



# The Trade Show Planning Guide:

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## **Event Floor Plans**

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# Trade Show Planning: Build a Trade Show Floor Plan



**Joanna Harvey**

*Marketing Director at Map Your Show*

Creating the perfect trade show floor plan is a creative process that requires both strategic planning and the latest technology. At Map Your Show, we understand that the floor plan is the foundation of any successful trade show, as it shapes the experience for exhibitors and attendees. As the leader in trade show floor plan technology, we have created this guide to take you through the steps to create an expo and trade show floor plan that meets the logistical needs of your event while creating a high-impact experience for your exhibitors and attendees.

## 01

### **Starting with the Basics: Understanding Your Expo Space**

#### **1. Know Your Venue Inside and Out:**

With trade show planning, having a clear understanding of the venue is crucial to ensure that everything runs smoothly. One key aspect of event planning is creating a flawless floor plan, which requires a deep understanding of the space you'll be working in.

Start by requesting your decorator to create a CAD file of your floor plan. This file will be the detailed blueprints or digital layouts of the venue. This file will also take note of important details such as dimensions, immovable structures, doors, furniture, power sources, and accessibility points. This information will help determine how your Exhibit Operations Lead will best set up your trade show, utilize the event space, and ensure that your entire audience can safely and easily access the areas they need to.



Show management teams often visit the event venue before the event. Depending on the size of your trade show, this can happen up to one year in advance. Special considerations may need to be made if your trade show features heavy equipment. You will need wide aisles and egress for freight to be delivered to booths across the show. Having a comprehensive understanding of your venue will allow you to make the most of the available space while also ensuring that everyone attending the event can navigate the space comfortably.

Once the preliminary floor plan is created, you will need to submit it to the Fire Marshal for feedback. This can easily be exported through event management software as a DXF or DWG file. With this knowledge, you'll be well-equipped to create a floor plan that meets all your needs and ensures a successful event.

## 2. Learn from the Past

Another key factor in trade show planning is learning from the past and identifying areas that need improvement. By reviewing the layouts and feedback from previous events, you can gain valuable insights into which areas were too crowded and which were underutilized. You can also consider different pricing for higher traffic levels, or “Prime Pricing”.

Understanding successes and challenges throughout your event history helps you refine your approach, ensuring a better experience for attendees and exhibitors at your next event. So, it's always a good idea to take a closer look at feedback and analytics from past events and use that information in your planning for future events. You can also take a moment to ask attendees about their experience with a recent floor plan through a post-event survey.

# 02

## Setting Goals and Objectives

### 1. Clarify Your Event's Mission

Defining the objectives of your event is critical to creating a successful trade show floor plan. It is essential to understand the purpose of your event and design the floor plan accordingly. The objectives may vary from event to event, such as continued education, enhancing networking opportunities, or showcasing new products. By identifying your goals, you can create a space that supports them and ensures that every decision you make about your floor plan is aligned with your objectives.



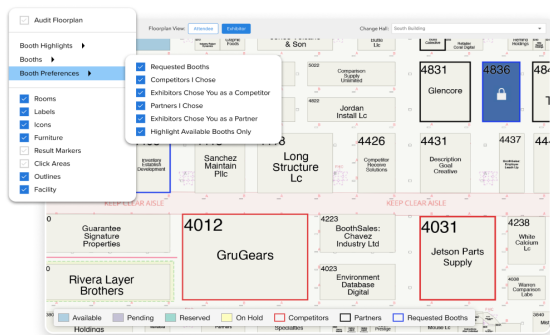
For instance, if your primary objective is to increase exhibitor visibility, you may want to consider using pavilions to attract more visitors to these booths. A pavilion is a group of exhibitors in vertical markets, making them easier to find and the overall show easier to navigate for attendees. If you aim to enhance networking opportunities, you may want to create designated areas for attendees to meet, engage, and interact with each other. Alternatively, if your goal is to showcase new products, you may want to allow for more space for product demonstrations and displays.

## 2. Balance Needs and Desires

Achieving a balance between exhibitor and attendee needs is vital. Exhibitors want prime locations to maximize leads and visibility, while attendees want to easily find and access the areas that interest them most. As the event organizer, you will need to create a design that accommodates both, emphasizing overall interaction with exhibitors and accessibility for attendees.

