



THE ULTIMATE CONFERENCE PLANNING GUIDE

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WHY

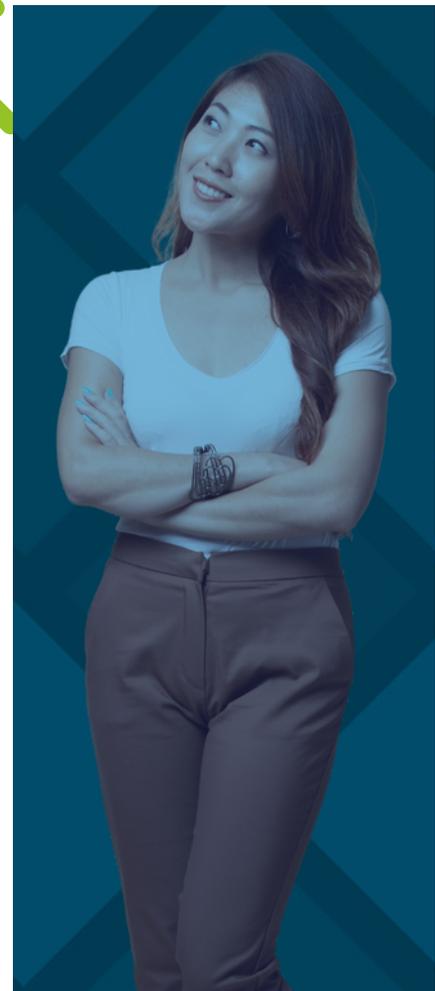
Conferences play a pivotal role in professional development by facilitating the exchange of knowledge, fostering valuable networking opportunities, and promoting collaboration. These events are catalysts for innovation, offering a platform to share insights and cultivate a dynamic community of like-minded individuals.

VISION

The ideal conference is a well-oiled machine of streamlined planning and flawless execution. Attendee engagement is key, fueled by interactive sessions and networking opportunities. With event management technology, this is easily achievable.

HOW WE CAN HELP

Map Your Show offers a conference management technology that event professionals can rely on for seamless coordination of their upcoming conferences or trade shows, especially those with a high focus on education. The platform provides a user-friendly interface that empowers organizers to efficiently plan and execute conferences, from scheduling sessions to managing exhibitors. Additionally, it offers robust features for attendee engagement, providing a holistic solution for creating successful and memorable events. With innovative tools and a focus on simplicity, Map Your Show makes conference planning and execution smooth and productive, earning its reputation as a go-to resource for event professionals.





COMMON CHALLENGES OF CONFERENCE MANAGEMENT: CREATING A SUCCESSFUL CONFERENCE



BY RACHEL NEIMEIER | REGIONAL VP

Creating and planning a successful conference requires a lot of attention to detail. With budget constraints, the RFP process, managing speakers and reviewers, and more, it can be a lot to handle. The good news is that there are options for creating a more organized conference or assembly with the help of event and conferencing technology. Here are a few challenges that event managers face to create a successful conference and efficient ways to conquer them.

1. Understanding the “Why” Behind the Conference.

Before beginning any sort of conference planning, it is important to understand the “why” behind the upcoming conference. What need was realized to bring the conference to life? No matter if this is a conference heavily focused on education with a trade show component or a collective assembly gathering to further develop in their industry, it is important to understand the reasoning behind the gathering. Most

frequently we see attendees who choose to attend due to networking opportunities, continuing their education credits, or they're interested in new products, services, and other technology. With this in mind, you can create a conference that is more suited to the needs of your audience and increase the accuracy of your ability to target the right audience to attend.

2. Adapting to Economic Changes.

Changes are happening across the world. Event budgets set by each calendar year are being stretched more and more. With rising costs and increased taxation levels, event managers have a lot to overcome. As inflation costs of some venues are up to +30% higher than in previous years, [Forbes magazine](#) says, "**Overall conference spending could become synonymous with value**". When you add on A/V, security costs, and catering for the event it has become harder and harder not to come up short. To overcome this, many conference managers are turning to more sponsorship opportunities for attendees, exhibitors, and sponsors. However, with venues also feeling the economic pinch, some cities are beginning to take a commission from the sold sponsorships as well. As your conference begins to develop, it's important to have wiggle room for unexpected increases.

