



Soar
in 24

IIBEC International
Convention & Trade Show

Prospectus

MARCH 8-11
2024
PHOENIX



JOIN US

Join an expected 1,700 consultants, architects, engineers, design professionals, and other experts who specialize in roofing, waterproofing, windows, cladding, building commissioning, and exterior wall technologies to exchange knowledge, expertise, and the latest advancements in building enclosure technology at the 2024 International Convention & Trade Show.

Don't miss out on this premier education and networking event.

TARGET AUDIENCE

- Design professionals who specialize in roofing, waterproofing, exterior walls, and building commissioning
 - Roofing consultants
 - Facility managers
 - Building owners
 - Engineers
 - Architects
 - Architectural engineers
 - Asset managers
- 



IIBEC INTERNATIONAL CONVENTION & TRADE SHOW DEMOGRAPHICS

43%

of attendees are owners or principals of building enclosure consulting firms.

31%

of IIBEC Consultants in attendance are licensed engineers or architects.

\$22M+

per year in building materials influenced by each IIBEC Consultant member on average.

\$2B+

of building materials influenced annually by IIBEC Consultants in attendance at convention.



1,500 ATTENDEES (HOUSTON, TX)

2023

1,200 ATTENDEES (ORLANDO, FL)

2022

1,700 ATTENDEES (ORLANDO, FL)

2019

WHY EXHIBIT AT THE IIBEC INTERNATIONAL CONVENTION & TRADE SHOW

- Access to more than a thousand building enclosure professionals who design buildings and building systems, and specify millions of dollars in building enclosure products annually.
- A company listing on www.iibecconvention.org and on the convention app.
- 3 complimentary registrations per 10x10 booth with access to education sessions.
- Contact information (excluding email address) of the event registrants:
 - ▶ The pre-registration list (opt-in only) will be sent to exhibitors three weeks prior to the event date.
 - ▶ The final registration list (opt-in only) will be sent to exhibitors within three weeks of event completion.
- Prominently recognized in the pre/postconference IIBEC membership marketing and social media campaigns.
- Listing on a thank-you page in *IIBEC Interface*, IIBEC's technical journal.
- Acknowledgement at the opening ceremony and during the keynote session.
- Recognition in on-site and digital promotional materials.
- Attendees will earn 2.0 CEHs for spending up to four hours at the trade show. Attendees who spend more than four hours at the trade show will receive 3.0 CEHs.
- Earn IIBEC priority points. Learn more about IIBEC's priority system here: <https://iibec.org/wp-content/uploads/Priority-Points-Policy-2023-FINAL.pdf>

JOIN THE LIST OF EXHIBITING COMPANIES! (AS OF JULY 31, 2023)

Acme Cone Co. LLC

Air Barrier Association of America Inc.

American Hydrotech Inc.

Anchor Products

ATAS International Inc.

AVM Industries Inc.

Axis Building Envelope Design

Babcock-Davis

Beldon Roofing Co.

Berridge Manufacturing Co.

Carlisle Construction Materials

CertainTeed LLC

Critical Point

Detec Systems

DuPont Performance Building Solutions

Duro-Last Roofing Inc.

Epro Services Inc.

Everest Systems LLC

FBC Chemical Co.

FixFast USA

Flex Membrane International

Gaco, Firestone Building Products

GAF Materials Corp.

Georgia-Pacific Gypsum LLC

H.B. Fuller Co.

Hanover Architectural Products

Hickman Edge Systems

Hydro-Gard

IB Roof Systems Inc.

International Leak Detection Ltd.

IR Analyzers / Vector Mapping

ITW Polymers Sealants North America

Johns Manville

JR Jones Roofing

Kemper System America Inc.

Leading Edge Safety LLC

Loadmaster Systems, Inc.

MAPA Products

Mapei Corp.

MBCC Group

McElroy Metal Inc.

Metal-Era, Inc.

MIRO Industries Inc

Momentive Performance Materials Inc.

Mule-Hide Products Co Inc.

National Gypsum Co.

National Roof Deck Contractors Association

National Women in Roofing

Noble Co.

O'Hagin LLC

Performance Roof Systems, Inc., A SOPREMA Group Company

Petersen Aluminum Corp.

Polyglass USA Inc.

Revere Copper Products Inc.

