



Dear IWF 2016 Exhibitor:

Welcome to IWF 2016.

In August, IWF 2016 will be the place to meet face-to-face with buyers looking for new technology, new suppliers, new products and new ways to help them be more competitive, produce less waste and reduce turn-around time. They will be looking to you – the exhibitor – for the things that will help them achieve their goals. Make sure they find you at IWF by using all the marketing tools offered by show management and the official vendors. Please review the 2016 Promotion and Advertising Guide by clicking [here](#) or send the link to your company's marketing team. As an exhibitor, you have many choices and options available to help you get your company's message in front of all the participants at IWF. Your success at IWF depends on how well you promote your products, services and expertise before, during and after the show.

The IWF Exhibitor Manual contains the important operations information you will need to make your IWF experience successful. Be sure that information is forwarded to your staff members, your exhibit house, and your exhibitor appointed contractors. They must have this information to be aware of and meet deadlines, comply with all show rules and regulations, and to order necessary booth furnishings and services.

Please make sure you know and comply with your **assigned freight arrival and assigned freight removal dates** provided in this manual. Keep in mind that some freight removal dates are overtime days and you should budget for the potential added expense for material handling and labor services for that day.

Pay close attention to advance order deadlines. In many cases, you will save money and avoid possible delays by ordering in advance. Special attention should be given to the Georgia World Congress Center utilities order forms. Ordering online by August 3, 2016 will provide exhibitors significant savings. GES is also offering significant savings with their pre-payment plan and new service packages. Be sure to review these.

The IWF staff and official show contractors are committed to helping you make IWF 2016 a great experience. If you have any questions regarding services, order forms, procedures, display regulations and show rules, do not hesitate to contact us or the appropriate service contractor.

Sincerely,

Your IWF 2016 Show Management Team