### 03

## Designing the Trade Show Floor Plan



### 1. Embrace Cutting-Edge Technology

When it comes to organizing exhibitions or trade shows, designing a floor plan that makes the most of the available space can be a daunting task. However, with the help of event technology tools like Map Your Show's Floor Builder, this task can be transformed into a project that maximizes the use of space for both exhibitors and attendees.

This platform provides an intuitive interface that makes it easy to arrange booth spaces and include interactive elements, such as product displays, demonstrations, and presentations. Additionally, our software offers the flexibility to make changes to the floor plan based on the evolving needs of the show, such as expanding or contracting the floor, ensuring that the event runs smoothly and effectively.

### 2. Guide the Organic Flow

When organizing a large event, such as a trade show or exposition, it's important to make sure that attendees can navigate the space without feeling overwhelmed. One effective way to do this is by thoughtfully designing the layout of the event. By strategically placing popular exhibitors, interactive displays, and amenities like seating areas and food and beverage stations, you can create a natural flow that leads attendees through the space and ensures they encounter all of the key features of the event. This can help to reduce congestion and make sure that everyone has a positive experience. Ultimately, a well-planned layout can make a big difference in how successful and enjoyable an event is for attendees.

### 3. Flexible Design for Dynamic Events

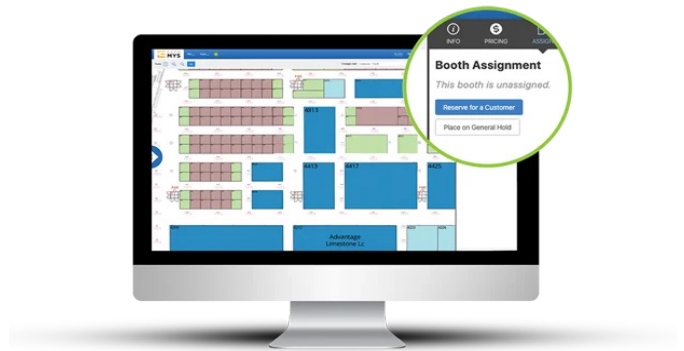
In the world of events, flexibility is an extremely important factor to consider. With everything constantly changing, it's essential that your floor plan can accommodate those last-minute adjustments and scalability. This is where Map Your Show's software comes in, which supports real-time changes and can adjust booth layouts and numbering to ensure that your layout always adapts to the changing needs of exhibitors and the show. This software is a great tool to have at your disposal, as it can help make the planning and execution of your event seamless and stress-free.

## 04

## Enhancing the Experience

### 1. Bring Your Event Floor Plan to Life

An interactive floor plan is an excellent way to provide attendees with an immersive experience beyond event logistics. With interactive elements, the floor plan can become a tool for engagement and exploration. For instance, attendees can preview booth locations and dive into exhibitor profiles to gain a better understanding of what each exhibitor has to offer. This feature can help attendees plan their visit efficiently and make the most of their time at the expo. Moreover, connecting the Attendee Planner to the floor plan can enable attendees to schedule exhibitor meetings and sessions easily. This way, attendees can plan their visit in advance of the show and maximize their time at the event. Overall, an interactive floor plan is a valuable tool that can enhance the overall attendee experience and help them achieve their objectives at the event.



### 2. Floor Plan Designs with Purpose

To make your event more memorable and enjoyable, integrate design elements that encourage interaction and engagement. Networking zones, relaxation areas, and entertainment spots can transform your event space into a vibrant hub of activity. This can help attendees meet new people, recharge, and have fun.



### 3. Ensure Everyone Feels Welcome

Accessibility and inclusivity should be at the forefront of your floor plan design. A few key elements to consider when designing your floor plan include wide aisles to accommodate wheelchairs and other mobility aids, clear signage to help attendees navigate the space, and designated rest areas where people can take a break and recharge. By taking these steps, you can ensure that all attendees have a positive experience and feel welcome at your event.



## 05

### Utilizing Data for Improvement

#### 1. The Power of Event Analytics

Gaining accurate show data isn't easy and it's important to have access to the right analytics tools to track exhibitor and attendee behavior. This is where Map Your Show comes in handy. By using the analytics tools provided by Map Your Show, you can gain insights into exhibitor and attendee show behavior, which can be invaluable for refining your floor plan and improving future events. With this, you can identify patterns in

exhibitor and attendee behavior, and use this information to optimize your floor plan, improve the attendee experience, and attract more exhibitors in the future.