Roof Hugger LLC

Rooftop Anchor Inc.

RTC Waterproofing & Restoration Inc.

S-5!

Safety Rail Co.

Seaman Corp/FiberTite Roofing Systems

Sheet Metal, Air, Rail and Transportation Workers - SMART

Sheffield Metals International

Sika Corp.

Siplast

SITURA Inc.

Soprema Inc.

Specified Technologies Inc.

SPRI Inc.

T Clear Corp.

The Barrett Co. LLC

TRUFAST LLC

TuffWrap Installations Inc.

Uniflex Fluid Applied Roof Systems

United Gilsonite Laboratories

United States Gypsum Co.

VADA, LLC

VaproShield LLC

Versico Inc.

Western Colloid SC Inc.

York Manufacturing

EXHIBITOR OPPORTUNITIES

IIBEC's International Convention & Trade Show is the premier event for building enclosure professionals. More than 1,700 professionals from around the globe come together to learn the latest information about roofing, exterior walls, waterproofing, and building commissioning. More than 140 companies make it the largest trade show for building enclosure consultants. Don't miss out on engaging with your current and future customers. [Click here](#) to access IIBEC's 2024 Trade Show exhibitor list. For additional information, please contact Arissa Cooper, Manager, Marketing & Sales, at acooper@iibec.org or call 800-828-1902.

EXHIBIT FEES

100 SQUARE FEET

\$33.00 USD per square foot—IIBEC members*
\$41.00 USD per square foot—Nonmembers

MORE THAN 100 SQUARE FEET

\$31.00 USD per square foot—IIBEC members*
\$39.00 USD per square foot—Nonmembers

* *IIBEC members are individuals rather than corporations. To qualify for member rates, contracts must be executed by a current IIBEC member who is associated with the exhibiting company.*

IMPORTANT DATES AND INFORMATION *

EXHIBIT HOURS

Saturday, March 9 3:15 P.M. — 7:15 P.M.
Sunday, March 10 8:00 A.M. — 12:00 P.M.

EXHIBIT SETUP

Friday, March 8 1:00 P.M. — 6:00 P.M.
Saturday, March 9 8:00 A.M. — 1:00 P.M.

EXHIBIT DISMANTLE

Sunday, March 10 12:30 P.M. — 8:00 P.M.

**Times subject to change*

BOOTH SPECIFICATIONS

Standard 10'x10' booth spaces include 8' draped back walls, 36"-high side rails and an identification sign. Island booths do not include draperies or identification signs.

DEPOSIT AND REFUNDS

A 50% deposit is due with the contract. The balance of fees is due December 8, 2023. All cancellations are subject to a charge of 50% of the total exhibit fee. Cancellations after December 8, 2023, will receive no refund. Refer to the [Contract for Exhibit Space](#) and Terms and Conditions for more information.



**DOWNLOAD THE
CONTRACT FOR
EXHIBIT SPACE**

PRODUCT DEMONSTRATIONS

Why wait for attendees to visit your booth? Get your product out of the booth and onto the stage! Half-hour timeslots will be available for exhibitors to showcase their products or services during the trade show. Advance promotion, prominent signage, and loudspeaker announcements will draw up to 150 curious specifiers to your product demonstration. Contact IIBEC today as demonstration opportunities are available on a first-come, first-served basis. Complete the Product Demonstration Form to secure your spot.



TIMES FOR DEMONSTRATION

Availability	Time
SOLD	Saturday, March 9 — 4:15 P.M. — 4:45 P.M.
SOLD	Saturday, March 9 — 5:15 P.M. — 5:45 P.M.
AVAILABLE	Sunday, March 9 — 6:15 P.M. — 6:45 P.M.
SOLD	Sunday, March 10 — 8:45 A.M. — 9:15 A.M.
SOLD	Sunday, March 10 — 9:45 A.M. — 10:15 A.M.
SOLD	Sunday, March 10 — 10:45 A.M. — 11:15 A.M.

GENERAL GUIDELINES FOR DEMONSTRATION

- Setup and dismantle will occur 15 minutes prior to and after the demonstration on the demo stage. Stage time is half an hour.
- The fee for each demonstration opportunity is \$5,000.
- All props or materials used during the demonstration must be prefabricated and portable for easy setup and dismantling.
- All props or materials used during the demonstration must be removed or disposed of off-site. No on-site debris disposal is permitted.

