

# 2024 Exhibitors Manual Overview

The objective of this overview is to make sure that you are aware of all the marketing opportunities offered to you as an ITC exhibitor, as well as all the logistical processes and forms designed to make exhibiting at ITC a very positive experience.

- The *introduction section* presents the official welcome letter, schedule as well as rules and regulations. It also includes a chronologically ordered checklist.
- The *marketing section* presents with items (with support documents) relevant for the tremendous marketing opportunities we offer to our exhibitors.
- The *logistics section* presents with items relevant for making sure you get the best support in setting up your booth.

We recommend that you review each item below at least once to make sure you are aware of all opportunities and processes. If you have any questions, please don't hesitate to contact us.

## Introduction

- [Welcome to ITC 2024 Exhibition](#)
- [Exhibitor and Corporate Supporter Prospectus](#)
- [Exhibits Booth Application with Rules](#)
- Exhibit Floor Floorplan (TBD)
  - [Original with exhibition booth assignments](#)
  - [New proposal seeking approval](#)
- [Exhibit Rules and Regulations](#)
- [Schedule](#)
- [Guide to Services](#)
- [Exhibitors Check List with Due Dates](#)

## Marketing Opportunities

1. [Advertising and Marketing Opportunities](#)
2. Internet
  - [Use of ITC Logo](#)
  - [ITC Email Blast Instructions](#)
3. [Exhibits Passport Program](#)
4. ITC Corporate Forum Track
  - [Corporate Forum presentation entitlement for supporters](#)
5. Conference Facilities
  - [Meeting Room Request Form](#)
  - Exhibitor Catering

## Logistics

1. [Hotel Room Reservation Link](#)
  - Be aware of a scam
  - Only book via ITC website > Register > Hotel Registration
2. [Booth Design Approval](#)
  - Please email your booth design to [Jason](#) for approval
3. Booth Setup
  - [AV Order Form](#)
  - [Exhibitor Installation & Dismantle Badges Form](#)
4. Booth Setup Support by Pinnacle-Expo
  - [Exhibitor Kit by Pinnacle-Expo](#)
    - [One page recap](#)
    - Shipping / Delivery Instructions
    - Advanced warehouse
      - [Shipping Labels](#)
    - Provided booth equipment.
  - [Link to Pinnacle-Expo ITC Page](#) to order the following services (Please call Jason 919-756-9924 to set up an account if you do not have one)
    - Utilities:
      - Compressed Air, Water
      - Electrical
      - Internet and Telephone
    - Plant Rental
  - Credit Card Payment
    - [Exhibiting Company Authorization of Third Party Billing](#)
  - Poster Printing
    - [Graphics Order Form](#)
5. Registration for Exhibitor Badges
  - Registration instructions were sent privately with a complimentary code.
6. Lead Retrieval
  - **TBD** (via ATS)