#### 2. A Cycle of Feedback

Implement a post-show survey mechanism to ensure that everyone involved, including exhibitors and attendees, has a good experience. Their insights on the floor plan's effectiveness and areas for improvement are crucial for enhancing future event experiences. By listening to the suggestions and concerns of exhibitors and attendees, event organizers can continue to make ongoing improvements to increase the overall event quality and ROI for all.

## 06

### Conclusion: Building an Exceptional Floor Plan

A thoughtfully designed trade show floor plan is more than a map; it's the foundation of an unforgettable event experience. By prioritizing goals, embracing technology, and focusing on the needs of all exhibitors and attendees, you can create a trade show environment that fosters connections, showcases innovation, and supports the growth of your show for years to come.

Map Your Show is your trade show technology partner with the solutions you need to power your event: building an expo floor plan, helping exhibitors stay on top of their deadlines, navigating attendees through the event with a mobile app, and selling booths and advertising. Our technology powers trade shows, conferences, and events so that you can focus on what matters most: delivering a successful event.

#### Want to learn more about Map Your Show's solutions?

Schedule a free demo with our sales team at [www.mapyourshow.com/get-demo](http://www.mapyourshow.com/get-demo)



# Trade Show Floor Plan Recommendations for Single & Multi-Hall Shows



**Madison Frye**

*Marketing Associate at Map Your Show*

Organizing a successful trade show, conference, or industry event requires a balance of creativity, strategic planning, and a keen understanding of your show audience. If you want to make your event stand out, this starts with a well-crafted trade show floor plan. In this article, we'll explore insights into creating a floor plan for both single and multi-level events. From zoning to event management technology, here are some exhibition tips on how to “wow” your audience.

## 01

### Multi-Hall Show Recommendations

#### 1. Designated Lounges and Networking Areas

Trade shows can be overwhelming, and attendees appreciate designated areas to rest and connect. By incorporating comfortable lounges and networking spaces on each level, you create an environment that encourages spontaneous and genuine networking opportunities.

#### 2. Information Hubs and Attendee Guidance

Navigating a multi-level trade show can be challenging for attendees without guidance. After all, exhibitors can't gain a potential lead if the attendee is lost at the show. While there are many ways to help attendees get to where they need to go on the show floor, it starts by utilizing trade show technology to make a well-detailed event map, making show floor exploration easier than ever.



#### 3. Strategic Zoning

When it comes to multi-level trade shows, strategic zoning is key. Creating dedicated zones on each level can seamlessly group exhibitors based on your industry's categories. New Updates from Map Your Show's Floor Builder can allow exhibitors to list their industry competitors and



partners, allowing show management teams to create zones on the trade show floor with ease. This not only simplifies navigation for attendees but also eases expectations on show management teams when sifting through hundreds of exhibitor applications.

#### 4. Themed Areas

In addition to strategic zoning tactics, you can take it a step further by adding a theme

to these areas. Adding a bit more excitement to each level by designating specific themes or experience opportunities (aka: “you-had-to-be-there” moments). Align these themes with the industry sectors or topics represented on each level and watch as your trade show becomes a multi-dimensional experience for attendees.

#### 5. Flexible Booth Space Options

Modular booth designs are by far the most popular for exhibitors to use. These can adapt to different floor layouts, but it is important to offer the correct amount of space each exhibitor may need. For shows selling by space, exhibitors can now request their booth spaces when submitting their application to exhibit.

#### 6. Onsite Educational Opportunities

Trade shows are so much more than just a place to sell or purchase a product. Incorporating education into your show floor is vital for the success of the industry! While dedicated areas for seminars, workshops, and product demonstrations are vital, don’t forget to utilize the trade show floor as a space for these as well. Ensure that you schedule sessions strategically to minimize congestion and encourage a natural flow between educational and exhibit spaces.



#### 7. Show Sponsorship Options

Show sponsorships are key for your show’s bottom line and ensuring that your event’s budget can stretch further, especially in our current economy. Sponsorships also act as an opportunity to make your exhibitors shine on the show floor.