- The demonstrating company is liable for any damages to staging or host facility equipment or infrastructure.
- Written specifications must be submitted 90 days in advance of the event for review and approval.
- All demos require hotel and/or convention center and fire marshal approval.
- If storage space is needed before or after the demonstration, include a detailed description of the material with this form.
- Provided: 12'×18' stage, screen, AV cart, podium, one handheld microphone, one wireless microphone, one 110-volt power strip. All other AV and electricity are the responsibility of the demonstrating company.



**DOWNLOAD PRODUCT
DEMONSTRATION FORM**

SPONSORSHIP OPPORTUNITIES

All sponsorships include prominent recognition of the company's name and logo before, during, and after the IIBEC International Convention & Trade Show. There are three levels of sponsorship in 2024: Platinum (\$15,000 and up), Gold (from \$7,500 to \$14,999), and Bronze (from \$3,000 to \$7,499).

SPONSOR BENEFITS BY LEVEL	PLATINUM \$15,000 and up	GOLD \$7,500 to \$14,999	BRONZE \$3,000 to \$7,499
Acknowledgment at the sponsored event via signs or verbal acknowledgment before the sponsored event (as applicable)	✓	✓	
Acknowledgement on the event's PowerPoint loop	Logo	Logo	Name
Acknowledgment in the pre-convention publications (as applicable)	✓	✓	
In-app text message with a weblink to sponsor's website	✓	✓	
Visual recognition at sponsor's booth (sign)	✓	✓	✓
Easel sign at sponsored event	✓	✓	✓
Verbal acknowledgment before the sponsored event (as applicable)	✓	✓	✓
Corporate logo on inclusive sponsor sign at the registration and trade show entrance	✓	✓	✓
Complimentary table for eight at the Annual Banquet or Awards Luncheon	✓	✓	
Two complimentary tickets to the Annual Banquet or Awards Luncheon			✓
Acknowledgment in the on-site convention schedule-at-a-glance	✓	✓	✓
Acknowledgment on www.IIBECConvention.org	✓	✓	✓
Acknowledgment in event mobile app	✓	✓	✓
Badge ribbons indicating sponsorship level for company representatives	✓	✓	✓
Priority Points corresponding to sponsorship level	✓	✓	✓
Plaque of recognition and appreciation, and photo of plaque acceptance (at trade show), if applicable	✓	✓	✓
Special acknowledgment in <i>IIBEC Interface</i> technical journal	✓	✓	✓



**DOWNLOAD
SPONSORSHIP FORM**

CONVENTION WI-FI

Saturday, March 9–
Monday, March 11

\$25,000

PLATINUM – EXCLUSIVE OPPORTUNITY

Statistics show attendees love and appreciate wi-fi during education sessions. Your brand will gain multiple impressions as this exclusive sponsor, and attendees will thank you for the enhancing their convention experience! Wi-fi will be made available for all three days of the convention. Your company's name will be used as the username to access the wi-fi. In addition, you will receive recognition on the conference website and a sponsor sign at registration, as well as in an ad in on-site, at-a-glance program.

ANNUAL BANQUET

Monday, March 11

SOLD

\$15,000

PLATINUM – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of IIBEC's annual banquet at the 2024 International Convention & Trade Show. At this premier social event, your company will have 10 minutes to welcome guests to the party and thank attendees for their participation at another successful convention. Signage with your company name and logo are prominently displayed at the event entrance, your sponsor booth, and on the inclusive sponsor sign at the registration and trade show entrance. Your company will receive additional recognition on the conference website and the mobile app.

OPENING CEREMONY & KEYNOTE SPEAKER

Saturday, March 9

SOLD

\$15,000

PLATINUM – EXCLUSIVE OPPORTUNITY

As the official start of the convention, the opening ceremony and keynote attract a large gathering. As the exclusive sponsor of this event, your corporate branding will be associated with this exciting spectacle as we kick off this premier event. You will receive verbal recognition and signage with your company name and logo prominently displayed at the entrance of the event, sponsor booth signage, a PowerPoint loop sponsor page, and an inclusive sponsor sign at registration and trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app. Your company will have 10 minutes to welcome guests to the first gathering of this year's convention.

