

TRADE SHOW INFORMATION

EXHIBITOR CHECKLIST & BEST PRACTICES

Before the Event:

- Complete individual meeting registrations for all staff attending the event.
- Review shipping details and print the official TMPAA shipping labels, complete payment authorization, and coordinate with FedEx or UPS in advance.
- Order electrical or A/V services separately through the Encore with the link on our Event Page.
- Update your exhibitor profile on the TMPAA website to ensure your information appears accurately in the event mobile app.

Booth Setup:

- Arrive early to allow time for setting up your tabletop display within the designated space.
- Ensure all display materials fit within or immediately around your 6-foot table and respect the maximum size guidelines.
- Keep walkways clear and avoid blocking neighboring booths or fire exits.
- Use professional signage and high-quality materials to attract attention and communicate your key messages effectively.

During the Event:

- Engage actively with attendees—ask questions, listen, and provide clear information about your products and services.
- Collect contact information to follow up on leads after the event.
- Monitor your display area regularly to keep it tidy and inviting.
- Take advantage of networking opportunities beyond the trade show floor, including sessions and social events.

After the Event:

- Follow up promptly with leads and contacts you made during the show.
- Evaluate your trade show experience and provide feedback in the TMPAA Evaluation
- Update your TMPAA profile based on any new offerings or contact changes.

FREQUENTLY ASKED QUESTIONS (FAQS)

Q: What is included with my trade show registration?

Trade Show Registration includes a 6-foot tabletop exhibit space and one table with chairs. Additional equipment, such as power strips and AV services, must be ordered separately.

Q: Can I bring a large banner or display?

Displays and banners should fit primarily on or immediately around the 6-foot table. Narrow pop-up banners are permitted beside or in front of the table within a reasonable space allowance, but nothing should exceed the table length or obstruct neighboring booths.

Q: How do I ship materials to the venue?

Use the official TMPAA shipping labels provided on the Event Page. You must arrange payment authorization with FedEx or UPS in advance. The hotel will only release packages to the trade show room after handling fees are paid.

Q: Are staff registrations included with the booth?

No, all booth staff/ event attendees must complete individual meeting registrations to access the trade show and related sessions.

Q: What are the rules about booth placement?

Tables are not placed flush against walls. There will be a reasonable space behind the table for personal items or banners. We reserve the right to ask service providers to adjust or remove displays that block traffic, infringe on neighbors, or violate fire codes.

Q: Is Wi-Fi included?

Yes, TMPAA provides Wi-Fi throughout the meeting space.

Q: How can I maximize exposure before and during the event?

Update your exhibitor profile on the TMPAA website to be featured in the event mobile app, reach out to attendees to schedule meetings in advance, prepare engaging promotional materials, and actively network with attendees on the trade show floor.

PRICE OF BOOTH
\$950

PARTICIPATE IN THE NEXT TRADE SHOW!

Connect with industry leaders, generate leads, and highlight your solutions to program administrators and carriers.

Visit our Event Page for registration, shipping info, and exhibitor resources.

Questions? Contact **Merrie Goodlander**.



Please note: Target Markets **does not classify trade show participation/exhibiting as a “sponsorship”**. For information on official sponsorship opportunities, please contact **Krista Hardy**.