#### We Recommend Utilizing:

- Sponsored waiting or rest areas
- Sponsored trade show totes
- Lounge sponsorships

### 1. Open Concept Show Floor Layouts

Small doesn't have to mean cramped. Opt for an open-concept floor plan to create an airy and inviting atmosphere. This not only enhances the overall experience of your audience but also smooths traffic flow through the space available.

### 2. Themed Areas or Zones

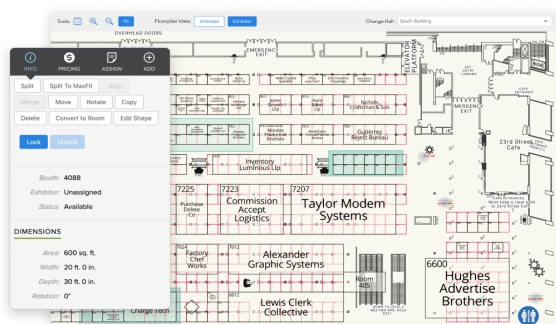
Similar to multi-hall shows, single-hall shows can also benefit from themed areas across their show. Enhance the appeal of your trade show by creating themed areas or zones within the limited space. This adds variety and keeps attendees engaged as they navigate through different sections, providing a curated experience no matter the scale.



### 3. Utilizing Event Management Technology

Trade show technology can make a big impact on show management teams while they are planning and executing a trade show. It's more important than ever to make a lasting impression and ensure that attendees and exhibitors alike are gaining a big "value add" by attending the show, no matter the size. With event management technology, you can create this experience, while providing ease to your team. New to Map Your Show's Builder, exhibitors can list their

competitors and partners when requesting a booth. This allows your team to make an educated decision on booth spaces, without having to research it on your own. On top of this, Map Your Show's event management technology offers the ability to create a floor plan with or without a CAD file, a "Max Fit" filter to help guide you when creating your show floor, and so much more.



### 4. Networking Hubs

With smaller shows, offering more chances to create genuine networking opportunities is key. Your show management team can do this by creating designated areas as networking hubs or lounges to foster connections in your show space. These hubs can serve as meeting points, encouraging spontaneous interactions, and also provide a break from the bustling trade show floor. Something unique to a smaller show is that networking at the event becomes more relaxed and genuine. Breaking the ice at a session and on the show floor tends to happen quicker than a large show.

## 5. Clear Signage

While your trade show may not be as large as others, that does not eliminate the need for trade show signage to guide the attendees throughout the show. In fact, clear signage is paramount. Ensure that directional signs are prominently placed, guiding attendees to different sections and exhibitors. This will minimize confusion and maximize the time attendees spend engaging with exhibitors.

## 6. Sponsorship Integration

Offer creative sponsorship opportunities that integrate seamlessly into the small floor plan. One unique option would be arrows on the show floor, leading to a sponsored exhibitor. From branded lounges to sponsored charging stations, strategically place sponsorship elements across the show floor to maximize the visibility of your exhibitors and enhance the overall ambiance.

## 7. Data-Driven Optimization

To make sure that attendees have the best possible experience at a trade show, it's important to keep track of how they're moving around and interacting with the space. By analyzing this data, organizers can tweak the floor plan and improve the layout for future events. This will help to keep attendees engaged and happy, while ultimately leading to greater success for everyone involved.



For Map Your Show customers, you can request a Post Show Report from your sales representative to further review data from your show.

## 03

## Conclusion

Trade shows and industry events are an essential part of business growth and development. These events bring together industry professionals, thought leaders, and decision-makers to network and discover the latest trends and innovations in the field. To create a successful event, organizers need to put in a lot of effort, creativity, and strategic planning. However, utilizing event management technology can help show management teams plan and execute the event with ease while increasing the value added for attendees and exhibitors.

