

EXHIBITORS FREQUENTLY ASKED QUESTIONS

58TH IFA ANNUAL CONVENTION

FEBRUARY 10–13, 2018 // PHOENIX CONVENTION CENTER & SHERATON GRAND PHOENIX // PHOENIX, AZ

GENERAL INFORMATION

1. Who do I contact at IFA for exhibiting information?

[Lynette James](#), IFA's Manager of Sponsorships & Exhibits, at ljames@franchise.org or 202/662-0782.

2. Where can I view the exhibit floor plan?

View the current Exhibit Hall floor plan at franchise.org/convention (under "Exhibits & Sponsorship").

3. What is the overall Convention Schedule?

View the convention schedule at franchise.org/convention.

4. What is the Exhibit Hall Operating Schedule?

The Exhibit Hall will be open:

Sunday, February 11, 2018, 4:30 P.M. – 8:00 P.M.

Monday, February 12, 2018, 7:30 A.M. – 9:00 A.M., 11:45 A.M. – 1:15 P.M. and 5:15 P.M. – 7:15 P.M.

Please note that the Exhibit Hall will also be open between 9:00 am – 11:45 am and 1:15 pm – 5:15 pm on Monday for **optional** networking and appointment times. Booths are not required to be staffed during that optional period, as other Convention activities are occurring simultaneously.

All booths must be set up and ready by Sunday, February 11 at 3:00 P.M.

Setup Hours:

Saturday, February 10, 2018, 8:00 A.M. – 5:00 P.M.

Sunday, February 11, 2018, 8:00 A.M. – 3:00 P.M.

Dismantle Hours:

Monday, February 12, 2018, 7:15 P.M. – 10:15 P.M.

Tuesday, February 13, 2018, 8:00 A.M. – 11:00 A.M.

5. What is your competitive separation policy?

When possible, competitive separation is available by request only. There is an option to request a separation, if available, from exhibitors in competing businesses on the exhibit booth reservation agreement and contract.

6. What is the IFA convention mobile app?

The IFA convention mobile app allows convention attendees to access the program, speaker/moderator biographies, exhibitor directory and other important convention details and events from their smartphones (such as an iPhone, Android or Blackberry). It's a great way to stay on top of real-time developments and news, and banner ads present an additional opportunity to put your brand's message out in front of attendees and direct traffic to your booth.



EXHIBIT BOOTH/LISTING INFORMATION

7. What is included with my exhibit space?

For every 10 x 10 booth space rented, you receive:

- Pipe and drape
- One booth identification sign
- Additional benefits for Island Boot Exhibitors
- A company listing and exhibitor profile within the convention mobile app with a link to your company web page
- A company listing and exhibitor profile in the onsite printed program book (identified by company and by industry type). Listings within the mobile app and printed program book include company name, booth number, brief company descriptions, contact name and information and web site. Exhibitors also have the option to purchase a black and white or four-color logo in the program book, and/or purchase sponsorships within the mobile app
- Standard booths come with one complimentary full convention registration.
- Premium booths come with one complimentary limited access exhibitor badge registration.

*All convention exhibitors and attendees, even those with complimentary registrations, must complete a registration. See registration information (Q. 20).

8. How do I submit my company's directory information/exhibitor profile?

For the printed version of the IFA Convention Program Book, please submit your company's profile description via the member portal on www.franchise.org. See the orange "log in" box at the top of the page. Click on "Exhibitor Listing" at the top of the page. Complete all required fields and click "Save Changes." Directory listings for the convention program book are only accepted electronically, and are limited to 325 **characters** (not words), including spaces. Submissions are due no later than December 1.

9. What is an exhibitor badge?

These badges allow access to the Exhibit Hall and "The Buzz" networking event on Saturday night only. They do not provide access to any educational sessions, general sessions, networking receptions, roundtables, etc.

10. What if I would like to add registrants?

You may purchase additional registrations. Please see the registration information (Q. 20) for details and fees.

11. Can I request a booth relocation?

Yes. Relocation requests must be submitted via e-mail to [Lynette James](mailto:lynette.james@franchise.org) at ljames@franchise.org. Relocation requests will be granted on a "first-come-first-served" basis, and will take into account any competitor separation requests. Although the space may be shown as still available, a request for that particular space may have been sent prior to your request. Our advice would be to submit your top 3-4 choices. We will try our best to accommodate your request.