“ VENUE
INFLATION
COSTS UP TO

+30%

HIGHER
THAN
PREVIOUS
YEARS. ”

- FORBES
MAGAZINE

3. Venue Selection, Availability, and Other Considerations.

When choosing a venue for your upcoming conference, location is not the only concern. Now that you have decided on your budget, then you will begin the process of deciding where exactly you would like your show to be held. Outside of the RFP process, which we will dive into next, it is important to understand your specific show needs, as well as the benefits and drawbacks of potential venues. For instance, if your event needs a lot of space and a heavy floor load due to heavy equipment, you may

be limited to only a few cities, such as Las Vegas, Chicago, New Orleans, Atlanta, and Orlando. Outside of your show needs, it is important to do competitive research as well. Look into competing shows to ensure that your dates do not overlap. It's best to avoid having your show too close to theirs, as it will limit the attendance numbers of your audience.



Another important aspect of deciding your venue is understanding your attendees. Where are they coming from? Are there nearby airports that are easily accessible? How about their specific attendee profile? With prices rising for everyone, it's important to consider the cost of nearby hotels and flights, as well as the impact it

will have on your audience.

Now that you have an idea of where you would like your conference to be held, it is time to submit a "Request for Proposal" or "RFP" to venues of interest. This document will outline an agreement of the venue, as well as any associated hotels, food and beverage, and other hospitality options. It is important to submit the RFPs to potential venues as quickly as possible to speed up the selection process. Keep in mind that you may be competing with another show, so it's always a good idea to have a backup plan. However, don't be afraid to mention the importance of your show's economic impact, and don't hesitate to negotiate with venues. These contracts can vary based on the size of your event. Usually, they will last around 3 years. However, shows with a high economic impact that are live during peak seasons, like fall and spring, have been known to make 10-year contracts.



4. Speaker, Presenter, and Grading Coordination.

When it comes to selecting your speakers and presenters for your upcoming conference, the best way to overcome potential obstacles is to think ahead. Going back to “thinking about your audience”, there are many things to consider, such as:

- ***Who do you want to present at your conference? What kind of content do you want to have available?***
- ***Are there educational credits offered for attending? At what cost?***
- ***Overall size of the conference. How many days should your conference last?***
- ***In the case of a conference with an exhibition element, should the educational sessions only be held outside of exhibit hall hours?***
- ***What sort of red tape do you predict? What limitations do you want to set for your speakers?***



For new conferences, overcoming the hump of soliciting proposals can be difficult. It's important to have a marketing plan in place to overcome this. Then, you can decide the members of your team who will grade the submissions. This can be one or more people, who will receive the proposals from potential session leaders. When using the Map Your Show [Conference Management](#) module, our advanced assembly technology, this platform is centered around the individual user's control, which means less waiting for an admin to approve parts of your conference planning process. The graders that your team designates will be assigned different proposals as they are submitted, which they can then grade on a numerical scale. You can also control how many proposals are sent to each individual reviewer, or for a specific reviewer only to receive submissions that fall into their "Area of Focus". Great for breaking up the workload between your team, it will allow for more time back into your team's hands, and it assists in avoiding problems before they begin.

Now that your team has been selected, you can begin the RFP process for speakers. This may also frequently be called a “Request for Speakers”, “Call for Speakers”, or “Call for Proposals”. To do this, you will need to market to your audience that the request process has started across multiple channels (like LinkedIn, Twitter, and Email Communication). Be sure to provide information such as what your conference is themed around, popular topics, as well as your conference’s schedule, and the last day to submit a session.

As potential speakers begin to submit their session requests, you may notice that not all of them submit. In the case of “cold feet” or for those who simply just didn’t have the opportunity to finish up their submission, with the [Conference Management](#) module, you can send a follow-up email to remind them to finish their submission.

