

EXHIBITOR FAQ 2016

What is ibtm america?

ibtm america, part of the world's leading portfolio of MICE events, is an innovative event where MICE industry suppliers connect with select planners over 3 days of pre-scheduled meetings, education and exciting networking.

What makes ibtm america unique?

Exhibitors will be able to focus **100%** of their time preparing for buyer appointments, not on set-up, tear-down, shipping of the booth, and other related logistical items. In this **1-to-1** scenario there is a greater likelihood of more, high quality appointments. Exhibitors can now control their experience through the mutual match.

- **1-to-1** ratio between buyers and exhibiting companies.
- Closed, invitation-only event for Hosted Buyers. No trade visitors.
- Up to **30** business appointments mixed with dynamic networking sessions and a cutting edge knowledge program all under one roof.
- All exhibitors are on an equal-level playing field. One size pod is available and all costs are included in the price.
- Mutually matched appointments – exhibitors can now request the buyers with whom they would like to meet.
- **ibtm america** is the only Hosted Buyer based MICE event in North America that gives the exhibitors the opportunity to actively participate in the appointment match system.

How does ibtm america work?

ibtm america will source strategically selected buyers and host them to the event. Appointments for exhibitors and buyers will be matched based on preferences identified by both audiences.

The show offers a hassle-free, turnkey solution allowing exhibitors to focus strictly on their business meetings, not the details related to onsite logistics. Simple, efficient, cost-effective - one price covers all. No freight costs, no set-up or tear down costs, no drayage costs – it's an easy way to exhibit.

How many appointments can I expect?

Each meeting pod package comes with one appointment diary of up to **30** appointments, scheduled for **15** minutes each.

Where are the appointments be held?

All appointments are held right in your meeting pod. You'll have all of your presentation tools and materials right at your fingertips and will be able to conduct business in the comfort of your own pod.

Will all of the buyers be hosted?

Yes, all carefully selected meeting planners will be hosted.

Can you confirm that buyers will show up for their scheduled appointments?

Our unique Hosted Buyer contract requires a credit card deposit. If buyers don't show up to their scheduled appointments, they are charged an administration fee. Also, we require Hosted Buyers to "check in" to their appointments. If they fail to do so, you'll be able to report them as a "no show" in the Post-Show rating tool.

How are exhibitors matched with buyers?

A few weeks before the show, exhibitors will select and rank the Hosted Buyers with whom they'd like to meet. Likewise, Hosted Buyers will select exhibitors. A sophisticated software system matches the preferences of the buyers and suppliers, resulting in the majority of diaries being filled or close to filled.

How do I fill any openings in my diary?

After the mutual match takes place, you can make self-selected appointments to fill openings in your diary. Appointments will be clustered throughout the day and there will be networking events where more informal connections can be made.

What are the fees to bring additional staff?

You may bring up to 2 representatives from your company. One badge is included in the cost of the meeting pod and you'll have the option to purchase one additional badge at **\$895**.

Am I allowed to order catering for my meeting pod?

Yes, ... As hospitality professionals we know you like to entertain. We encourage you to share light refreshments in your pod. These can be ordered through our catering partner.

Are education and networking opportunities offered?

Yes... our **ibtm america** "community" is designed for exhibitors and buyers to continue connecting through a series of education sessions and networking events over 3 days. All networking events on the show floor and evening events are open to everyone creating a sense of community – we eat together, meet together, play together.

Are there additional fees to participate in the one-to-one appointment system?

No. There are no extra costs or hidden fees involved. The new format is simple, efficient, and cost-effective - one price covers all.

How many exhibiting partners can I bring to the show?

ibtm america has been designed to showcase individual suppliers. As such, the format does not accommodate exhibiting partners. Each exhibitor will have their own meeting pod space. Pods can be grouped together to accommodate a brand, a city, a region or a country that requests proximity.

What does the show floor look like?

The show floor is comprised of individually branded meeting pods surrounding a central hub called The ConnectZone. The ConnectZone offers the entire **ibtm america** community an easily accessible area to relax, mingle and network.

Who should I Contact?

For exhibiting questions please contact our sales team at ibtmamerica-sales@reedexpo.com