### Want to learn more about Map Your Show's solutions?

Schedule a free demo with our sales team at [www.mapyourshow.com/get-demo](http://www.mapyourshow.com/get-demo)



# New Floor Builder Updates for Streamlined Booth Assignments



**Thembela Mavuso** – *Channel and Product Marketing Manager at Map Your Show*

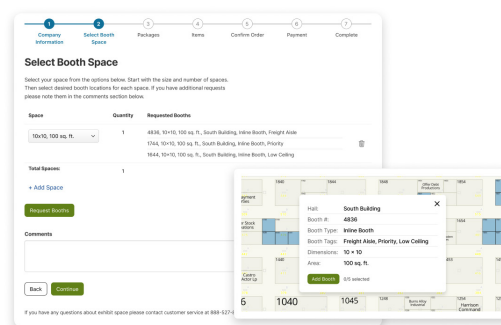
At Map Your Show (MYS), our unwavering commitment to enhancing your trade show experience has led to exciting new developments on our platform. We are excited to announce the latest improvements to our Floor Builder, introducing a suite of innovative features tailored to make booth assignments a breeze for show management teams and, in turn, elevate the overall satisfaction of your exhibitors.

## 01

### Revolutionizing Booth Assignments

#### 1. Centralized Space and Preference Requests

Exhibitors can navigate the application process with ease. The ability to make space requests and set preferences within a single step not only saves time but also simplifies the overall experience for exhibitors, allowing them to focus on showcasing their offerings and getting more involved with the upcoming trade show.



#### 2. Partner and Competitor Selection in Space Application

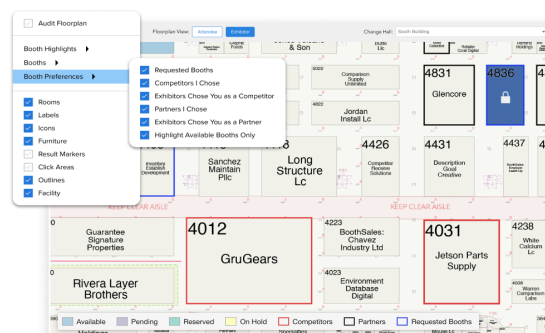
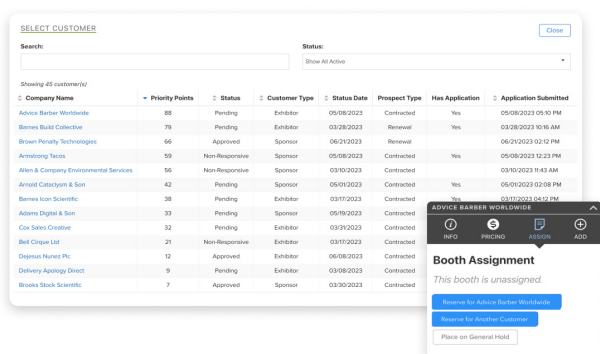
Empower your exhibitors to shine on the show floor. This innovative feature enables exhibiting companies to provide a list of their unique competitors and partners. Show management teams can save time and create a more informed show floor plan while retaining control. The show management team will have the final say in assigning the requested booths.

#### 3. Improved Floor Plan Viewing and Filtering

Show managers now have a powerful tool at their disposal. The ability to highlight the floor plan based on pre-selected preferences, including exhibitors' requested booths, chosen competitors, partners, and available space, offers a dynamic way to navigate the floor plan efficiently during the booth assignment process.

## 4. Exhibitor Sorting Options

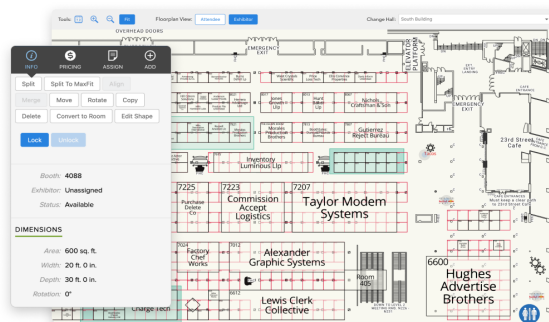
The flexibility to sort the list of customers by exhibiting company name, space requests, or status gives managers the control to assign spaces based on priority points or a first-come, first-serve basis. This empowers managers to optimize space allocation with precision.



## 02

## Beyond the Features

The enhancements go beyond the individual features mentioned above. By consolidating all application information directly into the Builder tool, your event team can seamlessly manage the entire process within the platform. This not only saves significant time but ensures a more cohesive and stress-free experience for all involved.



## 03

## Ready to Dive Deeper?

If you're eager to explore these new features further, contact us today to schedule a personalized walkthrough. Learn how these updates can be seamlessly implemented for your upcoming show, ensuring a more efficient and impactful trade show experience for shows using our Booth Sales Module.