5. Calendar Management and Navigating Unforeseen Conflicts.

Now that your conference planning is well underway, your venue has been selected, and speakers are beginning to undergo their grading process, it’s time to begin approving speakers for your upcoming conference and managing the overall schedule. The effort required for a successful conference calendar is often overlooked. Problems such as last-minute submissions or cancellations, room set changes, or last-minute additions from the sales team will continue to happen no matter how perfect of a system. However, a conference management platform can resolve these issues much faster. With a [Conference Management tool](#), your show management team can

assign speakers by room, date, and time. As you go through this process it will highlight any overlapping sessions, preventing issues in the future. However, if you have different tracks, keeping these overlapping sessions is still perfectly fine. All of this is managed in a user-friendly grid.

Example Conference Session Management

Choose a Section to Manage: (7)

Proposals
 Schedule
 Type/Parent
 Tracks
 Categories
 Continuing Education Units

Search by Track:

Search by Event Type:

Times must include AM or PM (ex: 9:00 AM)

Filter by Category

Rooms In Conflict

	Session	Room	Date	Start Time	End Time
1	How to Utilize Conference Management Tools for Show Success	206	03/05/2023	4:00 PM	4:50 PM
2	How to Deliver a Successful Speech at Your Next Conference Session.	Main Stage	03/04/2023	6:30 PM	7:00 PM
3	Why Conferences are Pivotal to Industry Education	214AB	03/06/2023	3:00 PM	3:50 PM
4	The History of Conferences	214AB	03/05/2023	1:00 PM	1:50 PM

Another great way to ensure a successful show is to have an emergency fill-in session or a waitlist of extra speakers available. Say a speaker is suddenly sick and already has 50+ attendees registered. This way you can notify the change with a simple email (if time allows), or add a push notification if you are utilizing our mobile app.

6. Post-Event Evaluation and Feedback.

As an event manager, you may have to start planning for the next conference as soon as the current one ends. However, before diving into planning mode, take some time to reflect on the previous conference. Focus on the positive and negative aspects of the show. Did you encounter any audio issues? Was there enough hotel space for your attendees and speakers? While reflecting, also consider the performance of each session and speaker by analyzing the available data. If a session was not well received, make a note of it. By analyzing the available data. If a session was not well received, make a note of it. By analyzing past experiences, you can improve your future conferences and achieve greater success year after year.



Overall, planning a successful conference can be a daunting task, but with the right tools and strategies, it can be conquered with ease. Budget constraints can be overcome by seeking creative sponsorships, which may help to cover costs but also provide networking opportunities and brand exposure. Venue selection should consider both your show and attendee needs. Speaker coordination can be streamlined with advanced assembly technology, allowing for efficient grading and follow-up. Calendar management and navigating unforeseen conflicts can be simplified with a conference management platform. And finally, post-event evaluation and feedback are crucial for improving future conferences.

To learn more about how event and conferencing technology can help you create a more organized and efficient conference, contact us at [Map Your Show](#).

SIMPLIFY CONFERENCE PLANNING WITH MAP YOUR SHOW'S CONFERENCE MANAGEMENT SYSTEM

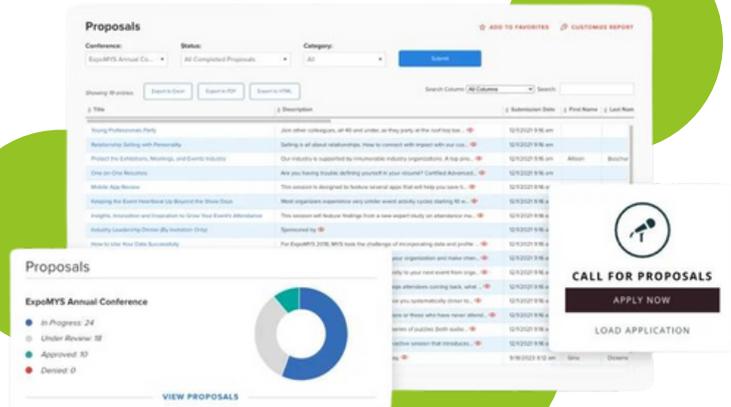


BY JOANNA HARVEY | MARKETING DIRECTOR

Planning and executing a successful conference can be a daunting task, with countless details to manage and coordinate. If you're tired of juggling spreadsheets, emails, and various software tools to keep everything on track, [Map Your Show \(MYS\)](#) has the perfect solution for you. MYS' [Conference Management](#) product is designed to streamline the entire conference planning process, from the initial call for proposals to enhancing an attendee's experience. Let's explore some key features and benefits of this powerful tool.