CONVENTION/TRADE SHOW MOBILE APP

\$15,000

PLATINUM – NEW EXCLUSIVE OPPORTUNITY

The IIBEC Convention & Trade Show mobile app is an essential and interactive day-planner for attendees to schedule networking, educational, and social events. Interactive maps and trade show exhibitor descriptions make booth visit-planning a snap. As an exclusive sponsor, your corporate logo will stand prominently positioned, without competition, throughout the convention and trade show app as well as in an ad in the on-site, at-a-glance program. Your branding will be located on the landing page and as a footer ad on the mobile app. In addition, you will receive recognition on the conference website and an inclusive sponsor sign at the registration and the trade show entrance. The opportunity for exclusive corporate branding for the mobile app exists through 12/08/2023, after which, if no sponsor is designated, individual advertising in the app will be sold.

OPENING RECEPTION

Friday, March 8

SOLD

\$15,000

PLATINUM – EXCLUSIVE OPPORTUNITY

As the exclusive sponsor, you will have the first opportunity to welcome attendees at this opening networking reception. Network with members, the IIBEC Board of Directors, and chapter and region representatives while enjoying complimentary beer and nonalcoholic beverages. Signage with your company name and logo is prominently displayed at the entrance of the event, your sponsor booth, and on an inclusive sponsor sign at the registration area and trade show entrance. Your company will receive additional recognition on the conference website and in the mobile app.



HOTEL GUEST ROOM KEY CARDS

Thursday, March 7–
Monday, March 11

SOLD

\$13,000 GOLD – EXCLUSIVE OPPORTUNITY

Hotel room keys are the first item attendees receive when checking into the Marriott Marquis Houston, and are utilized for the duration of the event. This sponsorship opportunity accompanies attendees each morning as they leave their rooms, and it is one of the last things they see when returning at day's end. As sponsor, your corporate branding will be a companion to approximately 1,700 attendees. Sponsorship includes signage with company name and logo in the sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance. You will also receive recognition on the conference website and in the mobile app.

CONVENTION ATTENDEE BAGS

Thursday, March 7–
Monday, March 11

SOLD

\$13,000 GOLD – EXCLUSIVE OPPORTUNITY

Your logo is prominently displayed on a convention bag carried by convention attendees throughout the IIBEC International Convention & Trade Show. This highly visible sponsorship is carried daily from event to event and seen repeatedly by the owner and other registrants. As the sponsor, your corporate branding will appear without competition on the attendee bag. Option(s) to include in each bag: corporate literature, a novelty, or a product sample. Sponsorship includes signage with the company name and logo in your sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance. In addition, you will receive recognition on the conference website and in the mobile app.

NAME BADGE LANYARDS

Thursday, March 7–
Monday, March 11

SOLD

\$13,000 GOLD – EXCLUSIVE OPPORTUNITY

Every attendee receives a name badge and lanyard as part of their registration. For the duration of the convention, networking exchanges will begin with a glance at a name badge held in place by your company's logoed lanyard. As the sponsor, your corporate logo will appear repeatedly along the length of the lanyard. Signage with your company name and logo will be prominently displayed in your sponsor booth as well as on the inclusive sponsor's sign at the registration and trade show entrance. In addition, you will receive recognition as the exclusive sponsor on the conference website and in the mobile app.

TRADE SHOW RECEPTION

Saturday, March 9

SOLD

\$12,000 GOLD – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show opening reception! The Saturday trade show runs into the evening with networking and sales activities commonly occurring through the traditional dinner hour. As the sole sponsor of the trade show reception, your company will receive recognition as the benefactor of an appealing spread of dinner food and beverages, including draft beer and other refreshments. Signage will be prominently displayed at all food and beverage areas and at your sponsor booth throughout the hours of the trade show and reception. Additionally, your company name will be front and center on both the trade show entrance unit and inclusive sponsor sign at registration and at the trade show entrance. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show. You will also receive recognition on the conference website and in the mobile app.