At Map Your Show, we understand that the success of your trade show is our success. With these Floor Builder updates, we are confident that you'll not only experience a more streamlined exhibitor assignment process but also set the stage for an exceptional and memorable event. Elevate your trade show game with Map Your Show, your trade show technology partner.



# Maximizing Exhibitor Experiences with New Features in Floor Builder



**Madison Frye**

*Marketing Associate at Map Your Show*

Trade shows serve as valuable platforms for businesses to showcase their products and services, connect with potential clients, and stay in tune with new industry trends. For exhibitors, selecting the right exhibit space is crucial for maximizing their presence and achieving their goals. In this article, we'll explore the importance of exhibit space selection to an exhibitor's trade show journey and how trade show management teams can enhance their show's overall impact using the exciting new updates to Map Your Show's event management tool, Floor Builder.

## 01

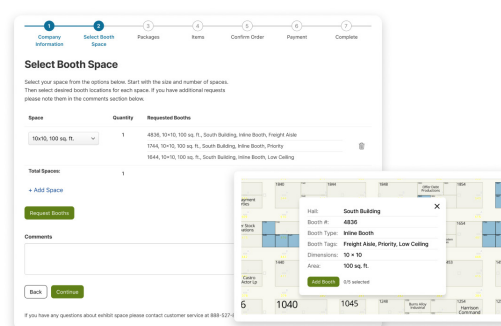
### Understanding the Significance of Exhibit Space Selection to Exhibitors

The location of a booth within a trade show venue can significantly impact an exhibitor's overall experience. Factors such as foot traffic, visibility, and proximity to key attractions are crucial in attracting potential leads. As exhibitors seek to stand out in a competitive environment, trade show managers (when selling by booth space) can help their exhibitors strategically select their exhibit space.

### Three Key Considerations for Exhibitors When Selecting Booth Space at a Trade Show:

#### 1. Proximity to Popular Attractions

Exhibitors aim to secure a booth space with high visibility near entrances, stages, or other popular booths to attract more foot traffic and potential leads. By being close to these high-traffic areas,





exhibitors can increase their chances of success, generate potential leads, and maximize their return on investment (ROI). They also know that strategic placement is key to standing out from the competition and capturing the attention of attendees. Trade show organizers face the difficulty of ensuring that each booth offers some sort of competitive edge for the many exhibitors at the show.

## 2. Analyzing the Competition

When participating in a trade show, analyzing the placement of your competitors can provide valuable insights. Some exhibitors prefer to be close to their competitors to leverage the shared interests of attendees and draw from the same target audience. This way, they can create a buzz and build brand awareness by showcasing their products or services side by side with their competitors. On the other hand, others may opt for a more distinct location to differentiate themselves from their competitors and avoid direct competition. They may also choose to request a booth next to their industry partners to collaborate while on-site. Ultimately, requesting the right location can be a strategic decision that can impact the success of an exhibitor's trade show participation and ROI.



## 3. Onsite Sponsorship Opportunities and Lead Gen

In today's fast-paced business world, trade shows and other events are an essential way for companies to showcase their products, services, and innovations to a wider audience. However, with so many exhibitors competing for attention, standing out from the crowd can be a challenge. That's where sponsorship opportunities come in. By partnering with event organizers, companies can secure prime placement, premium advertising spots, and other exclusive benefits that help them connect with their target audience. These sponsorships not only increase brand visibility but also provide access to high-quality leads and potential customers. By investing in these opportunities, exhibitors can gain a competitive edge, maximize their ROI, and increase overall lead generation.

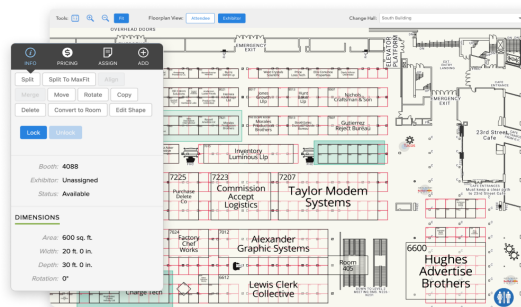
02

## How Map Your Show Enhances Exhibit Space Requests for Show Management Teams.

Trade shows provide numerous opportunities for businesses. However, organizing a successful trade show requires a well-coordinated effort from the management team, who must ensure that exhibitors have everything they need to make the most of their onsite opportunity. Map Your Show's event management technology, Floor Builder, is designed to make this process easier and more efficient. With its range of features, show management teams can easily navigate exhibitor booth requests, identify the most appropriate booth location, and offer additional options for exhibitors to customize their exhibit space to showcase their brand effectively. This technology helps trade show management teams deliver a seamless and engaging experience for exhibitors, leading to a more successful event for all involved.