1. Centralized Proposal Collection.

One of the most critical aspects of conference planning is collecting and managing data from reviewers, proposals, and speakers. MYS' [Conference Management](#) product simplifies this process by providing a centralized platform where you can easily request, collect, and organize all the necessary information. Say goodbye to scattered emails and spreadsheets; with MYS, you'll have everything you need in one place.

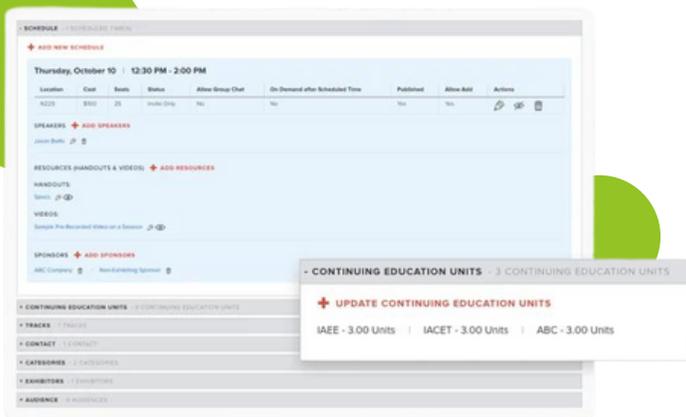


2. Automated Communication.

In order to have a successful conference, effective communication is crucial. That's where MYS comes in - it allows you to create online portals and automate email communication for reviewers, speakers, and contracts. This not only saves you time but also ensures that everyone involved in the conference planning is well-informed and up-to-date.

3. Streamlined Scheduling.

Managing schedules and rooms can be a logistical nightmare, but not with MYS. The Conference Management product allows you to effortlessly manage sessions and room schedules. You can update agendas instantly, ensuring a smooth and organized



event experience for both attendees and speakers. This platform will also notify you if any rooms are double-booked for a specific time slot.

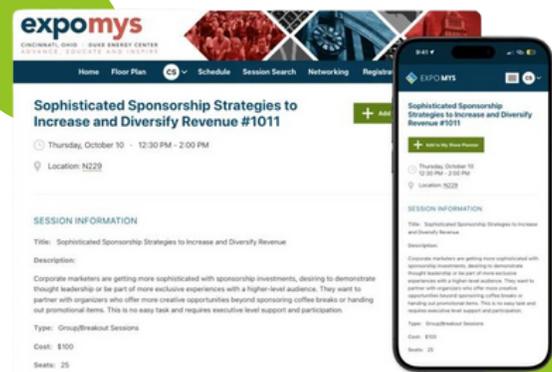
4. Creating an Engaging Online Directory.

Promoting conference sessions and making them searchable is crucial for

attracting attendees and keeping them engaged. MYS' Online Directory feature allows you to do just that. You can add handouts, URLs, and other resources to engage attendees with the content during and after the event.

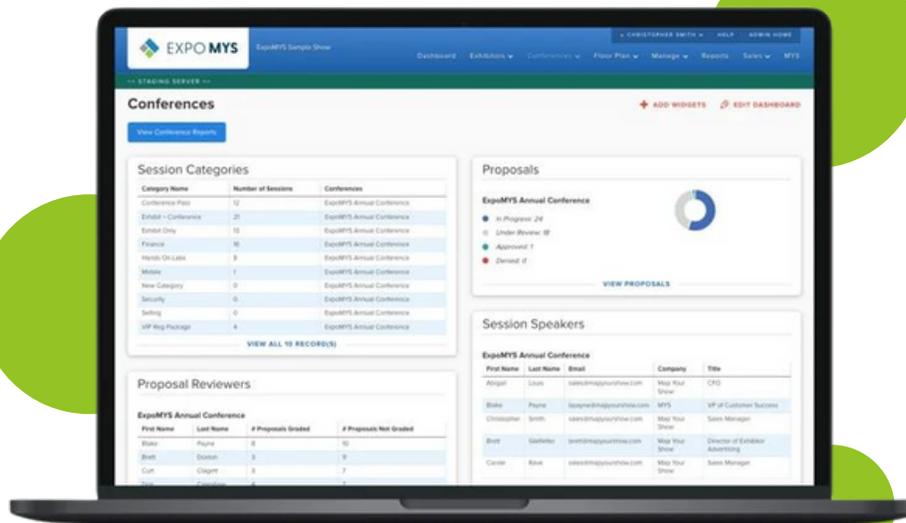
5. Custom Branding.