IIBEC AWARDS LUNCHEON

Sunday, March 10

SOLD

\$12,000 GOLD – EXCLUSIVE OPPORTUNITY

The Awards Luncheon is one of the convention's highest-attended events. Attendees turn out to support their peers and enjoy the camaraderie as IIBEC recognizes its outstanding members and volunteers. Company recognition will be included in the printed awards program provided to all participants. This sponsorship includes verbal recognition during the event and signage with your company name and logo prominently displayed at the event entrance, at your sponsor booth, on a PowerPoint loop sponsor page, and on the inclusive sponsor sign at registration and at the trade show entrance. You will also receive recognition as the sponsor on the conference website and in the mobile app.

TRADE SHOW BREAKFAST

Sunday, March 10

SOLD

\$12,000 GOLD – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show breakfast! As the Sunday morning trade show breakfast sponsor, your company will be recognized as the host of "the most important meal of the day" and a foundational component of the morning's trade show session. Through this sponsorship, attendees and exhibitors alike will be treated to coffee and a hearty breakfast buffet. Signage will be prominently displayed at all food and beverage areas and at your sponsor booth throughout the hours of the trade show and breakfast. Your company name will be front and center on the trade show entrance unit and inclusive sponsor sign at registration and at the trade show entrance. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show. Additionally, you will receive recognition on the conference website and in the mobile app.

IIBEC ANNUAL MEETING OF THE MEMBERS

Monday, March 11

SOLD

\$10,000 GOLD – EXCLUSIVE OPPORTUNITY

Perhaps one of the clearest means to show your support of IIBEC's mission is to be the exclusive sponsor of the association's Annual Meeting of the Members. At this event, Consultant members meet over lunch to discuss IIBEC's past year, future direction, and to elect leaders for the upcoming year. Boxed lunches will be served with sponsor signage at the boxed lunch pick-up tables. Sponsorship includes signage with your company name and logo in your sponsor booth as well as an inclusive sponsor sign at registration and at the trade show entrance. In addition, you will receive recognition on the conference website and in the mobile app.

SCHEDULE AT-A-GLANCE WALL

SOLD

\$10,000 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo will be front and center, prominently displayed on the Schedule-At-A-Glance wall located in a high-traffic area near registration and the general session ballroom. This wall-sized display details key events occurring over the days of the convention and trade show. Your sponsorship benefits include signage with your company name and logo in the sponsor booth as well as the inclusive sponsor sign at registration and at the trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app.

IIBEC BOARD OF DIRECTORS DINNER

Thursday, March 7

SOLD

\$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Spend the evening with the IIBEC Board of Directors and celebrate their service to IIBEC and the profession. As the exclusive sponsor, you will receive 10 minutes to address the board during the evening. This sponsorship includes signage with your company name and logo in your sponsor booth as well as the inclusive sponsor sign at the registration and trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app.

REFRESHMENT BREAKS

\$5,500 **BRONZE – FIVE AVAILABLE**

Provide attendees the fuel they need to last through the day! Sponsor one of five refreshment breaks strategically placed near educational sessions and other high-traffic areas during the IIBEC International Convention and Trade Show. Signage with your company's logo will be prominently displayed at each refreshment station as well as sponsor-supplied napkins at each coffee station. Additional signage with the company name and logo in your sponsor booth and an inclusive sponsor sign at registration and at the trade show entrance will be provided. Additionally, sponsors will receive recognition on the conference website and in the mobile app.

DIRECTIONAL SIGNS

SOLD

\$5,000 **BRONZE – ZERO OF THREE AVAILABLE**

Your company's name and logo will be prominently displayed on large directional signs strategically placed in high-traffic areas guiding attendees through their daily convention and trade show activities. As the sponsor, your corporate branding will be clearly displayed on one of these large and vitally important signs. Signage with your company name and logo in your sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance will be provided. Additionally, sponsors receive recognition on the conference website and in the mobile app.

TRADE SHOW PRIZE GIVEAWAYS

\$4,000 **BRONZE – THREE AVAILABLE**

Everyone likes to win! Reward IIBEC Consultant members who engage on the trade show floor. Drawings are held throughout the course of the two-day trade show with announcements made over the loudspeaker from the IIBEC booth. Sponsors are encouraged to draw the winning ticket and be on hand to congratulate the lucky winner. This sponsorship includes signage with your company name and logo in your sponsor booth and an inclusive sponsor sign at registration and at the trade show entrance. Additionally, sponsors will receive recognition on the conference website and in the mobile app.

