of all, we came away convinced that live events are on the rise and can be incredibly successful, even as we define the new normal.***

**Brad Froese**

**Director of Marketing, Captello**

**Join the growing list of exhibitors who offer products and services in the following categories:.**

- A/V Equip./Rentals/Production
- Advertising/Promotional Services
- Airline
- Association/Foundation
- Beacon Technology
- Business Services - Auditing/Financial/Accounting
- Catering Services
- Charging Kiosks
- Cleaning/Janitorial Services
- Communication Equipment
- Computer Rentals
- Computer Software - Exhibition/Event, Floor Plan Management
- Consulting Services
- Convention & Visitors Bureau
- Customs Broker
- Destination Management
- Education/Training/Speakers/ Speaker Bureau
- Electrical Contractor
- Event Management Software - Itinerary Builders, Matchmaking, Wayfinders, Virtual Reality Experience
- Executive Recruitment Services
- Exhibit Designer/Builder
- Facility - Arena/Auditorium/Stadium
- Facility - Convention Center
- Facility - Fairground
- Facility - Public Expo
- Facility - World Trade Center
- First Aid Medical Services
- Floor Manager
- Flooring/Carpeting
- Florist/Plant Rental
- Freight - Air
- Freight - Common Carrier
- Freight - Van Line
- Furniture Rental/Booth Furnishings
- Graphics/Printing
- Health & Safety
- Hostesses/Modeling Services
- Entertainment/Talent Services
- Hotel - Exhibit Space < 30,000 sq. ft.
- Hotel - Exhibit Space > 30,000 sq. ft.
- Housing/Travel Services
- Insurance
- International Exhibitor Services
- Internet / Web Services / Webcasting / System Design / Software
- Lead Retrieval / Management Systems
- Legal Services
- Literature Displays/Kiosks
- Marketing Services/Research
- Message System
- Mobile App
- Personnel (Temporary)
- Photography
- Premiums/Promotions
- Product Locators/Message Centers
- Publications/Dailies
- Registration Services/Badging Systems/RFID
- Registration Supplies
- Security Services
- Service Contractor - General
- Service Contractor - I&D
- Show Management
- Signage
- Social Media
- Special Events/Tour Operations
- Sponsorships
- Surveys/Audience Response Systems
- Telecommunications
- Traffic Builders
- Translation Services
- Transportation/Shuttle Services
- Virtual & Hybrid Events/Experiential Marketing



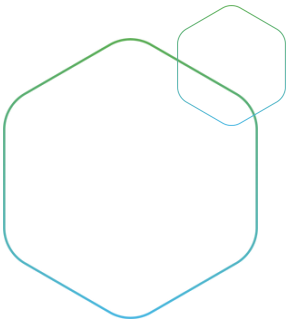
# Exhibit Space Cost

**Member:** \$4,300 per 100 sq. ft

**Non-Member:** \$5,500 per 100 sq. ft

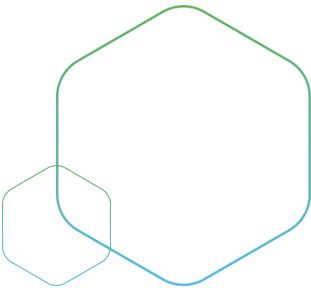


## \*Onsite Exhibit Space Includes:

- **Pipe and Drape** - 8 ft. draped back wall, and 3 ft. draped side rails
  - **Signage** - Company ID Sign (11"x17")
  - **Booth Staff Badges** - 3 badges per 100 square feet provided for exhibit staff (see access details below)
  - **Lead Retrieval** via Show App
  - **Complimentary lunch and dessert** served on the show floor on Wednesday
  - **Standard Booth Cleaning** - pre-show, both days
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## \*Additional Exhibitor/Booth Staff Benefits:

- **Access** to pre-show leads through the attendee registration list
  - **Ability** to send emails and appointment requests to attendees prior to the show
  - **Online booth listing** which includes company description, category listings and URL link to exhibitor's website
  - **Booth registration** includes move-in, move-out, show hours, opening reception, general session, show floor learning theaters, chapter receptions, and closing lunch.
- 



# Reserve Your Space



**Reserve Your Exhibit Space**  
[exhibitors.myexpoexpo.com](http://exhibitors.myexpoexpo.com)



**View the 2023 Floor Plan**  
[exhibitors.myexpoexpo.com](http://exhibitors.myexpoexpo.com)

- If you are a new exhibitor and have never exhibited with us before, click the 'Interested in Exhibiting' link to create a new account.
- You will receive an email with your password and have the ability to login (checkspam folder).
- Follow the steps to fill out the booth space reservation.
- You can choose your booth at this time.
- 50 percent is due at submission (you also have the option to mail in a check).
- Show management will email confirmation of your booth once approved.

## IMPORTANT NOTE:

Prior to 1 August, a 50% deposit is due with all contracts in order for exhibit space reservations to be processed and complete; after 1 August, FULL payment is due with all exhibit space contracts.



***As always, Expo! Expo! brings together the industry players who move the needle. It is great to learn, great to share, and always a great place to drive my business forward.***

***Bob Caldwell***  
***Founding Partner/CRO, 42Chat***





# Sponsorship & Advertising Opportunities

Increase your ROI with exciting sponsorship and advertising opportunities that will enhance your visibility at Expo! Expo!

Choose from a wide variety of options that will fit your needs.



## Exhibiting or sponsorship/advertising questions?

**Rick Jennings, CEM, VP of Partnership Relations**

[rjennings@iaee.com](mailto:rjennings@iaee.com) | +1.972.687.9211

**Karen Gonzales, CMP-F, CEM, Director, Global Business Development**

[kgonzales@iaee.com](mailto:kgonzales@iaee.com) | +1.972.687.9219

# THE SHOW FOR SHOWS



***We never miss IAEE's Expo! Expo!. The show offers us the opportunity to connect with long time customers and make new connections as well. There are plenty of networking opportunities to engage and create relationships that turn into business partnerships.***

**Heather Larson, CMP  
President, Meet Chicago Northwest**