Creating a memorable conference experience requires effective branding. With MYS, you can customize your speaker portal to perfectly align with your conference's branding. This level of customization ensures a seamless digital experience that resonates with your audience from start to finish.



6. Real-time Reports.

Data-driven decision-making is essential for improving your conference year after year. MYS provides real-time reports that give you valuable insights into how your event is performing. These insights help you make informed decisions for your next conference, making it even better.



7. Continuing Education Credits.

For conferences that offer continuing education sessions, MYS allows you to promote these sessions through the online directory. You can display Continuing Education Credits alongside the session details, making it easy for attendees to identify and select the sessions that meet their needs.

In summary, Map Your Show's Conference Management product is a game-changer for anyone involved in organizing conferences. It simplifies the entire process, from data collection and scheduling to branding and reporting. By choosing MYS, you'll have the tools and technology you need to create a seamless and engaging conference experience for both speakers and attendees.

Ready to take your conference management to the next level?

Visit mapyourshow.com to learn more about how MYS can transform your next conference. Say goodbye to the hassles of conference management and embrace the future of streamlined, efficient event planning with Map Your Show.



ENHANCING TRADE SHOWS: WHY TRADE SHOW EDUCATION SHOULD TAKE CENTER STAGE



BY BEN DUNLAP | REGIONAL VP

As an event manager, you understand the importance of offering an enriching trade show. In recent years, the trend towards incorporating trade shows and industry education opportunities has gained momentum, and for a good reason. To stay competitive and to be able to meet the evolving needs of your show's target audience, it's essential to offer a conferencing element and more educational content at your trade show. [Map Your Show \(MYS\)](#) and its [Conference Planning Technology](#) provide the ideal tools to help you achieve a more engaged trade show. Here are some reasons why enhancing your trade show with new and exciting educational components is key to the future and longevity of your show.

Incorporating Trade Show Education for Increased Engagement and Relationship Building.

Increasing engagement is a crucial step toward shaping the future of successful events and thriving industries. You can significantly boost attendee engagement,

collaboration, and overall satisfaction by offering educational sessions at your trade show. A cohesive event that combines a trade show and conferencing element brings together the best of the best from across the industry, including experts and thought leaders who provide insights from multiple perspectives, specialized within their chosen industry. Conferences and educational opportunities can create an inviting atmosphere, which encourages attendees to engage with each other and the speakers of the sessions. By creating the initial opportunity for your audience to engage with one another, without the pressure of facing a sales pitch head-on, you now have a new and unique way to build relationships in different ways. Building a solid relationship with someone is the best way to build trust. By adding educational sessions to your trade show component, you open the opportunity to build new relationships and foster new business opportunities between exhibitors, speakers, and attendees, taking your show to the next level of success.

Education Opportunities at Trade Shows Foster Change and the Sharing of Knowledge.

Holding education opportunities at your trade show provides a platform for industry experts and thought leaders to share their knowledge. It also offers continuous opportunities for growth and change. Encouraging growth through educational opportunities allows more individuals to open themselves up to change. With the right strategies and [Conference Planning Software](#), you can create and develop your trade show into a cohesive event that encourages attendees and exhibitors alike to foster the drive for growth and change.



Maximizing Value for You and Your Audience.

In today's competitive business environment, trade shows must provide more than just a platform for exhibitors to showcase their latest products and services. Attendees expect to gain valuable insights and knowledge from the event that can help them in their professional lives. By offering a compelling educational component, such as

keynote speakers, seminars, workshops, and other learning opportunities, trade shows can maximize the perceived value of their event. This can result in attendees viewing the trade show as an essential industry resource, where they can not only network and discover new products, but also learn about the latest trends and best practices in their field. These opportunities can lead to greater attendee satisfaction, repeat attendance, and an increased sense of value for the trade show.