CONVENTION WRITING PENS

\$4,000 **BRONZE – FOUR OF FIVE AVAILABLE**

A timeless need for anyone attending the education programs, networking events, or just daily life—pens are in continuous demand by IIBEC conventiongoers. As the sponsor, your company's logo will be included in the attendee convention bag, distributed at tables during the regional meeting lunch, and Annual Meeting of the Members lunch, and available at the IIBEC registration area. Signage with your company name and logo in your sponsor booth and an inclusive sponsor sign at registration and at the trade show entrance will be provided. Sponsors will additionally receive recognition on the conference website and in the mobile app.

REGION MEETING LUNCHES

\$3,500 **BRONZE – ONE OF SIX AVAILABLE**

Region I SOLD	Region II SOLD	Region III SOLD
Region IV SOLD	Region V SOLD	Region VI & VII

Host one or more region meeting lunches of your choosing and provide a personalized welcome message. Region meeting lunch sponsorships allow you to direct your company's corporate branding to IIBEC members from specific geographical areas across North America. This is a great opportunity for regional sales representatives to meet IIBEC members in their territories. Signage with your company name and logo are prominently displayed at the entrance of the event, at each table in the region you sponsor, in your sponsor booth, and on an inclusive sponsor sign at registration and at the trade show entrance. Additionally, sponsors receive recognition on the conference website and in the mobile app.

EMERGING PROFESSIONALS SPRING SOCIAL

Sunday, March 10

\$1,250 **BRONZE – NEW OPPORTUNITY (SEVEN OF EIGHT AVAILABLE)**

Emerging professionals are the future of the building consultant industry. The new Emerging Professionals Cocktail Hour brings together young professionals (generally under age 40) looking to expand their network of colleagues over cocktails and appetizers (nonalcoholic beverages also provided). Sponsor the Emerging Professionals Cocktail Hour to show your support of our industry and of their future. Signage with your company name and logo is prominently displayed at the event entrance, in your sponsor booth, and on the inclusive sponsor sign at registration and at the trade show entrance. Your company will receive additional recognition on the

ADDITIONAL OPPORTUNITIES TO PROMOTE YOUR BRAND

Convention Proceedings Advertising

\$3,500 Three Available → [Contact Arissa Cooper for more information at \[acooper@iibec.org\]\(mailto:acooper@iibec.org\)](#).

The Convention Proceedings are provided to all attendees digitally and will be available as print-on-demand. The proceedings were downloaded over 1,000 times in 2023.

Exhibit Floor Plan Map

\$3,500 Exclusive opportunity → [Contact Arissa Cooper for more information at \[acooper@iibec.org\]\(mailto:acooper@iibec.org\)](#).

Get your company's logo on two large trade show maps—one positioned at the registration area and one at the trade show entrance.

At-A-Glance, On-Site Program

\$2,500 Two Available → [Contact Arissa Cooper for more information at \[acooper@iibec.org\]\(mailto:acooper@iibec.org\)](#).

Place your highly visible ad in the On-Site At-A-Glance Program provided to all attendees. For five days, the program will be a constant companion for attendees to navigate convention and trade show activities. This sponsorship includes signage with your company name and logo in your sponsor booth and an inclusive sponsor sign at registration and at the trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app. Advertising is accepted from exhibiting companies only.

Mobile App Advertising/Push Notifications

\$ Price Varies → [Contact Arissa Cooper for more information at \[acooper@iibec.org\]\(mailto:acooper@iibec.org\)](#).

The IIBEC International Convention and Trade Show mobile app is a popular and highly useful tool for attendees to plan and interact with their event experience. In past years, approximately 65 % of all attendees (over 1,700 total attendees on average) have downloaded the app for use on their mobile devices. With new features and advanced promotion, we are anticipating wider use at this year's event.

Attendee Bag Stuffers/Insertions

\$2,500 Three Available → [Contact Arissa Cooper for more information at \[acooper@iibec.org\]\(mailto:acooper@iibec.org\)](#).

Each IIBEC convention attendee with a full registration receives an attendee bag. An insert in the attendee bag puts your information into the hands of IIBEC members. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit or website. Stuffer examples include (but not limited to): notepads, pens, keychains, product samples, and brochures.



iibeconvention.org

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