



2021 SUPPLIER EXHIBITION CHECKLIST

**Attendees receive access to Supplier Exhibition booths starting Wednesday, September 29.
Please use this checklist to prepare for the event launch.**

- FINISH SETTING UP YOUR EXHIBITION COORDINATOR ACCOUNT**

The person from your company who was identified as the primary contact on your application is the “coordinator” for your booth. This coordinator must finish setting up their coordinator account using the following steps:

 - Click [HERE](#) to “Login to Existing Account”
 - Enter the email address for your designated primary contact. A pop-up will appear.
 - Select “Please set a password” and “Request Link” to receive an email containing a link to reset your password (this will come from noreply@configio.com).
 - After setting a password, you will be prompted to “click here to log in”. - Log in using the email address and password you just created.

- REGISTER YOUR EXHIBITOR STAFF**

Once your coordinator is logged in and is viewing their dashboard, they will see three options for inviting or registering other users. Next to the “Exhibitor Staff” option, the exhibitor can register other booth staff by clicking the “register”  arrow. Or to share a link with other Exhibitor Staff to register themselves, select the “copy URL”  button to share a unique link with other exhibitor staff.

- BRAINSTORM UNIQUE WAYS TO ENGAGE WITH BOOTH VISITORS**

Offer prize drawings, upload questions to the poll, spotlight video(s), pin a graphic to the top of your chat box, or more! Reach out to Michelle at mmelsop@iwcs.org if you are unsure how to execute any of the ideas. Get creative, just like you would at an in-person show! Three exhibitors will be selected to win a complimentary Webinar during the IWCS Webinar Series (a \$1,000 value!)

 1. Social Media engagement (using #IWCS2021)
 2. Best Booth Give-Away Prize
 3. Most Pre-Scheduled Exhibitor Appointments with Attendees

- UPLOAD CONTENT TO YOUR BOOTH**

Watch the instructional video located [HERE](#) for an overview about setting up your booth and let Michelle know if you have any questions. Once you are ready to upload content, visit the Event Platform [HERE](#), ensure you are logged into the Platform, find your exhibitor booth, and click the “manage”  button.

- SHARE YOUR COMPLIMENTARY CODE WITH CUSTOMERS AND PROSPECTIVE CUSTOMERS**

IWCS has developed a suggested email template that your company can copy and paste to send an email invitation to your contacts. Be sure to copy  your “Exhibitor Guest Pass” code from your coordinator dashboard to add to the registration button in the invitation so your contacts can take advantage of your complimentary registration to the Supplier Exhibition. The Exhibitor who has the most people take advantage of their complimentary code receives discounted booth registration for IWCS 2022! Click [HERE](#) to access the email template and graphics.

- GET SOCIAL!**

IWCS has curated social media posts to make it easy for the social media person(s) at your company to share event details with your followers. Click [HERE](#) to access the curated social media content.

- BE PROACTIVE! MESSAGE ATTENDEES AND SCHEDULE MEETINGS**

Beginning September 29, you will have access to message event attendees and schedule meetings with them using the “Attendee” link in the navigation of the event platform. Use the filters along the right side of the page to find specific types of attendees. You can create a “Want to Meet” list that makes note of people you wish to follow-up with during the event.

Questions? Email Michelle Melsop, mmelsop@iwcs.org.