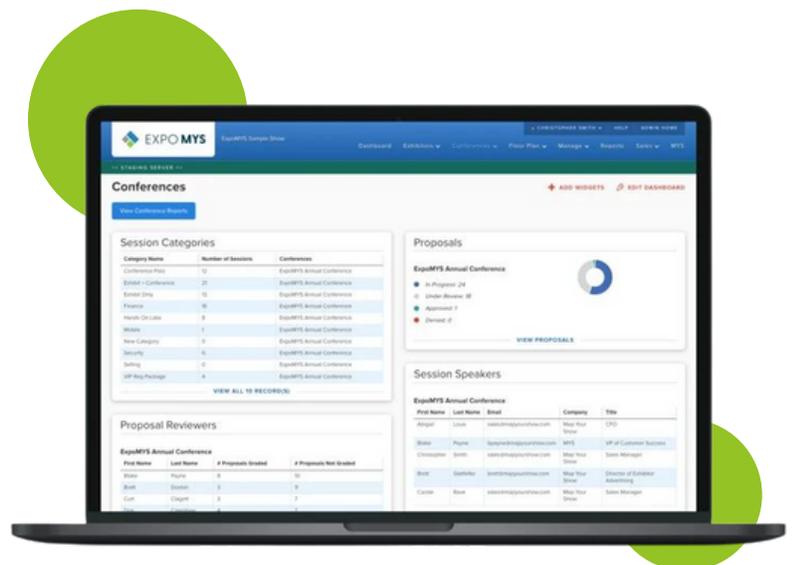
A Conference Management Platform offers a comprehensive suite of tools that enable event managers to gain deeper insights into attendee behavior and preferences. Some insights include data on session popularity and engagement levels, which can shape future event planning and ensure that your trade show stays ahead of the curve.

Conclusion.

MYS' technology offers a reliable and user-friendly solution for event managers looking to optimize their trade show and conferencing operations. With the comprehensive suite of tools and seamless integration opportunities, it is an invaluable asset for anyone looking to take their event planning to the next level.

When MYS modules, such as Builder (the exhibit hall floor plan), Booth Sales, and the newly updated Exhibitor Resource Center, are combined with the Conference Management Solution, you can create a show that's manageable almost exclusively from one platform. This combination caters to the many different audiences of your event and is vital in creating a cohesive event space that accommodates the diverse educational needs of your show. Embracing educational components with the assistance of technology like MYS' Conference Management Platform is the key to setting your trade show apart from the competition and making it a valuable resource for professionals in your industry.

To learn more about Map Your Show and its Conference Management solution, visit mapyourshow.com.





CAPTIVATING YOUR AUDIENCE AT A CONFERENCE: A GUIDE FOR EVENT PLANNERS



BY ABBY INGRAHAM | REGIONAL VP

Conferences are exciting events that bring together professionals, thought leaders, and experts from various parts of an industry. As a conference planner, you have a challenging goal. It is not only to organize a seamless event but also to ensure that the audience is captivated, engaged, and most importantly, inspired to incorporate the new-found knowledge from the conference into their day-to-day. After all, a conference is only as successful as the impact it has on its attendees. In this blog post, we'll explore some key strategies and tips for captivating your audience at a conference.

Know Your Audience.

Before planning a conference, you must have a deep understanding of your target audience(s). Consider their interests, needs, and expectations. Are they looking for networking opportunities, cutting-edge information, continuing education, inspirational speakers, or all of the above? By tailoring your event to their preferences, you can

increase the chances of captivating them from the very beginning. View the free downloadable buyer persona template and example below for a head start.

**Buyer Persona Example -
Melissa, Marketing Executive** →

**Buyer Persona Template -
Free Download!** →

Provide Exceptional Speakers.

When creating a captivating conference, the presentation skills of your selected speakers are critical to a session's success. The right speaker can set the tone for the entire event, making it an experience that attendees will remember. It is important to not only notify your audience that you are accepting speakers for your conference, but it is also important to reach out to thought leaders that you believe will be an excellent fit for a session.