# Interactive Show Floor Plans

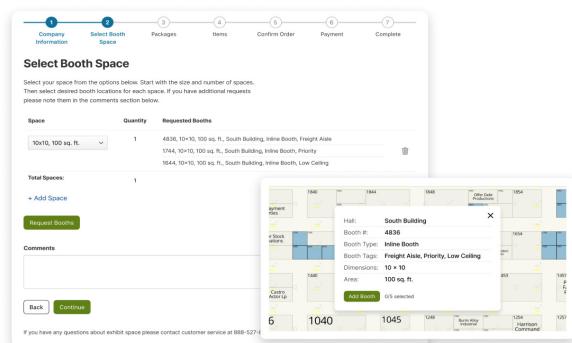
Map Your Show provides an interactive floor plan to help visualize the venue and booth layout. As a show manager, this includes additional views to make more informed decisions based on exhibitor preferences and goals. With the help of the “Max Fit” layout in Floor Builder, show management teams can create their own unique floor plans. This feature also allows show teams to customize their exhibit floor’s layout to best suit their exhibitors’ needs.



## 1. NEW: Select Partners and Competitors in Booth Space Application

When it comes to showcasing products and services at a trade show, exhibitors need to be mindful of their competition and potential partnerships. To facilitate this process, trade show management teams can now allow exhibitors to list out their competitors and partners during the initial booth space application. These listed competitors are later viewed by the show management team for final selection when selling by space. Depending on the show’s configuration, exhibitors may be able to select competitors from all prospects or limit their

choices to the show’s previous exhibitors. This feature not only helps exhibitors prepare for potential competition but also fosters collaboration and networking opportunities with industry partners. Exhibitors can also better tailor their marketing strategies to make the most out of their trade show experience.



## 2. Real-Time Updates and Availability

Having access to real-time updates on available booth spaces is vital. It ensures that show managers have the most accurate and up-to-date information possible, allowing them to make timely decisions and secure the best possible location for each exhibitor’s needs.

This is especially important for events that offer more than one sales office, off-site booth selection, or for any time that the sale of a booth may be happening more than one application at a time. This can help minimize confusion, reduce the risk of double bookings, and create a more seamless and enjoyable experience for everyone involved.

### 3. NEW: Customized Views and Additional Filtering Capabilities

Map Your Show's platform provides show management teams with an exceptional level of customization for their viewing experience of the floor plan. One of the most exciting features of this platform is the ability to highlight the floor plan based on pre-selected preferences. Space Application-View options This includes highlighting the floor plan according to an exhibitor's requested booths, competitors chosen by the user, exhibitors who have selected the user as a competitor, partners selected by the user, exhibitors who have chosen the user as a partner, and available booths. This level of customization provides show management teams with an efficient way to navigate the floor plan and find exactly what they are looking for. The platform has been designed to provide an easy-to-use interface and to enhance the user's comprehensive experience.

With this new ability to sort the list of customers by company name, space requests, or status, managers can easily assign spaces to booths based on priority points or first come first serve. This feature provides a convenient way to manage booth assignments and ensure that everything is running smoothly.

## 03

### Conclusion

Trade show success is a collaborative effort between exhibitors and trade show management teams. By understanding the importance of exhibit space selection and leveraging tools like Map Your Show's event management technology, trade show managers can give exhibitors the power to enhance their presence, attract more leads, and ensure a positive return on investment. As the industry evolves, staying ahead with innovative solutions becomes essential for creating a win-win scenario for both exhibitors and event organizers.

To learn more about Map Your Show and how it can make your event continue to succeed, contact our team today!