12. When can I set up and dismantle my booth?

Setup Hours:

Saturday, February 10, 2018: 8:00 A.M. – 5:00 P.M.

Sunday, February 11, 2018, 8:00 A.M. – 3:00 P.M.

Dismantle Hours:

Monday, February 12, 2018, 7:15 P.M. – 10:15 P.M.

Tuesday, February 13, 2018, 8:00 A.M. – 11:00 A.M.

Please see the Exhibit Hall Operating Hours (Q. 4) for more information, and refer to your Exhibit Booth Reservation Agreement and Contract for additional details about setup and dismantle procedures and penalties for non-compliance.

13. When does my booth have to be finished and ready for the show?

All booths must be complete and ready for the show by Sunday, February 11, 2018 at 3:00 P.M.

14. Are there specific Rules and Regulations/Design Criteria regarding exhibit booth design?

Yes. Please refer to page 2 of the [Exhibitor Booth Reservation Agreement & Contract](#), detailing the exhibitor rules/regulations and decorating policies.

15. How do I arrange for shipping, order electrical, graphics, furniture, plants, etc?

Exhibitor Service Kits will be e-mailed to your attention in November from our exhibit partner, Arata Expositions, Inc. Kits will include shipping information and order forms for booth items and services. Contact Diane Rosen at drosen@arataexpo.com or (301) 921-0800 with any questions. You may also receive exhibitor services information from the Phoenix Convention Center directly.

16. How do I book a hotel room in ifa's room block at the Convention hotels in Phoenix?

The majority of convention events will occur at the Phoenix Convention Center with a few committee meetings and evening activities scheduled at our headquarters hotel, the Sheraton Grand Phoenix. We have room blocks at three properties in downtown Phoenix, all very close to the Convention Center.

The room rates are as follows:

- **Sheraton Grand Phoenix:** \$249/night
Make your reservations by calling 800-325-3535 or by [clicking here](#).
- **Renaissance Phoenix Downtown Hotel:** \$259/night
Make your reservations by calling 800-309-8138 or by [clicking here](#).
- **Hyatt Regency:** \$239/night
Make your reservations by calling 866-421-1442 or by [clicking here](#).

The deadline for booking your room at all convention hotels is **January 19, 2018** (or when the room blocks sell out, whichever comes first). All guests are responsible for submitting a credit card number as a guarantee at the time the attendee makes the reservation.

Beware of Travel Scams

Be sure to book your reservations for IFA2018 through our website or directly through the hotel of choice. If you have any questions, please call our conferences department at 202-628-8000.

Don't be fooled by offers from third party sources indicating that they are officially booking rooms for the #IFA2018 convention - they are NOT affiliated with IFA or our convention. Remember, if the offer seems too good to be true, it probably is. At the very least, prior to booking with a party other than through our website, please check the prospective vendor's rating at www.bbb.org. Buyer beware, many of these offers are fraudulent attempts to solicit money from you for a non-existent reservation.

17. Will I automatically be registered for the Convention once I reserve a booth?

No. All convention exhibitors and attendees, even those with complimentary registrations that come as part of the booth agreement, **must register**. You may contact [Lynette James](#), IFA's Manager, Sponsorships & Exhibits, ljames@franchise.org, or 202/662-0782 if you have any questions.

18. How do I register for the Convention?

All online reservations may be completed by visiting the Annual Convention web page at www.franchise.org. Once registered, an email will be sent to the primary exhibitor contact with log in information and registration instructions.

19. What are the convention registration fees?

Complimentary Full Registration - one complimentary full registration for each 10 x 10 booth rented.

Complimentary Exhibitor Badge - one complimentary exhibitor badge for each 10 x 10 premium booth rented.