One effective way to gain insight into individuals you should reach out to is by actively engaging with your industry on social media and attending relevant events, both online and in person. It's always worth keeping an open mind, as you never know when you might find someone perfect for a session. By Investing in compelling and engaging speakers who can share valuable insights and tell compelling stories, you will leave a lasting impact on your audience.

Prepare Your Speakers.

It is important to prepare your speakers and presenters well before the event. A prepared session leader creates a better overall experience for your entire audience. Arm your speakers with the following information:

- ***Provide them with information on the audience they are presenting to. This will help a presenter to home in their topic.***
- ***Why were they selected for a session? Was this due to their specific content, or for their presentation style?***

- ***Provide ways to promote their session. This can be an image they can share with their audience on social media, the event hashtag, etc. Be sure to also notify them of any active accounts to tag and your specific event webpage. Offering a pre-show webinar is also a great way to market the conference, while also increasing the familiarity of your audience with the session leader.***
- ***Give them a list of tips and tricks for speaking to an audience. This can include insights such as, “What do you do when you don’t know the answer to a question?”.***

Interactive Sessions.

One of the most effective ways to make a conference session more engaging and interactive is to break away from the traditional lecture or presentation format. Instead of simply delivering information, consider incorporating workshops, panel discussions, and Q&A sessions that encourage attendees to actively participate and engage with the content. These interactions can help spark discussions and make the event more captivating, as well as provide new networking opportunities.

Additionally, you can use engaging visuals and videos to support the content and make it easier to understand. Another way to make a conference session interactive is to use audience response systems or live polling, which can give attendees a voice and allow them to provide feedback in real time.



Utilize Conference Planning Technology.

Planning an event can be time-consuming and stressful. However, utilizing a conference management system can help put time back in your hands, allowing you to focus on other important aspects of the event. This system provides a centralized hub for data collection and communication, speaker submissions and selection, streamlined scheduling, personalized branding options, and real-time reports. You can learn more about conferencing, as well as Map Your Show's unparalleled conference management technology solution, [here](#).

Post-Event Engagement.

As a conference manager, your goal is to captivate your audience and create a memorable experience. However, it's equally important to keep the conversation going even after the event is over. To achieve this, you need to create post-event



engagement strategies that will keep your attendees engaged and interested in your brand or business. One effective way to do this is by sending follow-up emails that thank them for attending and provide them with additional information, resources, or content that they may find relevant. Conducting surveys is another way to gather feedback and understand what worked and what didn't.

Finally, hosting social media discussions is a great way to create a sense of community and encourage your audience to share their thoughts, ideas, and experiences. By implementing these post-event engagement strategies, you can create a strong bond with your audience, enhance your brand's reputation, and drive business growth.

Get Feedback.

Gathering feedback from attendees after the event is an essential step towards enhancing future conferences and ensuring that you consistently captivate your audience. This valuable information will provide valuable insights and help you make necessary improvements to create even more engaging and impactful events in the

future. By actively seeking feedback from attendees, you can gain a deeper understanding of their needs and expectations, allowing you to tailor your conferences to better meet their preferences. This will not only increase the chances of captivating your audience from the beginning but also create a strong bond with them, enhancing your brand's reputation and driving business growth. So don't overlook the importance of feedback - it's the key to creating successful and memorable conferences that leave a lasting impact on your audience.

Conclusion.

Captivating your audience at a conference is a multifaceted task that requires careful planning, a deep understanding of your audience, and a commitment to delivering value. By implementing these strategies, you can create a conference that not only impresses attendees but also leaves a lasting impact, ensuring they return for future events and share their positive experiences with others. After all, a captivated audience is not only the mark of a successful conference but also the catalyst for future success.

To learn more about Map Your Show and its [Conference Management](#) solution, visit mapyourshow.com.





The Association for Manufacturing Technology (AMT) is a trade organization that represents the manufacturing technology industry in the United States. AMT is best known for organizing the International Manufacturing Technology Show (IMTS), which is held every two years in Chicago. IMTS is the largest manufacturing technology trade show in North America and attracts attendees from all over the world.