**Phone** 888-527-8822

**Email** [sales@mapyourshow.com](mailto:sales@mapyourshow.com)

**Address** 6925 Valley Avenue, Cincinnati, OH 45244





# Every Great Show Starts With a Plan.

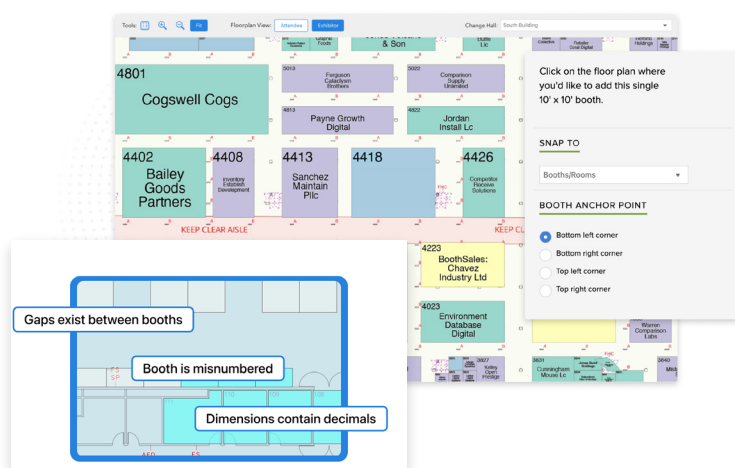
Transform any trade show into an amazing Exhibitor and Attendee experience with our Trade Show Floor Plan Builder.

## A PRECISION FLOOR PLAN

Create and combine booths with precision without using CAD. Upload the Max Fit file from your General Service Contractor, and easily create and modify booths to fit your space. Audit checks ensure that your expo floor plan is accurate every time.

### Create Custom Features

Take control with custom labels, furniture, icons, uploaded images and outlines. Showcase what's important by toggling on/off features for attendees' or exhibitors' views.



### Give Real-Time Updates

Make changes to the floor plan and assign exhibitors in real-time, or publish all of the changes at once. With the audit report, you'll know that the floor plan is accurate.

### Create an Exhibitor View

Give your exhibitors all of their booth information: dimensions, layout, ceiling heights, display columns, and even placement of competitors and other exhibitors.

### Work with Concurrent Users

Multiple users can work together to create the floor plan project - without worrying about inputting duplicate information.



## Exhibitor Communications

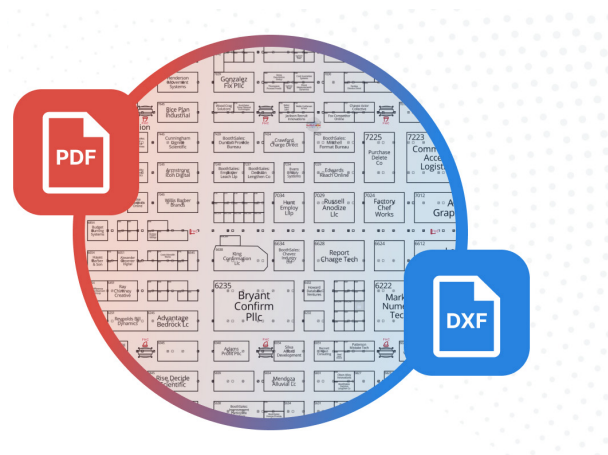
Apply tags with information about each exhibitor. Segment exhibitors to create and send customized show communications to help your exhibitors prepare and get the most impact from the event.

## Exporting Made Easy

Use our export tool to easily save DXF or PDF files for use by your general service contractors.

## Works with Booth Sales

Integrate with our Booth Sales product to update pricing, sell and assign booth spaces directly in Floor Builder.



# LATEST IMPROVEMENTS

## Improved Floor Plan Viewing and Filtering Capabilities

Highlight the event's floor plan based on pre-selected preferences, including exhibitor's requested booths, chosen competitors, partners, available space and more.

## Exhibitor Sorting Options

Sort the list of customers by exhibiting company name, space requests, or status to easily assign spaces to booths based on priority points or first come first serve

## Centralized Booth Space and Preferences Selection

Collect exhibitor space selections and preferences within the space application process of booth sales.

## Partner and Competitor Selection in Booth Space Application

Allow exhibiting companies to provide a list of competitors and partners from a range of all prospects or limit choices to the show's previous exhibitors, depending on the show's configuration.



# Contact Us

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