Optional - Exhibitor badge upgrade to full conference registration..... **\$440**

Member Exhibitor..... **\$740**

Member Exhibitor Badge (access to Exhibit Hall and kick-off reception only)..... **\$300 (max of 4)**

Non-Member Exhibitor Badge (access to Exhibit Hall and kick-off reception only)..... **\$600 (max of 4)**

Non-Member Exhibitor..... **\$1,480**

20. How do I receive my badge?

After registering, attendees will receive an email confirming their registration and payment. Present in the email there will also be a bar code. Attendees must retain the email with the bar code as it will be needed to pick up their badge onsite. Upon arrival, registered individuals will proceed towards the registration kiosk and scan their bar code to have their badge printed. Once the badge is printed, attendees will continue to the pre-registration desk to pick up their materials such as ribbons, registration bag, etc. Prior to the event, if changes need to be made to a registration, attendees can log on to the site to do so.

Registration will be open:

- Saturday, February 10, 2018 from 7:00 A.M. - 7:30 P.M.
- Sunday, February 11, 2018 from 7:00 A.M. - 7:00 P.M.
- Monday, February 12, 2018 from 7:00 A.M. - 6:00 P.M.
- Tuesday, February 13, 2018 from 7:30 A.M. - 12:00 Noon

21. What happens if I miss the deadline?

You can still register and receive your badge onsite at the registration desk. Registrations received after the pre-registration deadline are subject to an additional \$100 onsite processing fee.

ADDITIONAL INFORMATION/DEADLINES AND CANCELLATION POLICIES

22. What are the essential dates to note?

November 10, 2017.....Date by which written exhibit booth cancellation must be received in writing. After that date, refunds will only be granted at the conclusion of the convention if the exhibit hall has sold out.

December 1, 2017.....Deadline for submitting company listing information/exhibitor profile for inclusion in printed program book (listing information may appear in exhibitor's addendum, depending on date submitted)

January 19, 2018.....Deadline for making hotel room reservations at the IFA Convention rate, if available.

January 26, 2018.....All registrations received after this date, including those that would have been complimentary if submitted by the due date, will be processed onsite and are subject to a \$100 additional onsite processing fee

February 11, 2018.....Exhibit Hall Opens

23. What is the exhibit booth cancellation policy?

Exhibit booth fees are refundable, less a \$300 processing fee, upon written cancellation notification prior to November 10, 2017. After that date, no refunds will be granted until the conclusion of Convention, and will only be granted if the exhibit hall is sold out.

24. What is the convention registration cancellation policy?

Full refunds (minus a \$100 administrative fee) will be granted for cancellations received in writing by January 19, 2018. Cancellations received after that date are subject to a 50% penalty plus a \$100 administrative fee. No refunds are permitted for cancellations requested after January 26, 2018. Substitutions are permitted at any time for a \$50 substitution fee.

25. Will I receive a convention attendee list?

Yes. All exhibitors will receive one pre-convention attendee list three weeks prior to convention and one post-convention attendee list three weeks after convention. The list will be provided in Excel spreadsheet format and will include each attendee's name, title, company, address and phone number. Fax numbers and e-mail addresses will not be included.

26. Who from my company will receive exhibitor correspondence and information from IFA?

The individual provided as the contact on the exhibit booth reservation agreement & contract will be your company's primary exhibitor contact. This person will be in receipt of all forms, due dates, reminders and exhibitor information leading up to, during and after convention. Should you require this contact be changed or an additional contact named, please e-mail this information to [Lynette James](mailto:ljames@franchise.org) at ljames@franchise.org.

27. Are there Sponsorships Opportunities available?

Yes. If you would like to learn more about exhibit hall and other convention sponsorship opportunities, please e-mail or call [Lynette James](mailto:ljames@franchise.org) at ljames@franchise.org or 202/662-0782.

IFA Convention Exhibitor's Checklist**Did I submit the following documents?**

- Exhibit Booth Reservation Agreement Submitted
- 50% Deposit
- Completed registration form for all attendees (including complimentary registrations)
- Paid Balance
- Company Profile/Description for Printed Convention Program Book
- Company Profile/Description on Convention Mobile App
- Order Form(s) to Arata Expositions, Inc. and/or the Phoenix Convention Center for additional items and/or services for my booth, if needed

If your question has not been answered above, please e-mail or call [Lynette James](mailto:ljames@franchise.org) at ljames@franchise.org or 202/662-0782. Thank you!