OVERVIEW

IMTS is the oldest trade show of its kind but it did face its own set of unique challenges. Innovative technology was required to improve communication with their entire audience. To solve this problem, IMTS partnered with MYS to create a user-friendly product for visitors before, during, and after the event. Trade shows have the challenge of attracting two different audiences - exhibitors and attendees. To address this challenge, MYS and IMTS collaborated to optimize the MYS software for all end-users.

RESULTS

By collaborating with MYS, IMTS successfully continues to provide a seamless digital experience for their event's audience. The event's multiple communication channels were linked to specific content and areas, which allowed users to easily navigate the live event and access all the information they needed. The digital components of the show not only provided clarity and increased ROI for exhibitors and attendees but also increased accessibility to exhibitor and show information as a whole.

SOFTWARE COMPONENTS UTILIZED

- SESSIONS
- FLOOR BUILDER
- MY SHOW PLANNER
- MOBILE APP
- BOOTH SALES

"The key to the successful partnership between Map Your Show and AMT/IMTS is that we **approach ideas and projects together**. Map Your Show does great work, but the best part about working with them is the **collaboration that comes with the partnership.**"



Michelle Edmonson
Vice President, Exhibitors, AMT



YOUR TRADE SHOW TECHNOLOGY PARTNER

- **SOLUTIONS FLOOR BUILDER**

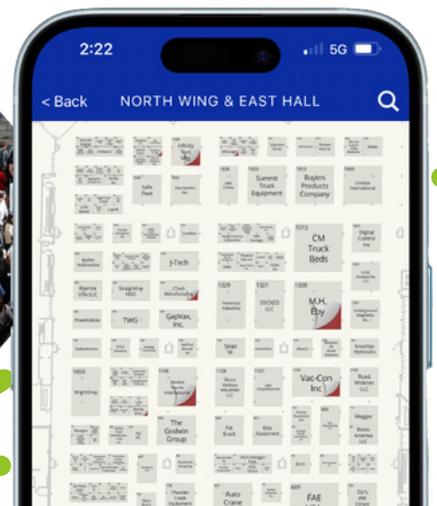
Our floor mapping software provides the tools to create and manage floor plans, create booth assignments, and manage floor layouts from basic to intricate designs.

- **MY SHOW PLANNER**

With My Show Planner, attendees can plan session attendance, search, and find exhibitors as well as create a list of must-visit events.

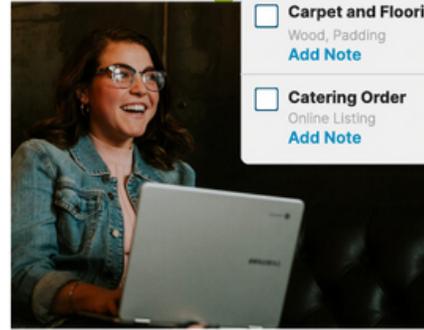
- **MOBILE APP**

Our Mobile App works with the My Show Planner to create an interactive experience for attendees. Find exhibitors, schedule meetings, access maps, get directions, view presentations, and more from one mobile platform.



• **EXHIBITOR RESOURCE CENTER**

With the Exhibitor Resource Center, exhibitors can access tailored information all in one place, allowing them to stay on top of their online listings, meet critical deadlines, and take advantage of promotional opportunities.



Checklist + ADD ITEM

- Carpet and Flooring**
Wood, Padding
[Add Note](#)
- Catering Order**
Online Listing
[Add Note](#)

• **BOOTH SALES**

The Map Your Show Booth Sales Module helps exhibitors and sponsors find and purchase booth space and the sponsorships and digital advertising they want.

Booth Sales

Search Customers

CREATE A NEW CUSTOMER

VIEW BOOTH SALES REPORTS

• **CONFERENCE MANAGEMENT**

Manage calls for proposals, create schedules, and promote education sessions with our end-to-end Conference Management technology.



• **EXHIBITOR ENGAGEMENT**

By working with our Exhibitor Engagement team, event managers increase total revenue from advertising by as much as 40%. Help your exhibitors reach the right audience at the right time and get the most return from the event.

Market Your Booth

Our Exhibitor Engagement team increases revenue by 40% and ensures exhibitor success.

Sponsorship Financials

BALANCE
\$42,868.00



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