

FIRST-TIME EXHIBITOR HOT TIPS

A few suggestions for saving money and time at IWF 2022!

- **Housing & Registration for IWF 2022 Exhibitors Coming Soon!**
Click [HERE](#) to register your exhibitor personnel and assign them to hotel rooms from one integrated site. If you have questions, please email ExhibitorServices@iwfatlanta.com
- **Make sure your customers know you are at IWF! IWF 2021 Logos** are there to promote your participation in this global event logos can be found [HERE](#).
- **Complete your online listing by clicking [HERE](#).** Your company description, category listings and product listings will help IWF match you to interested buyers and deliver your company in product searches done through the Exhibitor Directory.
- **IWF Product Finder**--Help buyers locate and do business with you NOW. This is a complimentary feature of your IWF 2022 participation. Login to your [Exhibitor Dashboard](#) and click on **Exhibitor Checklist** and click on **Review and update your company details** to be included.
- **IWF Pipeline Marketing**--Improve Your ROI with Marketing - Increase traffic to your booth by learning more about our marketing programs and sponsorship opportunities that are available to exhibitors. **Sales are Open Now!** For information about the new [IWF Pipeline, click HERE](#)
- **Rules and Regulations**--Make sure that your exhibit conforms to the IWF Show Rules and Regulations before arriving at the show. Please review the Show [Display Rules and Regulations](#) --save time and money, as you will not need to make any last minute changes. Booth designs must be approved by IWF -- send to JP@iwfatlanta.com two months before move-in.
- **General Liability Insurance**—Purchase commercial general liability for the show by clicking on the links below. Policy shall have limits of no less than \$1,000,000 per occurrence. Click below to purchase Exhibitor Liability Insurance:
 - [August 22-27, 2022 / Costs: \\$84](#)
 - [August 17-31, 2022 / Costs: \\$124](#)
- **Deadlines**--an online checklist [HERE](#) which informs you of important deadlines so you can stay ahead and not miss money saving deadlines pertinent to planning your show.
- **Order Booth Services**--Exhibitor Service Manual is your planner for the show....the manual includes everything from show dates/times, order forms, and critical deadline. Click [HERE](#) to view the Manual. **Available Soon**
- **Official Contractors**--IWF has designated a select group of companies as official vendors for performing the various tasks needed to set-up, operate, and dismantle exhibitors. Click [HERE](#) for a list of those services.
- **GES online ordering system (Expresso) Available Soon**--allows exhibitors to order any GES service for their booth in one convenient location. Use this system to order any carpet, furniture, exhibit systems, material handling, shipping, installation/dismantling signage, and rigging. Download the [GES Expresso Mobile App Available Soon](#)--for use on-site. It allows exhibitors to order last minute items, submit service requests, review order history, invoices and more from anywhere.
- **Exhibit Rental Package for First-Time Exhibitors**--IWF offers First-Time Exhibitors a convenient and cost-saving Booth package as a welcome to the show. These packages include a selection of turn-key booths, furniture and drayage and material handling. Download a copy of the package form [HERE](#). **Available Soon**
- **Planning Your Shipment**--Exhibitors must follow the **Assigned Freight Schedule**. Click [HERE Available Soon](#) to view schedules to determine when your shipment needs to arrive for move-in and picked up on move-out.

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- View directions to the GES Marshalling Yard [HERE](#). Shipment must arrive on the correct date and time.
- If you are bringing a privately owned vehicle (POV) you must go to the marshalling yard to get POV instructions. Due to increased security, you cannot park in front of or near entrances to the building. All IWF shipping information can be viewed by clicking [HERE](#). **Available Soon**
- **Ship wisely!** Consolidate materials into as few boxes as possible. You will save on drayage charges. Make sure you have a list of everything you shipped with tracking numbers. For security reasons, do not list contents of your packages on the outside of the crates. Bring less literature. Literature can be heavy and expensive to ship. Gather your leads at the show and mail them information afterwards.
- Paint your crates a bright color so that you can locate them quickly.
- **Ship early!** Ship well in advance of the show and use trucks to avoid having to ship air freight, which can be costly. Pay extra and ship early to the GES warehouse. Shipping to the warehouse before the show gives you piece of mind that your material has arrived and will be first to be delivered to the show floor.
- **Transportation**
Purchase a Parking Pass [HERE](#) **Available Soon**
View a Georgia World Congress Map [HERE](#)
GWCC Navigation from your location [HERE](#)

SHOW INFORMATION

Building A – Booth # A9000–A1100

Booth Drape Color – Green

Sidewall Drape - Green

Aisle Carpet Color – Pepper

Building B – Booth #4000-8500

Booth Drape Color – Red

Sidewall Drape - Red

Aisle Carpet Color – Cayenne

Building BC – Booth #BC100–BC1526

Booth Drape Color – Red

Sidewall Drape - Red

Aisle Carpet Color – Safari

Building C – Booth # C500 – C3999

Booth Drape Color – Blue

Sidewall Drape - Blue

Aisle Carpet Color – Blue

QUICK LINKS

[Exhibitor Services@iwfatlanta.com](mailto:Exhibitor_Services@iwfatlanta.com)

[IWF 2022 Website](#)